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Report Writing

Organisational Social Media Strategy Report

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Declaration

The students named above declare that the content of this Continuous Assessment project is solely the work of the individuals whose names appears on this cover sheet. The work of any other authors has been cited and referenced in full.

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Executive Summary

The objective of this report is to audit The Bridgewater Inn's current Social media strategy and analyse what they can change and add to their current strategy to improve their online presence and to further aid their business's success. Within this report, we also looked at the wide variety of different social media platforms which The Bridgewater Inn could consider merging into their strategy.

The conclusions that were formed during the process of this report include

1. The Bridgewater Inn has spent a lot of time working on and thinking about their current social media strategy and trying to connect with their customers.
2. They have a large variety of options when it comes to considering other platforms of social media.
3. The Bridgewater Inn's current strategy has resulted in them being able to reach a section of their target market which brings in business but with the addition of some more work, a little time and the implementation of some more social media platforms will enable them to compete with more of their competitors and to increase in profits and online presences.
4. The focus on both short term and long term goals regarding their social media presence enables them to have realistic and suitable targets for each step of the businesses future.
5. The need to focus more on their marketing both online and offline gives The Bridgewater Inn the opportunity to change and improve their current strategy.
6. A new current social media strategy was suggested.

Based on these conclusions the report also highlighted a number of recommendations that The Bridgewater Inn should take into consideration in the future to enable their strategy to continue to be even more successful. These include:

1. The Bridgewater Inn needs to consider what time and work they can put into their social media strategy.
2. They need to focus on what which customers it wants to target and on which platform.
3. They need to monitor and ensure that they are getting back to customers online, to never leave post complaining about the company up for more that six minutes, they are to never take it down instead to deal with it both online and off.
4. Set out all of their long and short term goals ensuring that they are realistic and within their means.

Terms of Reference

This report was commissioned by Glenn Mehta, lecturer of the Social Media Communications module as part of an assessment for that module within the Bachelor of Computer Science at the Institute of Technology Tallaght. It accounts for 50% of the final marks and provides an analysis of The Bridgewater Inn's strategy and their choices relating to that strategy.

Introduction

For the purpose of this assignment we will be analysing and critically evaluating The Bridgewater Inn's social media strategy. We will consider their current social media strategy, social media platforms, marketing options, target audience, short term and long term goals and to create a new social media strategy.

“We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.” – Pierre Omidyar

“When you lose followers because of where you stand – you strengthen your tribe.” – Glen Gilmore

In the 1700's The Bridgewater Inn was built in Sallins, Co. Kildare. The Bridgewater has been around as long as anyone can remember. Over the past few years The Bridgewater Inn has had a few owners in its time and has expanded its premises to a large pub with a lounge, bar and restaurant.

The Bridgewater Inn was recently closed for almost nine months and reopened February 2016. Before it closed down it was the busiest pub for food and drink in the Sallins & Naas area. The new local owner Mr. Martin Finn has found it hard to get his new business back up and running like it used to be before it closed down.

Martin only took over the Bridgewater in November 2016, since he took over he has improved The Bridgewater greatly. The previous owner who reopened The Bridgewater Inn in February 2016 opened up all wrong. He barely advertised the opening so not many people even knew it was back open.

Martin advertised his new opening by handing out leaflets at the local school to the parents collecting their kids, he put leaflets into the letterboxes of all the estates in Sallins, he advertised it in the local paper The Kildare Post and he also took over the Facebook page that was currently in use for The Bridgewater Inn.

The Interview

As part of this report, an interview was taken place with a representative from The Bridgewater Inn. After emailing and asking them if we could use their business for this report and if we could interview them, they kindly got in contact with us to let us know that they were more than happy to allow us to use The Bridgewater Inn for this report.

The emails sent from us to The Bridgewater and their reply can be seen in the Appendix A, B and C.

Bellow you will see the outline of the questions which we asked during the interview and an outline of their answers to such questions.

- 1- What Social Media strategy do you currently have in place? Which platforms do you use?
 - We mainly use Facebook, although we have a TripAdvisor account and have recently made an Instagram account but we do not have it up and running yet.
- 2- What Social Media Platforms would you like to use?
 - We would like to get the Instagram account up and hopefully some other ones that are easy to maintain and use.
- 3- What do you want out of a new Social Media strategy? And why?
 - Do you want only more publicity?
 - Do you want to increase followers and reach more of your target audience?
 - Do you want to generate more reviews and feedback?
 - Do you just want to increase profits and sales?
 - Do you want to engage with the customers and or create a buzz around the business?
 - Yes to all of them we would love to engage with our customers more and strengthen our relationship with them which will hopefully lead to a growth in profits.
- 4- Who is your target audience?
 - Well we don't have one age group in mind we want to target everyone from 18 and up.
- 5- How much time are you willing to put into developing and maintain a new social media strategy?
 - We would like to put as much time as we can to ensure that it is successful.

Section 1: Current Social Media Strategy - Amanda Doyle

The Bridgewater Inn is one of the few pubs in Sallins Co. Kildare, Sallins is right beside Naas town so there is a lot of competition. With Sallins being such a small community the local support is very important to Bridgewater Inn.

As The Bridgewater Inn was closed for about nine months they have found it hard to get the place like it used to be when it was open. Most of the staff are very helpful with posting on their Facebook page to let people know what they have to offer.

The Bridgewater Inns current social media strategy varies depending on the platform, they mainly depend on Facebook.

1.1 Official Site

Their official site is very poor, since Mr. Finn took over before December the website has not been updated. It has the old menus on it along with some of the old photos of the food to match. This is not good, they should of had the site updated by a web designer when they got a new chef with new menus.

