



# MARKETING ON TAP

 **THE MARKETING  
SOCIETY**

**SCOTLAND**

## AUGUST 2021 **WRAP UP**

[www.marketingsociety.com/marketingontap](http://www.marketingsociety.com/marketingontap)

## CONTEXT

In May 2021, The Marketing Society Scotland (MSS) identified the opportunity to support the Scottish hospitality industry as it reopened post Covid - laddering up to the **Do well / do good / feel good** strategy.

Some of the best ideas in the marketing industry have been conceived in bars and restaurants, and as lockdown eased, and bars and restaurants reopened, MSS returned the favour to **'do good'**.



## OBJECTIVE

The objective was to take the MSS' collective marketing experience to best support the hospitality industry with a collective benefit of creating experiences for consumers.



# STRATEGY

## Marketing on Tap

Marketing on Tap launched as a seven week initiative to support pubs, bars and restaurants across Scotland through free **marketing advice** and **downloadable toolkits** spanning social media, PR, influencer engagement and digital marketing.

The campaign was launched on Monday 17th May 2021 via social channels & an ad in The Scotsman, to align with the easing of Scottish Government restrictions, leading up to the full reopening of hospitality on Monday 26th June.

# TOOLKITS & ASSETS

Toolkits were created on x6 different topics to cover the main marketing channels most relevant to the marketing industry. Toolkits were hosted on MSS website to ensure easy access to share and download.

The Partnerships & Promotion cluster led Marketing on Tap to deliver both toolkits and advice sessions.

Brand building Emma Pollock, Communications Manager, Diageo	Drinks Photography Rod Gillies, Head of Marketing, Three Stills
Digital presence Natalya Ratner, Head of Marketing, Robotical	PR / Media Releases Morna McLelland, Managing Director, Stripe
Social media management Tom Cheeseman, Senior Digital Marketing Manager, ICAS	Media and influencer engagement Alastair Wallace, Managing Director, Material

## ADVICE SESSIONS

One hour Zoom sessions were run weekly, focusing on the different topics covered in the toolkits. The format of the sessions was part presentation, part discussion which allowed the presenter (the MSS Board member who prepared the toolkit) to go through the Top 10 tips in more detail and bring them to life with real life examples. Each session was supported by other MSS members.

The size of the groups were fairly small which allowed for specific questions on their place of business to be answered.



# STAKEHOLDER ENGAGEMENT



SCOTTISH  
TOURISM  
ALLIANCE

Your voice in tourism matters



# RESULTS

## Toolkits

Downloadable Assets	Page views	Download of how to guide
Marketing on Tap homepage	1400	As at 07 July
Brand building	N/A	124
Digital presence	N/A	89
Social media management	N/A	125
Drinks photography	N/A	75
Press release writing	N/A	71
Media / influencers	N/A	70
<b>TOTALS</b>		<b>554</b>

## Advice Sessions

Zoom Sessions	Registrations	Attendees
Brand building	14	4
Digital presence	15	6
Social media management	21	3
Drinks photography	13	4
Press release writing	21	13
Media / influencers	21	13
	<b>105</b>	<b>43</b>



## REACH



Reach: 213,163

Impressions: 65,743

Use of hashtag: 108



### The Marketing Society Scotland

Our vision is to build a vibrant marketing community renowned for enlightened thinking, innovation and creativity.

Marketing & Advertising · 4,466 followers

Impressions: 5,701

## LEARNINGS & RECOMMENDATIONS

- Whilst the topics of the toolkits proved popular, we would suggest condensing the virtual events into 1 / 2 to combine topics and encourage more attendance. We'd suggest a panel of speakers to discuss and answer questions to be more engaging and less presentation led. However, watch out here being that there were few questions asked in the session or on email.
- With more time, we'd have been able to broaden our reach to maximise both the assets and the sessions, although we felt strongly about timing this campaign around the easing of restrictions.
- Have better measurement tools in place for reach outwith owned MSS channels to understand the full reach of the campaign.

## THANKS & NEXT STEPS

Big thanks the team at Lux for the help promoting the sessions via social, members of the cluster and wider society for leading and supporting the sessions, and PUNK / Artworkers Alliance for generation of promotional assets.

Now we are able to meet up again in real life, we have additional assets for members to use should they wish to show their support for their local.

**I'M WORKING  
MORE SOCIAL  
AND  
SUPPORTING  
MY LOCAL**

Please Drink Responsibly



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ON TAP**