

Building digital connections

How pubs can build a strong digital relationship with their customers away from the venue.

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KAM



Say hello to **KAM**



A boutique research and insights-led consultancy dedicated to the hospitality sector, offering tailored and creative **insight-centred solutions**.



Bespoke
research
& Insights



Amplified
insight-led
content



Consultancy
& expertise



Learning &
development

Brands we've worked with...



Building a strong connection with your customers is obviously key to driving loyalty.

1-in-3 of customers feel emotionally connected to a specific pub or pub chain

Those that are...



Visit much more often



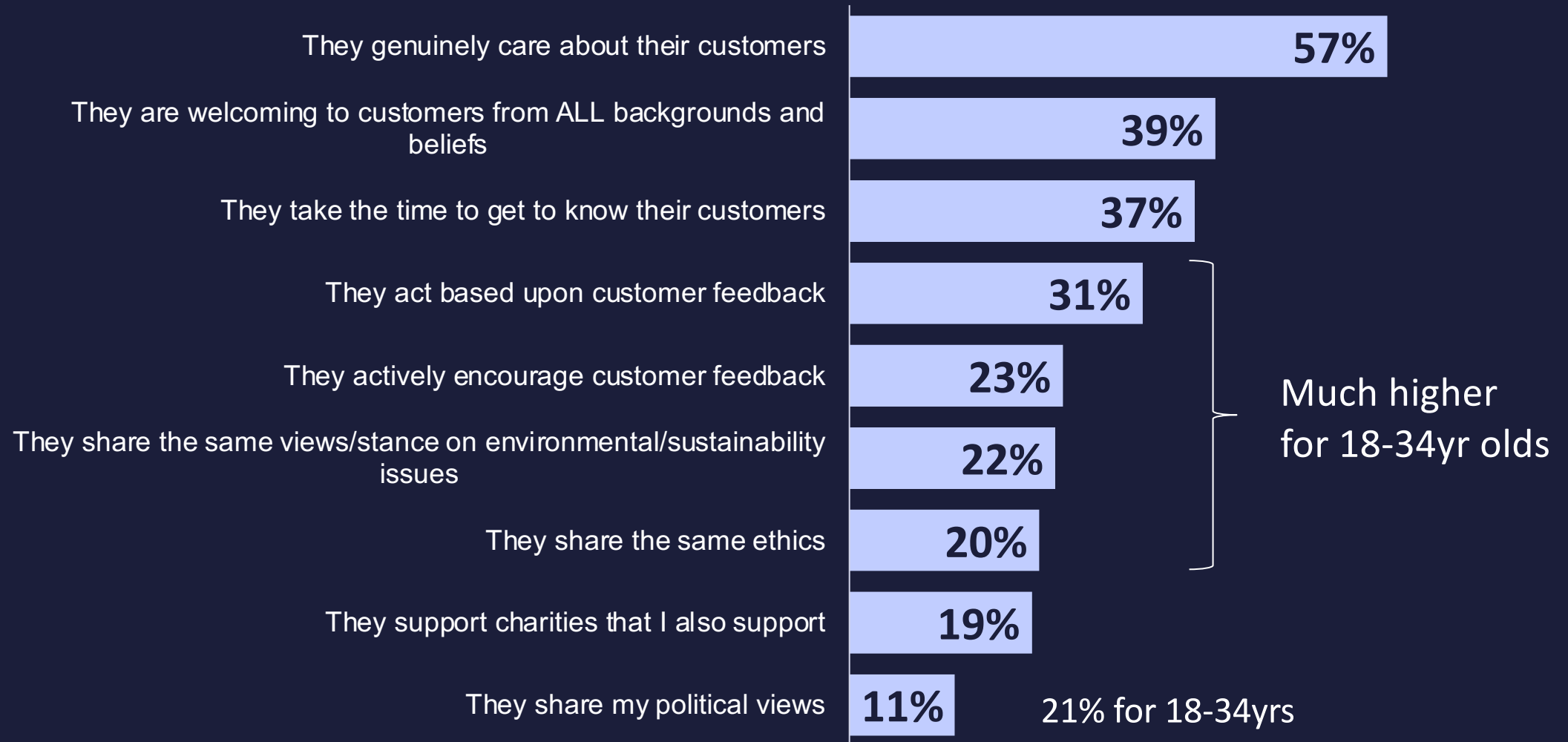
More likely to have had a memorable experiences