1.2 Twitter

Twitter seems to have more of a younger generation of members. Although twitter has a lot of benefits for a business, The Bridgewater Inn are not on twitter. Twitter is a way to keep your followers up to date with current information about your business.

Importantly, it lets followers communicate with you too. Tweeting about special offers or new products can encourage your followers to find out more, potentially leading to sales. Twitter can tell you the hot topics of the moment, and allows you to see what Twitter users are saying about your brand, your competitors and your product category.

If The Bridgewater Inn want to promote more to their younger crowd of their target audience they should create a strategy and join Twitter.

(Business.qld.gov.au, 2017)

1.3 Snapchat

The Bridgewater Inn are not on snapchat so they do not have a strategy for it, although they are considering joining. Snapchat has hit over one hundred million people. This alone should stop any business for ignoring it and get them to join to advertise and promote their business.

1.4 Instagram

The Bridgewater Inn recently joined Instagram when we got in contact with them.

Their aim for their strategy is to have it similar to their Facebook strategy when they get it up and running properly. Their aim is to cut the clutter on Instagram as it's such a visual platform and to let the product speak for itself.

Visual content is one of the most important components when it comes to marketing.

The Bridgewater have already got a hashtag trending since they joined Instagram which they have been using after every post on Instagram and Facebook.

(Shopify Content - For ambitious people like you., 2017)

1.5 TripAdvisor

TripAdvisor is one of the world's largest travel site enabling travellers write reviews on a business, weather the business wants a page or not. Anyone is able to pinpoint a location and create a page for your business for reviews and pictures, if you don't create a professional one yourself.

Seeing a lot of positive feedback from satisfied customers on a business's TripAdvisor page is great, but this also mean unsatisfied customers can leave reviews too. These reviews can tell you what your customers like and dislike and how you can improve your products and services.

The Bridgewater's TripAdvisor page is has a lot of excellent reviews. Although they can't really have a strategy for TripAdvisor as it's not in their control, they do, they can still update it with pictures and really take the reviews seriously as a strategy to keep the good reviews coming.

1.6 Facebook

Facebook is probably the best social media platform to have, especially when you're targeting all age groups. Having a Facebook page for your business is free. By having a good strategy for businesses Facebook page you can reach your target audience, use Facebook insights, build brand loyalty, lower marketing expenses, increase your web traffic and receive reviews and check ins from your customers.

The Bridgewater Inns Facebook strategy is very good their page is very active, they post once or twice a day of deals, promotions and some competitions on the weekend. They really are trying their best as they try aim posts at every age group. They advertise the food they serve all the time on their Facebook page with pictures, two course deals, specials and steakhouse Friday's, their food posts are aimed at all age groups and Facebook is the perfect social media platform for this as the members are all different ages.

For the younger crowd and the women they have a weekly cocktail specials at a discounted price. The Bridgewater Inn try to aim their free pool and jukebox midweek deal towards the younger crowd as well but also gets other age groups.

For the men and regular drinkers they have deals like a pint and a burger for ten euro and they show all of football matches on the big projector screen.

The Bridgewater offer a lot when it comes to music, they try get all target age groups in. Every Friday they have an open mic which really gets all the locals in as anyone can come in and perform if they wish. It usually consists of a few locals sitting around a big table with their guitars, harmonicas and tambourines playing and singing traditional music. Every Saturday night The Bridgewater Inn have a live act which is aimed at their middle aged target audience and their more mature audience. The acts vary from tribute acts, traditional and acoustic music and seventies and eighties nights. The Bridgewater would often post a live Facebook video on a Saturday night when it's busy during the live music to try get more customers in the following week.

The Bridgewater Inn aim their big function room upstairs to all age groups as they hold events for christenings, communions, confirmations, twenty firsts and other birthdays along with food deals such as finger food or a buffet.

As The Bridgewater was closed and is now under new management, they have a big problem on Facebook. The old Facebook page from the previous owners is still there and it has more likes than the new Facebook page so it comes up first when you search to find them so they had to rename the page The Bridgewater Inn. A lot of people have said to them they tried to find them on Facebook and only the old page comes up because they don't include the word "The" in their search, this is a huge problem for them as it looks like they have not reopened as the recent posts are from months ago. New reviews and ratings from customers that they are getting are sometimes going on the old page.

They need to get in contact with the previous owners and get them to remove the page. There is also a male profile called The Bridgewater Inn which is a failed attempt of a Facebook page from the previous owners before they made their page which comes up in the search also.

The Bridgewater Inn do not run social ads. They are an inexpensive way to promote and advertise your business. Social ads offer powerful targeting options so you can reach the right audience. As The Bridgewater Inn manly depend on Facebook they should really run a Facebook ad. You can target based on location, interests, connections and behaviours.

1.7 Importance of Social Media

Realistically, social media is no longer optional for a business nowadays. There are over 3 billion internet users and over 2 billion of them have active social media accounts. Popular social platforms have become marketing giants, offering businesses valuable data about their customers and a free way to reach them.

Social media helps you gain valuable customer insights and allowing you to find the conversations happening around your brand.

It also makes it easier for your customers to find and connect with you by checking in or leaving reviews.

Social media increases website traffic and search ranking, this is one of the biggest benefits. Not only does it help direct people to your website, but the more shares you get, the higher your search ranking will be. You can also spy on competitors, share content faster and easier and also build relationships.(Hootsuite Social Media Management 2017)

Section 2: Social media platforms - Cleo Byrne

As explained above, the implementation of an effective and well thought out social media strategy can mean the difference between one hundred people knowing about a company and thousands if not more, although when it comes to maintaining and monitoring all the variety of platforms that can be used a business must think if they have the time for each option, Chitwood (2014).

