

On-line, Mobile and In-Pub promotion for Cask Ales



Make YourRound make money for your Pub

YourRound is a new concept in pub websites. Your existing and potential new customers no longer have to go on line to find out about your pub; the system informs them by text or e-mail when you update.

People can even sign up and connect to you while in your pub by text and use YourRound without ever going near a PC. They don't actually even need to own one.

We're connected to the UK brewers who maintain our database allowing us to also provide a wide range of support functions to keep your pub and website up to date, fresh and vibrant.

Attract new Customers and keep in touch with your locals

- Alert people about new products, menus and events
- Connect by E-Mail, SMS Text and Twitter
- Sign up customers with a simple text
- Make direct contact with news of offers and events
- Get private feedback about your pub

Print Point of Sale Items to promote Cask Ales in your pub

- Full colour tasting notes from our brewer database
- Show what's on now and coming next
- 3D Table Talkers with Ales, Menus or your own image
- Temporary Pump Clips - with request to brewer
- Customer sign up posters

Keep your On-Line presence bang up to date


- Reflect what's on your bar directly into your website
- Generate a fast mobile website with your key offerings
- Link people to your site with their phones in the pub
- Create a virtual Cask Ale Chalk board
- Improve your Search engine rating

We've done all the hard work - now all you need to do is make the most of it !

First Things First - Navigating the Site

Once signed up and logged in, all features are accessed by the left side menu. It is grouped into areas by function to help you find the various bits. Some items open further menus, others click straight to the function stated.

Bar Manager

-  > Add New Beers
-  > Update Bar
-  > View BeerCAM
-  > View BeerBoard
-  > View My Microsite











Bar manager functions are free for all users. Just about your drinks.

Add new beers here from our huge database and update your list when beers are gone or changing from coming soon to on now.

BeerCAM, BeerBoard and Microsite are your unique on-line pages that can be book marked by customers to keep track of your bar.

Click on them to reveal the URL to use in your own web pages.

Pub Manager

-  > In Pub Printing
-  > Beer Web Widget
-  > History Web Widget
-  > Pub Pals
-  > Menu/Wine/Events
-  > Pub Facilities
-  > Pump Clip Request
-  > Contact Drinkers
-  > Mobile Website
-  > Beer Guide

Pub Manager features are for Premium users only.

Use In Pub Printing for Table Talkers and a range of Tasting Notes.

Widgets can be inserted into your own website to draw a picture of your bar that is updated in line with your account. Use current and beer history widgets.

Upload menus, wine and events lists and list your facilities and hours.




Mail or call brewers for pump-clips or print temporary ones.

Contact drinkers who have your pub as their local. Increase numbers by printing in-pub sign up posters. See your feedback and alert stats.

Modify and display your mobile website. Save or print the QR code that will link mobile users to you. Print the QR code everywhere !

Browse our huge, brewer maintained beer database for product details.

Supplier Manager

-  > Wholesalers
-  > My Orders
-  > Brewery Search

Supplier Manager features for Premium users only

Browse local wholesaler stocks and place on-line orders. Update your bar directly from a list provided by your PubCo.

Search for brewers by region.

My Account

-  > My Details
-  > My Subscription
-  > Help

My Account. Details about your login, those supplied at signup such as your pub picture. Change your password.

Set your preferences for beer expiry, turn on Twitter links and define default product sorting and pump handle styles.

Check on your subscription and upgrade your basic account.

Throughout, items to click on from the menus are highlighted in **Green**.

When several consecutive clicks are required, they are indicated with a **>** between them.

Signing Up, Your Details and Subscription

Signing up with us gives you full access to our massive, brewer maintained beer database to promote your current products. You can use the system for free to give you basic functions or upgrade to our Premium account to allow access to all the feature we describe here.

- Provide us with your details so we can connect you to your customers
- Give us a picture and description of your pub
- Define your preferred drink category sorting
- Check out your subscription details
- Nominate local drinkers to help you keep updated
- Get valuable feedback from your customers

Publicans...

Connect - with internet, Twitter and smart phone technology to alert and attract new customers.

Promote - Print vibrant tasting notes and table talkers to inform drinkers and generate sales.

Update - your own pub website with zero publishing costs.

Sell more beer!

[more...](#)

Sign up my Pub

Things to do

Sign Up

How?