More likely to recommend / review

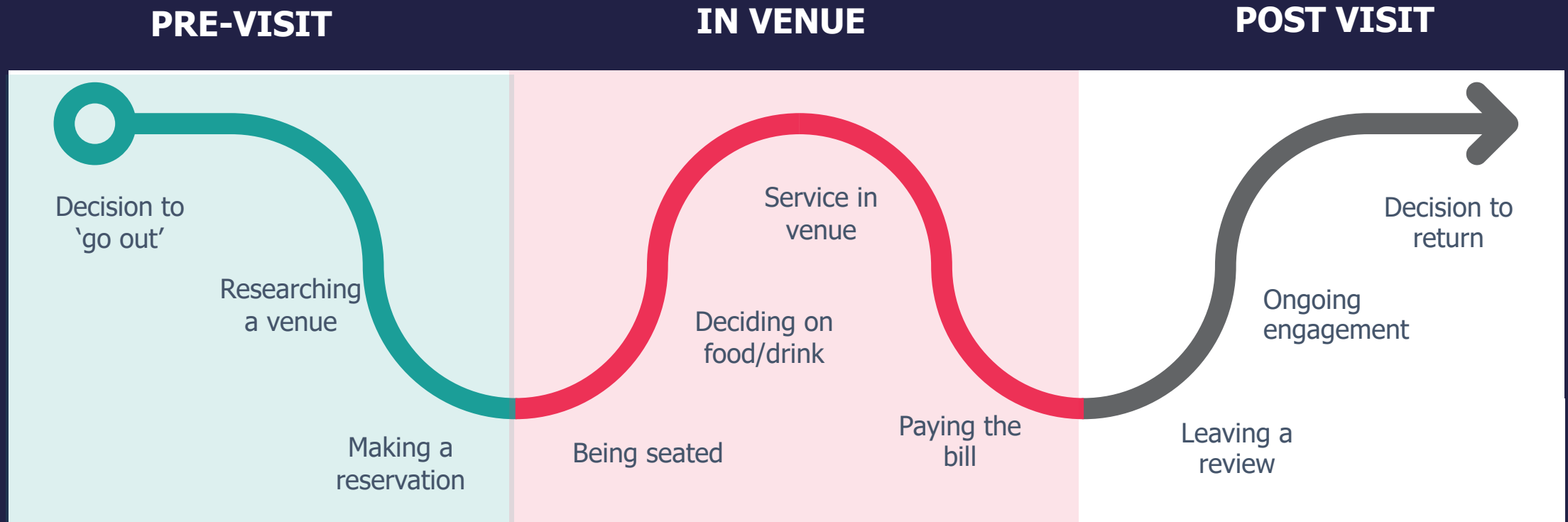
How to build an emotional connection...

(What do brands they are emotionally connected to do differently?)



There are so many customer touchpoints during which to build a positive (or negative!) connection

(Many are now digital)



How do customers research venues?

General internet search

31%

Speaking to friends/family

26%

Google's 'near me' search

23%

Review sites
e.g., Trip Advisor

19%

Instagram

17%

Facebook

14%

A general internet search is now the first place Brits turn to research potential venues (overtaking WOM)

AI is likely to change all this!

Building a digital connection with your customers is KEY to driving footfall.

What info are customers researching before they choose a venue?