“It is commonly suggested that to increase your brand presence, you need to be active on all forms of social media. While that may be true, unless your company has a dedicated social media coordinator, finding the time to maintain every platform out there can be extremely time consuming”.

While The Bridgewater inn already has a social media strategy in place as discussed previously in this report, there are many options when it comes to adding to and improving their current strategy. Which will be outlined below.

First, when it comes to trying to find new social media platforms to use there is a lot that the business must think about. Hsiao.A(2017)

- What do they want out of their social media strategy, is it just to increase publicity or maybe they want more followers and or to increase profits?
- What way do they want to engage with their customers/ followers that they are trying to reach? what relationship do they want to build?
- Do they just want reviews and to create a buzz or environment around the business?
- Who exactly do they want to target, are they trying to widen their target market or are they trying to home in on one section of their audience.

2.1 Current Social Media Platforms

2.1.1 Facebook

Facebook is one of the largest social media platforms, with 1.09 billion daily users. It is used to post videos, photos and posts containing a variety of information. While Facebook is by both personal and business accounts it is a great way to promote your business to a large group of people to try and get likes comments and reactions. Facebook had a total of 6.82billion in ad revenue in Q3,2016. Which is a good benefit to businesses. Mehta.G(2013)

Benefits:

- 1- Gain valuable customer insights, companies are able to see what their customers think and what changes or complaints they may have allowing them to change and manipulate their business to improve to the customer's satisfaction.
- 2- Increase brand awareness, when your online presence is strong this means that your customers can find you easier and this means they can connect with the business which will then lead to an increase in their loyalty.
- 3- Promote with real time results, the chance to target customer's information such as special events or deals and prizes can lead to real time feedback and reactions from customers.
- 4- Leads to increasing sales, regular interaction with customers online can generate a bigger demand for the company.
- 5- Increase Search ranking, the more your business is searched the higher you will be in the results list.
- 6- Builds relationships with customers, Social media is not just about sales and profits it is about creating a connection with your customer base.

7- Gives the ability to search for competitors and to see what they are doing and how you can improve your businesses strategy in order to compete with them and improve online presence.

8- Share important content easier and faster.

Coop.E(2016)

2.1.2 TripAdvisor

“TripAdvisor® is the world's largest travel site, enabling travellers to unleash the potential of every trip.”

- TripAdvisor media centre.

TripAdvisor allows people to leave reviews both good and bad about a business whether the business wants them to or not. With 465 million reviews covering 7 million different business. It is a popular site which every business should create an account on so that they can control the quality of the information

Benefits:

- 1- Extremely popular, TripAdvisor is a go to place for holiday goers and visitors, so it is beneficial for a business to make sure that they have their page looking professional with professional photos and information that will catch the eyes of viewers.
- 2- Large traffic on the site can lead to reviews being accumulated a lot quicker.
- 3- Reviews seem more genuine because they are on an external platform and are less likely to be tempered with or false reviews made by the business themselves.

2.2 Further social media platform options

2.2.1 Instagram:

While they have just joined Instagram, they still do not have a set plan on how they will run it while also not having a full understanding of how they can use it to benefit and aid in their online presence.

Millions of users use it, with an estimated 500 million monthly active user, along with many different types of businesses and brands.

This platform uses visual content and forms of communication through pictures and short videos. Most brands or businesses would post once a day, by looking at your target audience and testing your followers to see when is the best time to post would be night-time's and weekends. There is 40 billion photos shared on this platform.Mehta.G(2013)

The use of the iconic hashtag enables post to become more discoverable, adding a relevant hashtag can mean the difference between 50 likes and 5000 likes. The more people that view, like and or reshare the more the post will spread to people.

Benefits:

- 1- A picture is worth a thousand words. "If you can translate the passion of what you offer or do into a visual image this opens a fantastic door of opportunity" Joel Brown.
- 2- Gives you the opportunity to build a personality for your business.
- 3- The ability to make the posts more personal and put a face to the business allows trust building.
- 4- Keeps the business name moving, the opportunity to run contests to aid in the promotion of your business, ie the best photo taken within your restaurant receives dinner.
- 5- Special events promoting. Events such as sports matches to reach one section of your audience, bank holidays, or student nights.

- 6- Allows people to see what goes on behind the closed doors, and allows them to get involved using a hashtag on their own posts.

While Instagram is a very useful asset when it comes to a social media strategy creativity and planning are required along with time.

2.2.2 Snapchat:

It is a multi-million user app, with 150 million daily active users , it is a visual based app that has ten billion video views per day. Mehta.G(2013).

While its initial release date was 2011, snapchat has grown in popularity and is used by a wide age group, which is ideal for businesses who can communicate with their desired market via pictures and videos. The app consists of both private messages and a story, both of which only allows the view to see the post if a picture for ten seconds or the short video although once on a story it may be seen for twenty-four hours.

Benefits:

- 1- Help a business build an engaged following, people tend to be more visual. Meaning that the react better to images and connect more.
- 2- Increase loyalty, younger local customers or regulars will be more likely to follow along and stay viewing the businesses snapchat story, especially if they feel involved.
- 3- Maximise brand visibility.
- 4- Allows the customer to see behind the scenes and give the business a family feel and personalise idea they have of the business.
- 5- Promotions such as giveaways or last minute deals can cause people on snapchat to want to be involved.

Brown.J.(2015)

2.2.3 Twitter:

It is a popular platform of social media with 6,000 tweets per second on average. Where you lead conversations, and interact with customers. (Business.qld.gov.au, 2017). With 317 million monthly active users twitter is a great way to communicate with customers.

