



# BII

# BUSINESS

RAISING STANDARDS IN LICENSED RETAIL

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## Turnover up 15%... profits doubled!



Why experienced licensees are rushing to benefit from the new Profitable Business Portfolio **Page 8**



**Pssst!!! Can someone have a word with the publican whose window boxes still look like this!** **page 7**



**We profile a new text service that has wowed one police force and is used by pubs to market themselves** **page 18**



**What pubs MUST know about Environmental Health Inspectors! Ex-EHO Dr Lisa Ackerley reveals all** **page 22**

**BII Licensee of the Year**  
**You don't enter it because**  
**you think you're going to win!**

**Page 17**

...finalists will be whittled down to six finalists who will take part in a 3-day judging in London in February. The winner will be announced at the Publican Awards in mid-March 2006, winning national recognition for professionalism - and a cheque for £1,000.

### Why you must enter

Nobody enters the BII Licensee of the Year Award because they think they're going to win. You enter because the new streamlined application form will make you think about your business plan. It sends a signal to staff that you're proud of them and of what you're

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LOW-COST EFFECTIVE MARKETING TOOL

# The joy of text

A new e-text system is being enthusiastically used by pubs and clubs for marketing special offers and for PubWatch

 dynmark™

 e-txt™  
msg manager

**Text  
messaging  
solutions  
for the  
licensed trade**



being sent. Every message I send is dated and timed and can be converted into Word Format and a copy of every Pubwatch call can then be taken to the monthly meeting for discussion. North Wales Police decided it was such a good idea that they paid for the software."

## **Direct marketing - costs cut by 80% with better responses**

Of course, e-txt has many more applications than spreading the Pubwatch word.

Celtic Inns, the south and west Wales pub chain, recently transferred virtually all its direct marketing budget from direct mail and press advertising to SMS or text. This follows a six-month trial with Dynmark which showed that the operator could save 80% on its budget while also seeing better response rates and customer interaction.

Rory Lucas, Celtic's marketing manager, says sending 1,400 texts per month costs less than £80 compared with the £400 he spent on mailshots.

The company initially held prize draws to gather customers' 'opt-in' mobile numbers which are now used to alert them to that-night offers in pubs via text.

Lucas matches pubs and offers with monthly promotions and texts 80 people at a time with details of the offer at 6pm and a reminder at 9pm.

He adds: "We can be far more individual in our marketing. For example, to city pubs we can promote drinks offers to younger people, but for our out-of-town pubs we can tell older people about our food."

Another e-txt user, Sheffield-based event organiser Unique3, keeps clubbers fully up-to-date with changes of artist line-up or venue and recently was able to rescue a potentially disastrous last-minute venue cancellation on the same night as a promotion by quickly finding an alternative venue and texting clubbers with the new details.

The e-txt message invited members and anyone who replied to be put on the new venue guest list. The results speak for themselves, with over 100 positive responses in less than 30 minutes. The guest list of 200 was filled in two hours. Unique3 received 400 positive responses from this last minute promotion.

**• To review e-txt's extensive list of features, and to register and download a free copy of e-txt with 30 credits visit**

[www.dynmark.com/offer/index.php#features](http://www.dynmark.com/offer/index.php#features)

**Visit e-txt.co.uk and www.dynmark.com for more information or call 0870 240 3579**

**P**olice were so impressed with technology adopted by one North Wales Pubwatch they offered to pay for the software themselves.

e-txt is a powerful text message distribution system from Dynmark that operates like email but, rather than sending emails, allows you to use your PC to send and receive text messages.

Sending information updates and alerts is faster, cheaper (texts cost from just 4p + VAT) and more convenient than most other forms of communication.

Norma Vaughan of the Royal Victoria, Prestatyn, and co-ordinator for the Prestatyn and District Pubwatch scheme, explains how the system worked.

"We used to have a ring round system where if pub A had a problem they'd phone pub B with a description of the offenders and also the pub where the problem first occurred. They would phone pub C and so on until the message eventually got back to the licensee who first started the call which made the chain complete. The call was also relayed to North Wales Police beat officers directly and if assistance was required, help was there quickly and without having to dial 999.

"This format used to take 25-50 minutes and on occasions the message would often get distorted, the so-called 'Chinese Whispers'.

"I was trawling the internet and came across e-txt and as most people have mobile phones these days I decided to give it a try. What happens now is that if a pub has a problem with a drunk or anyone using anti-social behaviour the licensee calls or sends a text message to me and I then send a text to all licensees simultaneously from my PC. Every licensee and beat officer gets the same message within one minute of it

■ Comprehensive text message management using an easy to use e-mail like application

■ Dedicated Text numbers for £20 pcm (+VAT)

■ Lowest costs text from 4p per message (+VAT)

■ Generate revenue from your marketing list while providing valuable offers from drinks brand promoters and brewers

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