What's on the food menu

54%

Reviews from other customers

42%

Prices

37%

Photos of the food/venue

29%

How popular it is

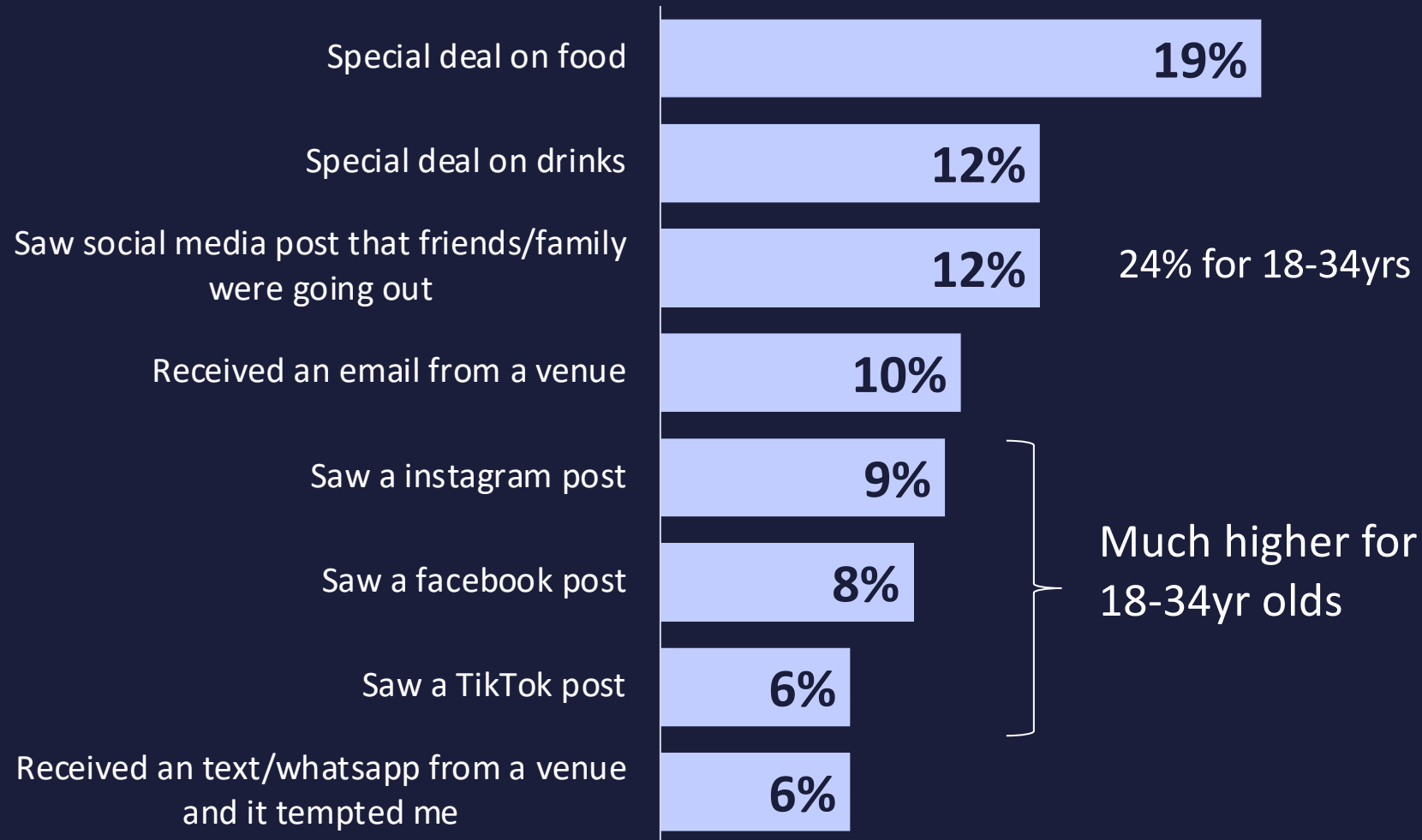
23%

What's on the drinks menu

19%

These need to be front and centre on your website, socials, goggle business listing etc

Digital comms and social media can trigger impulsive visits...



Social obviously plays a critical role in driving awareness, footfall AND emotional connection...