Benefits:

- 1- It can aid in increasing customer satisfaction, gives you the ability to post updates to your followers in real time which gives you the chance to see your customer's reactions and adjust or changes accordingly.
 - 2- Generating business, promoting special offers or events can create a demand with in followers, while directing them to your local store or other forms of social media or websites for more information or comments or reviews can lead to people wanting what your selling.
 - 3- Watching what competitors are doing, twitter gives you the insight to competitor's current activities and strategies enabling you to change, update your strategy, see what you could be doing and hopefully be able to compete with them.
 - 4- Twitter is a good way to strengthen your connection with the local community. A business can share useful local information, while offer solutions to local social issues and aid and support local events or causes, this will generate an awareness with the community and strengthen their connection with the business.
 - 5- Free marketing, it is free to use twitter and to tweet.
- Saladino.A(2012)

2.2.4 Pinterest:

It is used by a wide array of users and brands dealing with topics such as fashion, food design and travel. This too is a more creative and visually contented form of social media. While majority of its users are female Pinterest still has millions of monthly active viewers. The ability to pin and re-pin posts to boards makes it easier for sharing using wisely chosen keywords.

Benefits:

- 1- Communicating with customers and followers, keeping them up-to-date about the business but also allows the followers to communicate with the business to.
- 2- Promoting offers, can lead followers to inquire more and hopefully lead to a sale.
- 3- Bring more personality to the business, sharing quirky tweets and links that will intrigue your followers.
- 4- Like nearly all social media platforms, feedback and reviews can be left which can be information that business might want to improve on and information for future potential customers to research.

2.2.5 YouTube:

This is a video sharing platform, also used for ads or explaining and sharing expertise. It is the second largest search engine in the world with 4 billion videos per day.

Benefits:

- 1- Capturing attention, millions of videos are watched a day. The ability to produce creative videos that people want to watch will make viewers want to watch more ie. Making food or different kinds of drinks.
- 2- Further audiences can be reached, the increasing numbers of viewers watching videos means that a business's message can be spread more efficiently and more cost effectively than television ads.
- 3- Your content never dies, YouTube can help you repurpose content which you have already created which means the less time a business needs to spend creating new content.

- 4- You can grow your audience worldwide, YouTube opens the door to new visitors and followers who may not have come across your business another way.
- 5- Creating regular videos gives a business the opportunity to gain money through google's AdSense by having ads in or at the end of your videos.

2.2.6 Yelp:

It is a go to resource for people and visitors looking for information about local businesses. If you run a local business, like a restaurant this is an essential part of your online presence. While yelp is considered an older form of social media, with over sixty million registered users and over twenty million reviews posted you can see it is still a big force when it comes to views.

Benefits:

- 1- Feedback, a business can gather important feedback about their business and use it to improve your business, while also offering information to the viewers when necessary.
- 2- It encourages word of mouth communication.
- 3- Easy to use, for both business and customer.
- 4- Increased revenue, the higher you are rated on yelp they more your sales will tend to go up.

Section 3 : Marketing and Advertising - Shannon Conlon

After succeeding with the interview with the manager of the Bridgewater Inn, I was able to build a new marketing strategy that I thought would help increase sales to the business through a marketing perspective and get a new crowd into the pub itself.

The Bridgewater Inn's main place to market anything is through its Facebook from what I have seen. By posting regular pictures and constantly keeping up with the statuses, they are always keeping themselves active on social media which is one of the best ways to market anything as you are always at the top of everyone's feed, be it Facebook, Instagram or Snapchat.

3.1 How to market a pub

With the pressure on pubs to keep to their budget within a certain amount but also keep their business interesting it is essential they must plan their marketing strategy well. One of the best ways to market in this day and age is through the internet, which will be discussed in full in the rest of the report. Here are a few steps I took in assessing what would be appropriate:

- The advertising trends which seem to be ongoing in the pub business and total expenditure for each medium.
- Response rates from the different social media accounts.
- The target audience and what is important to them - their behaviour must be analysed and a report made up of the times they come into the pub, for what reason and for how long. Eg Do they come in for food on their break from work or is it a suitable spot for drinks on the weekend or midweek?
- One of the most important steps is realising what you are trying to achieve with all of this. Are you trying to raise awareness for your pub or make the customers more loyal?

You must work some of these out by being aware of the type of social media the generation you are aiming towards uses.

The use of advertising and marketing in newspapers and magazines is a no-go anymore, unless you want your target audience in the older generation.

Marketing and Advertising for Pubs and Bars (2017).

3.2 Response Rate from Social Media

From analysing the Bridgwater Inn's social media I can see they only have a Facebook, Instagram and a general website. In order for the Bridgwater Inn to become more popular they must make themselves known on the internet a lot more.

Their Facebook page is currently their most popular form of interaction with their customers with around 150 likes/comments a day, constantly uploading offers and information about the pub. Their Instagram is very weak at the moment with only 213 followers and under 15 likes per picture. The aim will be to improve Instagram and target the younger generation along with a Snapchat account.

3.3 In house advertising and promotion

The Bridgwater Inn has already had a loyal audience who attend the pub regularly. In order to gather a larger audience, we must think of new ideas to get a new crowd in.

Sometimes when running a business, offers like 3 for 2 can create the appearance of a business desperate for more income, which for the younger crowd is very appealing but not so much for an older crowd.

I have thought of a simple yet beneficial idea for the pub targeted more towards the older generation which I have ran past the manager. On the days of the famous Cheltenham festival in England, the pub will be taking bets. You place the bet with a member of staff and if your horse is a winner you win a pint of Guinness!

