**Commercial marketing & comms Aug – Oct 2019**

**Beit Bars**

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| **Activities** | **Metrics** |
| New menu launch | - FB (568) post launch menu – 7447 reach, 2088 engagements, 15 comments with several negative responses to the menu, esp. removal of mozzarella sticks  - Criticism expressed on Reddit and other social media sites, such as Guildsheet, Memeperial  - FB (ICU) post – 4754 reach, 1016 engagements, 10 comments, mentions of missing halal options |
| Welcome events | - Most successful event: **Show your colours** with 989 attendees and £8865 in ticket sales (615 tickets sold online and 374 sold on the door)  - FB post for the event with 3530 reach and 901 engagements, Twitter post with 4092 impressions, 24 engagements and 7 link clicks |
|  | - **Welcome Carnival** was forecasted from last year for £12,375 but only reached £6099 in ticket sales (516 attendees)  - FB event share had 4432 reach and 158 engagements  - Twitter post had 1138 impressions and 11 link clicks |
|  | - All events promoted via posters across South Ken campus, in Welcome handbook and during Welcome Fair |
| Welcome Fair competition | - Competition announcement FB post – 3815 reach, 641 engagements  - Winner announcement FB post – 1796 reach, 53 engagements  - Winner has made use of their vouchers and visited 568 regularly with friends |
| Regular events | - **CSP Wednesday (Graduation)** – FB post 1560 reach and 166 engagements  - Successful end to graduation day  - Regular event is consistently popular |
|  | - **Rugby World Cup** – Instagram post with 1318 reach, 20 likes, 3 messages and 15 profile visits, high number of FB messages received with questions about the event |
|  | - **Comedy Night Union Bar** – several FB posts with up to 1626 reach, 1093 impressions on Instagram  - 25 tickets sold online, 20 on door, £230 ticket sales  - ticket sales before the day of the event was slow despite a week’s worth of promotion on social media, 15 sold on the day online and 20 on the door |
|  | - **Wine tasting Union Bar** - £131.50 in ticket sales, 8 tickets sold online, 6 on the door |
|  | - **ACC Halloween Night** – tickets sold out quickly, therefore no promotion in lead up |
| Graduation | - approx. £3k less bar sales than last year |

**h-bar**

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| **Activities** | **Metrics** |
| Flyer | Handed out during Welcome, slow uptake |
| Welcome events | - **PG Welcome** reached capacity of 350 people within 30 mins and people queued for an hour, exceeded budget by over £1k  - FB (ICU) post with 1205 reach, 72 engagements |
|  | - **Board Games** – popular new event which exceeded budget by £1.5k, now running weekly |
|  | - **Silent Disco** – over £1k extra in sales compared the previous year |
|  | - h-bar beat budget every day during Welcome Week and GSU exclusive drinks vouchers contributed to boosting sales |
| No food crisis comms | - FB post (h-bar) 367 reach, 11 engagements, no comments  - previous post announcing a new menu has been taken off social media afterwards |
| Regular events | - No stats provided to date  - FB events created for all of these |

**Reynolds**

* Roller banner
* No active promotions as we need to establish the relationship first to have a regular flow of content, this is under way after meeting with the bar managers and ICSMSU President on 7 November at Reynolds Bar

**Shop**

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| **Activities** | **Metrics** |
| Coffee & pastry loyalty cards & screen promotion, free coffee promotion during Welcome Fair | - Sold 95 coffees per week before the promotion, now selling 550 per week, mostly due to the free coffee voucher promotion during Welcome Fair  - 120 of those 550 coffees per week are sold with the party deal  - Sold 2900 coffee/pastry promotions since start of the deal  - Giving out approx. 44 loyalty card redemptions per week  - Given out approx. 960 loyalty card redemptions since start of the deal |
| Graduation | - FB posts – 1763 reach, 37 engagements / 2784 reach, 373 engagements  - Made £33k in total sales across all sites, 9.9% up from last Oct |
| Welcome Fair stall | - £86 made in sales on the day  - Ideas for next year to sell smaller items that sell better on the day  - Raised awareness about the Shop and handed out coffee vouchers that led to increase in coffee sales since |

Detailed events stats can be seen: <https://imperiallondon.sharepoint.com/:x:/s/UnionMarketingCommunications/EbMJnKTqwWRIu21plbxOUlMBQpXwRsvPFArkf5TisTy5Ng?email=k.mewald%40imperial.ac.uk&e=4%3aOOv3at&at=9&CID=6eab7000-fa48-9072-7462-41715efc29d2>