26%

of UK adults follow a
pub, bar or restaurant
on social media
(38% 18-34yrs)

vs c80% of UK adults
on social media
(2hrs20/day)

18%

will turn to social media when *researching a hospitality venue*

12%

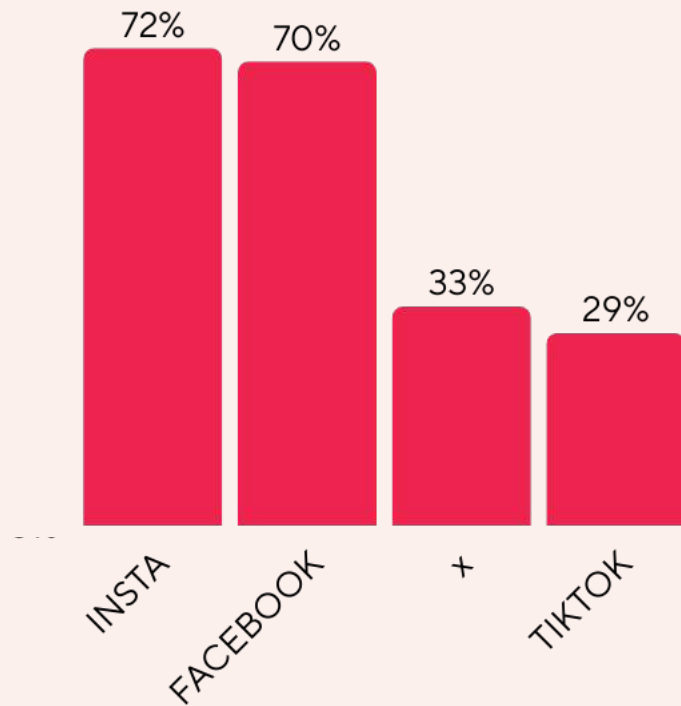
have made an *impulsive visit to a hospitality venue* because they saw a post from friends/family

100%

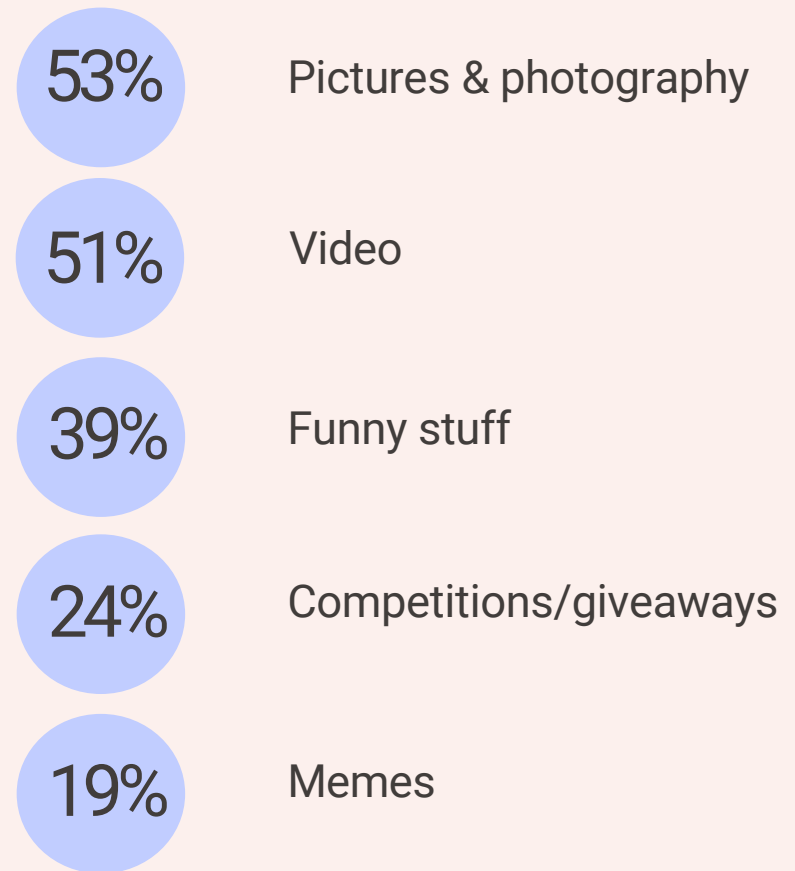
Those who follow a hospitality brand are 100% more likely to feel 'emotionally connected' to that brand

Preferences when it comes to hospitality.