For the younger crowd, each barman and barmaid is going to create a cocktail and name it after themselves. This will attract the younger crowd who would know the barmen and women personally.



3.4 Getting Media Exposure/Press release

Becoming well known in your local area for good business is a very important part of your public relations activity. Local media exposure captures your target market effectively. Hearing about positive actions your local pub is doing encourages people to go and see what all the fuss is about. There are many ways you can generate public awareness for a low cost. By creating an event that has titles such as, 'Brand new, the first ever, The best or members of the local community' it gets the community excited to see what the hype is about. For example, "The Bridgwater Inns First Karaoke night with free cocktail on arrival!". Although a karaoke night is a regular thing it may be a first to have a cocktail on arrival. If we are considering making a press release, we only have one chance to make our story stand out.

- The media must be targeted carefully if we want to target a young audience we must include content that would appeal to them. The best way to target a young audience would be by promoting drink deals by radio or Facebook.
- We must find out what newspapers or radio stations our target audience listen to if we are going to release an audio advertisement.
- We must research who the editors and producers are for each radio station and newspaper.
- Calling and introducing yourself is a must. It is very important that you know what content they are interested in. You can't write a full press release and then find out

that they are not interested in the information you have written about. They will be more likely to take time with your press release if they know a bit more about you.

- You can also invite them to your premises so that they have more to talk about when talking about your business. Even adding into the story how clean the pub might be along with the friendly staff can help hugely.

3.5 Keeping up to date with systems.

One element that people might forget about is making sure the systems they are using in work are up-to-date, quick and easy to use. Although the old systems might be slightly cheaper it can really change a customer's experience when the billing process is quick and easy.

- Making sure that credit card machines are fast and reliable is very important. It is terrible customer service if a customer wants to pay by card to be told the card machines are out of service. This can be prevented by having the newest machines and a high internet connection. Having internet in The Bridgewater Inn is also very beneficial when the target audience is under 30 years old.
- The tills as well must be updated with the newest systems as during busy periods we cannot afford to have a slow service behind the bar as it will cause a delay in serving customers.

Section 4: Target Audience - Conor Byrne

The Bridgewater Inn has located in Sallins Co. Kildare has a wide range of customers it could choose to appeal itself to. However, the management have taken an interesting approach, instead of targeting one particular age group, the Bridgewater Inn has utilised its available rooms and space to appeal to people of all ages.

This allows the Bridgewater inn to utilise all forms of social media to appeal to a wide range of customers, and if done right will yield them a large return in customers and revenue.

4.1- ages 18 - 25

For customers of this age range The Bridgewater Inn has loads to offer. In their lounge area, there is a juke box available to use free of charge and a pool table. The jukebox is a great attraction for younger customers as music is such a huge attraction in this day and age. Also, allowing them to change the music free of charge gives an element of freedom to the customers. It will also allow the customers to set the mood for the night.

Also, the Bridgewater Inn has drinks deals that would appeal to this age group as they are more into the party lifestyle so are more likely to order shots and spirits.

The Bridgewater Inn also plays live sport which is a huge attraction for customers of all ages. This attraction could provide a great amount of return for the Bridgewater Inn as it will attract many customers who wish to see their favourite team or county play.

The Bridgewater Inn also has live music available on certain nights, this again is another huge attraction for younger customers. Live music has proven to be a great attraction with music always being one of the best sellers towards young customers.

The function room available at the Bridgewater Inn is also a great attraction for young customers, paired with the restaurant the function room is perfect for hosting birthdays and celebrations of all kinds. This is great for the Bridgewater Inn as it means guaranteed customers on a particular night.

The Restaurant while not the best attraction for younger customers, would still make a return on finger food and lunches such as chicken wings, soups and sandwiches.

4.2 - ages 25 - 35

For customers of this age group the lounge area once again provides most of the attraction. The jukebox and pool table along with the drinks deals being a great seller for customers.

This age group however will be more attracted by the availability of live music at the Bridgewater Inn. The slight increase in age will see the customers stray away from the jukebox music and more towards the live variety. This is a win win for The Bridgewater Inn as the more people that turn up for the live music the more bands will want to play there meaning more income overall.

The Bridgewater Inn also plays live sport which is a huge attraction for customers of all ages. At this age range the Bridgewater Inn can still expect a wide variety of customers, however with the increase in age the less interest the customers will have in the drinks deals.

The function room again is perfect for customers of all ages. For this age group, again it will be used for birthdays and celebrations, with the main income coming from the bar and finger food. Again, this is guaranteed customers for The Bridgewater Inn which would benefit them hugely if booked on a night where not many customers come in.

The restaurant is far more appealing for customers of this age group, as customers would be coming in for lunch or dinner as it would be quite appealing for a family dinner or a date. The restaurant sells a wide variety of food so it is quite appealing in that manor.

4.3 – 35 – 45

For this age group the Bridgewater Inn would find that the lounge area with the jukebox and pool table to be of no interest at all. However once again the Bridgewater Inn has something else to offer for customers of this age, Live music. Live music is the perfect attraction for customers of all ages as bands will play a variety of covers from artists new and old.

The Bridgewater Inn would again bring in a large amount of customers to watch live sport. At this age range the Bridgewater Inn can expect little or no Interest in the drinks deals, such as cocktails.

Once again, the function room is perfect for this age group as it can be used for birthdays and celebrations of all kinds. However, this time the Bridgewater Inn will find more income coming from the restaurant as food is more likely to be ordered by customers of this age group. Along with the bar the Bridgewater Inn will do well with this age group.