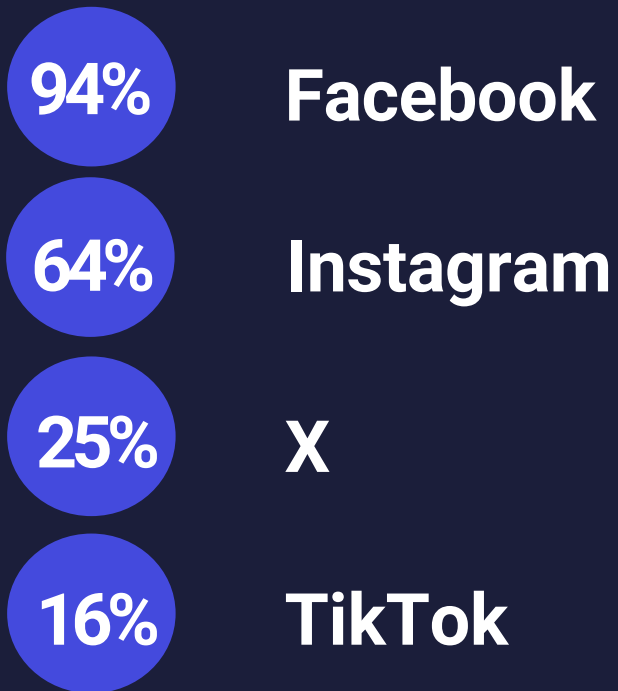
Preferred channels for *hospitality* info/news:



Preferred social content:



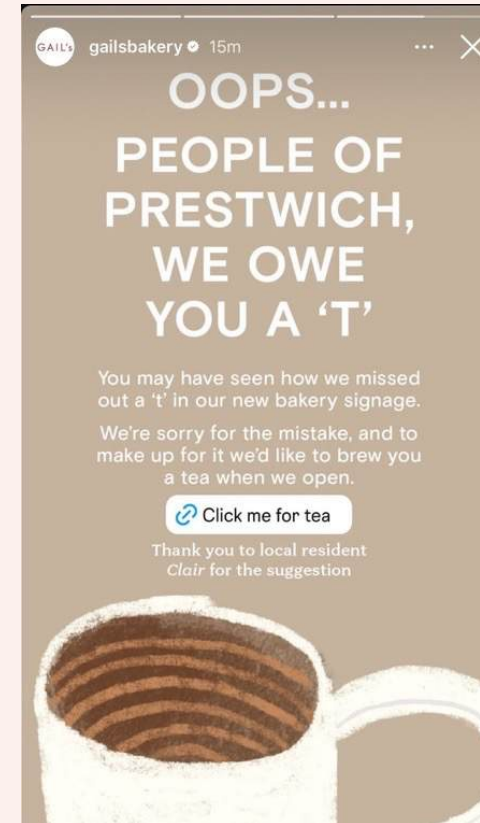
Which social media channels do publicans currently have?





Businesses who are successful on social...

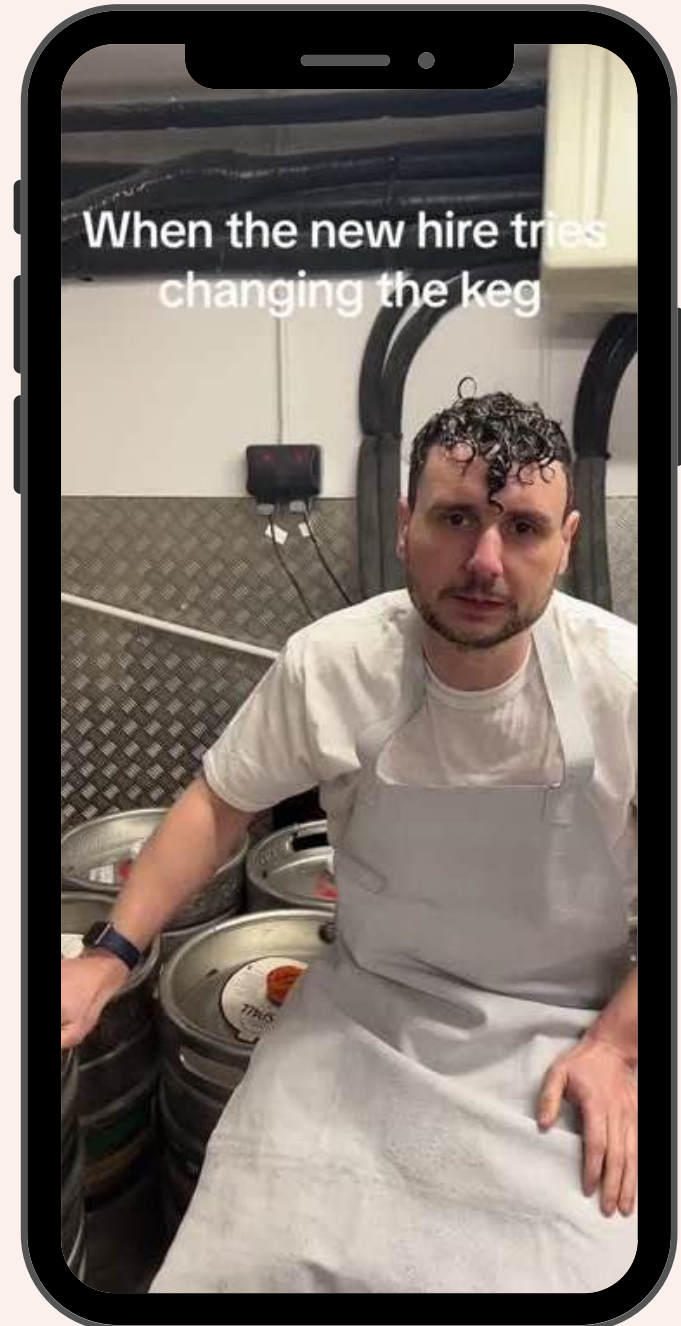
- Entertain
- Share platform native content
- Empower team in venue(s)
- Reactive to trends
- Elevated engagement
- Drive footfall via viral experiences
- Look to other industries



Employee Generated Content (EGC)

Businesses stated they had the **most success** when they granted their teams **freedom to create posts...**

- Your team knows what your customers love about the pub
- Builds trust with your customers
- Trust your Gen Z employees



Have fun with it!

Push the boundaries

- Experiment

Measure

- Test and analyse frequently
- Be consistent

Don't over think it. **Just go for it.**



Your CRM and email communication is also an invaluable way to connect with customers (and drive footfall)



have made an *impulsive visit to a hospitality venue* because of **an email they'd received**

The hospitality experience is getting more personal.

Tech plays an important role in helping us get to know and personalise the experience.

And most customers are happy to share their data for a more personal experience...

69%

customers would be happy to share their personal data with a venue if it meant they received more tailored communications, offers & promotions

So, customers may be able to find out about our pubs online BUT the industry is LOSING footfall due to poor reservation process

8%

of customers have had
problems making a
reservation in the last 3
months
(15% 18-34yrs)

49%

of customers find it
annoying when they can't
reserve a table online for
food and/or drinks

A huge proportion are making reservations, even for 'drinks-only'

% of customers who make reservation *most of the time*...

...when dining out

36%

...for drinks

29%

(44% for 18-34's)

Much higher for 18-34yr olds

Another important part of your online brand are REVIEWS

c1-in-5 of customer will specifically look at review sites before deciding on a venue

38% of customers have left a review of a pub, bar or restaurant in the last 3 months

Only **17%** of publicans think reviews are an important way to influence customer

35%

Of customers say they would be more likely to leave a review if they could do it on their smartphone at their own convenience



31%

Of customers say they would be more likely to leave a review if they collected loyalty points/rewards for doing so

Building a strong connection with customers...

Digital AND physical presences absolutely key

- Websites
- Online reviews
- Social profiles
- Reservation platforms
- AND physical marketing

Just because they're not in your pub doesn't mean you can't engage with your customer!

Download the slides:





Download the slides:



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