The restaurant will be very appealing to this age group. Like the 25 to 35 age range, these customers will be more likely to use the more as they would enjoy going out for dinner. Also, the restaurant could cater for family dinners which is perfect for this age range.

4.4 – 45+

For the remaining customers, The Bridgewater Inn would hope to attract, the lounge area along with the jukebox and pool table would be entirely unused. The same can be said for the drinks deals on offer. The Live music once again would be appealing however a more traditional style of music would appeal more as the age of the customers increases.

As for the sport, once again the Bridgewater inn can expect a wide range of customers to come in and enjoy the live sport.

The function Room would once again be a consistent attraction for birthdays and celebrations. For this age group the Restaurant would be needed as customers of this age range would request a full meal also. The bar again would also be well used.

The Restaurant would be a great attraction for this age group as once again they would enjoy going out for dinner or for a family dinner. The restaurant would also be attractive for a Sunday lunch for customers of this age.

Section 5: Short Term and Long Term Goals

The overall goal of the Bridgewater Inn's new social media strategy are to further expose the services of the business and to attract a wider range of clientele, whether it be from the town of Sallins, where The Bridgewater Inn is located, or from further afield like Naas or Newbridge.

Upon asking our client on what they would like their new Social Media strategy to achieve, they remarked that, "our new social media strategy, whatever it may be, must be one that appeals to a wide range of potential customers, whether it be families, groups of friends or functions, we want to show that The Bridgewater Inn can accommodate these people".

5.1 - Short-term Goals

5.1.1 – Facebook

Upon completion of the audit, we found that the Bridgewater Inn needed a total revamp of their sole Social Media page (Facebook), and needed to create and implement new pages on other Social Media sites as part of their short term and long-term goals.

In speaking with our client, we specifically asked what they would like their new Facebook strategy to achieve, to which they remarked, "Our new Facebook strategy must target the typical Facebook user", and from our research, we found that the largest demographic of Facebook users tend to be in the 25-34 and 34-55 age groups at 24.4 per cent and 31.1 per cent respectively (ISL, 2017). Using these figures, we set out to devise ways in which the Bridgewater Inn could use their new Facebook strategy to continue appealing to the above demographics. However, in doing so, we must be careful as not to overexpose the business as studies have shown that an increase in posts by a page is also directly correlated to an increase of "unlikes" and "unfollows" by the user (Mehta, 2013).

Another important rule to note is the "Facebook two post rule" which states that a successful business with a following of less than 10,000, as would be the case for the Bridgewater Inn, should ideally post between 1-5 posts per month in order to increase web traffic to the page (THINK Marketing, 2017). It is also important to note the manner in which content is presented to potential users within this demographic, since a casual tone and a humorous message, which

tend to appeal to younger audiences, do not have the same levels of appeal to the over 25s where a slightly more formal tone would better suit the social media trends of these people, in our opinion. Overall, we recognise that the Facebook strategy must incorporate the above constraints in order to be a success for the Bridgewater Inn.

5.1.2 – Instagram

During the creation of the new Instagram strategy, again, we asked our client about what they would like their new Instagram strategy to achieve and they said that, “our new Instagram page should be created with a youth-focused approach”. After some light research, we found that people within the 18-29 age bracket, which stands at roughly 59 per cent (Pew Research Center, 2017), most commonly use Instagram. With this information, we proceeded to research the general “rules” for posting content on Instagram, where we found that the best time to post content on Instagram is between five and six o’clock. We also found that, due to its use as a powerful search tool, that hashtags assist in getting the photos to reach a larger audience.

However, we must be very cautious in our use of hashtags, as an overuse of hashtags can potentially increase the number of followers blocking or “unfollowing” the business’ Instagram page, but it is generally accepted that a maximum of five hashtags be used in one post (Instagram for Business 2016). We must also realise that, due to the younger demographics of Instagram users, we will be required to use a slightly more informal tone, along with eye-grabbing images in order to successfully attract the young audience to the Bridgewater Inn’s new Instagram page.

5.1.3 – Snapchat

Again, in consulting with our client on a Snapchat strategy, they were not aware that Snapchat was a tool used by businesses as they thought it was primarily used for sending “vanishing” pictures back and forth. However, we remarked to our client that with the introduction of Snapchat’s “Discover” feature, the business world has featured more prominently within the app. We also noted to our client that the vast majority of Snapchat users fall within the 18-24 and 25-34 age brackets (HootSuite 2016).

Our client then requested of our new Snapchat strategy that, “when using the new Snapchat page, we should post fun and interesting pictures and videos, and, on occasions, we should post

about meal deals, drink deals and send select random people coupons”. As Snapchat is built around short, disappearing messages, we must note that in our new strategy, we must be concise in the message in order for the potential customer to absorb as much information broadcast as possible, whilst remaining short and to-the-point.

5.1.4 – Twitter

In consideration of Twitter as part of the Bridgewater Inn’s new social media strategy, we outlined to our client that Twitter is a highly public, and sometimes volatile, social media environment where one must be careful in what is posted.

However, Twitter has its benefits, mainly because of its highly public nature, it can increase the following of a business. In asking our client what they would like to achieve from the new Twitter strategy, they remarked, “we hope to use our new Twitter page will serve as something of a live feed where we can post real-time updates on the pub, such as dinner specials, and use it to promptly answer customer queries”. Upon research, we found that the vast majority of Twitter users fall within the 18-29 (37 per cent) and 30-49 (25 per cent) age brackets respectively (Omnicoagency.com, 2017). Again, following similar constraints in relation to the Facebook and Instagram strategies, we must be cautious of our tone in targeting specific age groups and ensure the content is relatable.

5.1.5 - Short Term Goals: Conclusions

In conclusion of the short-term goals of the Bridgewater Inn’s new social media strategy, we found that our client would like to increase their following by nearly 100%, as their current Facebook page has circa 150 likes and their goal is to reach 1,000 likes after six months, which we believe is a reachable goal within a reasonable timeframe. We also set a target of 200 Twitter and Instagram followers within a three-month period, which, although significantly lower than the Facebook likes target, we believe is appropriate due to the Bridgewater Inn never before having operated Instagram and Twitter accounts. Finally, we set the target for the new Snapchat account to be 100 friends within 6 months, as it is generally more difficult to gather a following on Snapchat, due to its more private nature in comparison with Facebook, Instagram and Twitter.

After six months of the new social media strategy, we project that exposure to the business will increase by up to 42 percent, based on our research of similar social media strategies

(MarketingProfs, 2016). In conclusion, we hope our new social media strategy for the Bridgewater Inn can, providing all necessary guidelines and constraints are followed, be successful in achieving its goals set out in the short term.

5.2 - Long-Term Goals

As part of the new social media strategy for the Bridgewater Inn, we defined “long-term” as a period of 12 months and over.

In consideration of the goals set out over a short-term period, we began to determine a suitable goal in which to reach over the course of 12 months to 18 months. From our considerations, we produced the following recommendations for followers:

- Facebook: An increase of over 100% in “likes”, given the short-term goal of 1000 likes is achieved, to about 2000 likes and over, over a period of 18 months.
- Instagram: Gain a following of 500 people and gain an average of 30 likes per post, based on a maximum of 5 posts a month, all within a 12 month timeframe.
- Twitter: Attain a following of 500 people and post twice-weekly regarding carvery specials and musical performances, after a period of 12 months.
- Snapchat: Gather a friends list containing over 300 friends after a period of 18 months and post two to three times weekly about special offers on drinks and occasionally run competitions.

We found these goals to be highly achievable, whilst remaining realistic in setting targets for a future social media following.

In conclusion, the long-term goals set for the Bridgewater Inn’s new social media strategy are highly achievable, which will, in turn, increase business and profits, where new monies generated can be used in further developing the social media strategy beyond the initial long term goals set out here, and we hope that the Bridgewater Inn has nothing but success in their new social media strategy.

Section 6: New Social Media Strategy - Reece Creighton

My role to this report is creating the new strategies to social media platforms or to help make them better. The Bridgewater Inn is currently using Facebook, Trip Advisor and recently set up a new Instagram account. My goal is to introduce this pub to new social media sites and achieve progress in their business. Facebook does not need anything updated because it suited and effective to what the client wants.

6.1 Instagram

Instagram: There is 600+ million people use Instagram worldwide every single month and with that 70% of all Instagram accounts have a business followed on their accounts. 400+ million people use Instagram every day and over 150+ million plus users for stories every single day.

Why businesses love using Instagram? Companies are recognised every day on Instagram, no matter how big or small the business. Every account gives insight to who and what the company is about and it promotes themselves and help them thrive over objectives and drive bigger opportunities to follow to lead to success. (business.instagram.com, accessed 2017)

6.1.1 Instagram business insight with ads in stories.

Instagram is a great place to share day by day moments with one another. The new update in August 2016 of Instagram Stories. “Businesses are bringing their stories to life in another, more ephemeral way.”

There are now over 150 million + Instagrammers that use the new update daily and it contributes to more content and engagement with accounts. “Fact, 1 in five stories on Instagram gets a direct message from its viewers” One third of the most viewed stories come from businesses.

Instagram stories give businesses and customers more interaction with one another.

Interaction between customer and businesses is one of the best tools to have with social media. This new update is much like snapchat. You can upload stories and pictures for 24 hours.

6.1.2 Bridgewater Inn's current Instagram account.

They recently set up an account on the 16th of February 2017. It has six photo uploads since then and have gathered a total of 213 followers and following 714.

It welcomes you into account with an outside picture of the pub with a bio "Fine dining in the lovely village of Sallins. For bookings please call 045-850001" (business.instagram.com)

The account is sticking to Instagram's rules as said in section 5 for posting Instagram posts. Posting content between the time of five or six o'clock. The use of hashtags is at use as a tool to bring more views to the uploads but avoid overusing them to avoid users from blocking or unfollowing the account.

6.1.3 Recommendations

There is a application that links to your account, with a simple sign in request after download. What this does is it gives you a whole new outlook on how your account is controlled. The application is called Followers plus + and it is an all platform mobile application on android and apple that monitors the accounts progress in the engagement of your uploads (how often you upload), likes on pictures.

Notifies you when you lose followers (meaning the user can change up the account to prevent this from happening again, it shows you who is not following you back or who you are not following back. This application is free but there is a add-on that gives you more tools. Who is blocking the account? This gives your insight in who is blocking your account and gives you a better understanding of your followers and who is viewing your account and your target audience.

6.1.4 New Strategy

The set target is 200+ followers in a three-month period. This is a very easy target to achieve and can be all done with this new strategy. Showing more activity in the account, the account needs daily uploads. Upload daily deals. There are plenty of deals that you can upload daily activity to show everyone what the pub is all about.

Instagram stories and pictures can have daily uploads such as Steak house Friday, 50-euro deal, weekly cocktail specials, Prosecco cocktail Specials, live music 2 days a week, Open mic night, tribute acts, advertisement of the function rooms for people to rent out for birthdays, christenings. All these can be used for frequent uploads to Instagram, snapchat, and twitter to keep the account active daily.

Have Staff eg(Amanda Doyle) looking after the account, her knowhow of Instagram twitter and snapchat can influence and target a younger audience.

6.2 Snapchat

Brief descriptions of nandos: A mobile app that allows users to send receive “self-destructing photos and videos” Anything that taken on the app is called snaps. The application uses wifi to send to one another, which also allows the user to add in stickers, cuts and texts into the video or picture and gives you the option for how many seconds the receiver can view it for before it disappears from the recipient's device.

Snapchat has 100 million active users and 86% of users “fall into the 17 - 37 age range.”(searchmobilecomputing,TechTarget Accessed 19 Mar. 2017)

6.2.1 What the client wants

The Bridgewater Inn had never set up a snapchat account before as they were not aware that Snapchat was a tool used by businesses. The client requests for when using the account was “when using the account, we should post fun interesting pictures and videos, and on occasions, we should post about meal, and drink deals and send random coupons to people” this is an attempt to reach out to more of a younger audience. (Hines, K. assessed 2017)

6.2.2 Recommendations for new strategy

Uploading daily can guarantees your account more of a chance to be seen by users each day. As said in section “Snapchats must be concise in the message in order for the potential customer to absorb as much information broadcast as possible, whilst remaining short and to-the-point.”(client Section 5)

6. 3 Twitter

Brief description of twitter: Social network/news network that lets users interact with tweets restricted to 140 characters.

6.3.1 Clients requests

The client hopes to use the twitter as a live feed where they can “post real-time updates on the pub, such as dinner specials and use it promptly to answer customer queries” (section 5 Dylan Delaney)

6.3.2 New strategy

To increase their following by 100% within a three-month period, the aim is to reach 200+ followers. This is again a easy target to reach with frequent daily uploads.

Follow more people: people rarely come to the account so you must come to the users, in this strategy you are picking your audience. This will get the attention of new followers if users like your tweets.

Joining tweet chats: This is an interactive conversation around a single hashtag. You can create a hashtag you can your account trending. Simple Hashtags like #OpenMicNight, #SteakhouseFriday, #50EuroDeal, #cocktailSpecials, #ProseccoCocktail, #LiveMusic #functionRooms. These hashtags will help show the target audience, for any deals that may be on and to attract more customers.

Have selected staff with access to the account to keep it more active like what I mentioned in the new strategy for Instagram and snapchat.

6.4 TripAdvisor

This is the world's largest travel site. It lets tourists write reviews of hotels, restaurants, bars attractions and other marketing businesses.

6.4.1 Getting people to leave reviews.

Distributing leaflets that has all of the social media accounts on it. Doing this will gain more reviews for trip advisor and also will gain more followers on Instagram and twitter, likes on Facebook and adds on Snapchat.

6.4.2 Recommendations

The picture quality isn't great showing the atmosphere that surrounds of the pub. Hiring a professional photographer to take better quality photos of the pub and advertise them on the site will show that the pub is committed to their social media strategy and will further help increase their strategy progress.

Conclusion

After the analysis of The Bridgewater Inn's Current social media strategy it was evident that they have put a lot of time and thought into planning this strategy while it is also clear that along with some recommendations and guidance from us they have a many ways that they can further improve and advance their online presence.

While The Bridgewater Inn will face many risks and uncertainties when it comes to threading onto new social media platforms they are set on advancing into the future of their business. They are eager to exploit the opportunities these platforms can give them when it comes to connecting with their customers and increasing their business.

They had based their strategy on giving the customers what they want and being able to get across information and utilise the popularity of Facebook in order to create more business. While maintaining low prices and managing the time they spend.

The outcome of this report is to show how they can achieve better results when it comes to reaching their customers and engaging with them in a positive way in order to create a better buzz or aura around the business. Including finding better ways to spread out their time and creativity among many platforms of social media in order to reach all sections of their target market effectively and efficiently.

This should then ensure that the business will continue to expand both online and offline, while increasing the presence of both their regular customers and new customers.

They are continuing to look for ways in which they can enhance the business online and in the eyes of their customers by how their employees can use their technological expertise to improve how their customers view their service.

The hope that their continuous planning and feedback will aid in their strategy being better implemented and run than that of their competitors. A strategic social media platform comes from creativity and innovation within the business.

The objective of this report was to create a new social media strategy for The Bridgewater Inn to take on in order to help the success of their business and to enhance the relationship between that of the business and the customers.

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Other:

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Appendices

Appendix A

On 10 Feb 2017 14:28, "Amanda Doyle"

<ADoyle10149@smcn.ie> wrote:

Dear Mr. Finn,


I am writing to you as part of my college social media and communication assignment, we have to choose a company and audit their social media strategy.

Our group were enquiring if we could use your company for our project, this would entail us interviewing you and asking about your company's social media strategy and seeing if we could come up with any new ways as to improve and aid in this aspect of your business.

If you agree and would let us use your business, could you please get back to me as soon as you can, and could you please supply us with what days you would be available for the interview preferably this week coming.

Thank you,
Amanda Doyle.

Appendix B

 To Martin Finn
13 Feb 2017
[View More](#)

Thank you! Would [tomorrow around 7](#) suit ?


Get [Outlook for iOS](#)


From: Martin Finn <martinn358@gmail.com>
Sent: Friday, February 10, 2017 2:32:28 PM
To: Amanda Doyle
Subject: Re:

Yes Amanda that's fine . Early in the week is better for me as in [Monday to Wednesday](#) when it's a bit quieter so let me know what times suit you .

Regards Martin finn

Appendix C

Thank you 

 Amanda Doyle
To Martin Finn
3:18 p.m.
[View More](#)

Dear Martin,

We would like to thank you for letting us use your business as part of our social media report and for giving up your spare time to let us interview you.

Regards,
Amanda Doyle.