Goto www.yourround.co.uk
Click **Sign Up My Pub**
Complete all boxes and put in your voucher code if you have one. Confirm you are over 18 and click **Create My Account**

We will send you an e-mail to confirm, but in the meantime, add your pub details. We **MUST** have a postcode and Pub name, and your other details will help people find you. Once entered click

Submit

CONGRATULATIONS! You are now signed up and you can start using your account.

A help screen will introduce you to what to do next.

(You can turn this off once you are an expert.)

TIP Save your sign up e-mail so you don't forget your password details.

Upgrade

When your free trial expires, facilities will be limited. You need to upgrade to retain all functions.

Click on **My Subscription**

Select your subscription period.

Note: Sign up for 12 months to get 12 months for the price of 10

Note: We only use your details to contact you about pub related news, such as when a brewer you have used adds a new beer. Please read our terms and privacy policy and then check the box.

Choose your payment option. Credit Card and PayPal allow instant payment or pay by Cash, Cheque or BACS. We will allow you 14 days to pay for these. In all cases we e-mail you a printable invoice and enable your account straight away.

TIP All our documents are created in the PDF format. Download the free reader where you see this



Feedback & Stats

We keep a count of all the alerts you send out to your customers.

View them by clicking **Contact Drinkers**. The counts are reset each month and we will send you an e-mail report so you can see how well you are engaging with your drinkers

YourRound is not a pub rating site, but we do allow drinkers to provide feedback which we channel back directly to you.



Click on

to see what your customers think.

You can also click on



to send direct e-mails to drinkers who have selected your pub as a local. Just type in your Subject and Message and click **'Send'**.

Facilities & PubPals

To add details about your facilities to your various web pages, Click **Pub Facilities**.

You can now add your **Opening Times** and a number of key characteristics of your pub from the four categories:

Products

Features

Activities

Welcomes

Click **Update** to save

We know your time is at a premium, so why not ask your locals to help you update your account?

Click on **PubPals** to see any locals who have chosen you as a local pub.

Select any you wish to invite to update on your behalf and click on **Make Pal**

Removing PubPals is simple, just go to the same page and click on **Delete**

TIP You can upgrade at any time, your new subscription will be added to your existing one. Use this to take advantage of any special offers or voucher codes

Alerts - Talk to locals *and* new customers

Our tests show that if you send out alerts, people are more likely to think of your pub when deciding to go out. Even great pubs like yours get forgotten about if people are not reminded to go, and drinkers can't visit all pubs. Make sure yours is the one they remember.

All you have to do to generate alerts is update your bar or menus, events or wine list

Simply update your account and YourRound will

- Alert your locals and other people in the area about your new products
- Alert based on favourite beers as well as brewers for new brews
- Update your own website
- Update your mobile website - yes, you do have one. We made it for you
- Tweet on your Twitter account to your existing followers.



All alerts have links to menus or your bar to show all the changes you have just made

TIP Get into a habit of updating your beers. Either immediately, first thing in the day, or during a quiet period. Give a few members of your staff the login details - they can't do any harm and will spread the workload. Use our Publican's mobile site. It works on any smart phone with internet access. Use your alert stats (click **Contact Drinkers**) to see how many people you are alerting each month. **Remember** - You don't know peoples drink preferences but YourRound **does** !

Things to do

Update your Beers

Update your Menu, Wines and Events

Connect to Twitter

Connect to Drinkers

How?

Click **Add New Beers**

Click **Add New Beers**

Add new beers to show your customers what beers and ciders you have available

*Brewer Name

*Beer Name

Select **Brewer Name**
Select **Beer Name**

Permanent

Coming Soon

Show Price

Price

Always on? tick **Permanent**
Not yet on? tick **Coming Soon**
Display prices on-line ?
Add price or leave blank

Click **Add Beer** Done!

To remove or modify beers
Click **Update Bar**

Shows all beers with

Coming Soon

Permanent

Price (£)

Delete

Un-tick **Coming Soon** when on
Click **Delete** when gone

Click **Update** Done!

Click **Menu/Wine/Events**

Click **Menu/Wine/Events**

Displays your current images (except for pdf or word docs)

Added on 23 September 2011

Upload

Click **Browse** to locate file

Click **Upload** to add

Repeat for Wine and Events documents.

These instantly appear:

- On your mobile site
- On your YourRound site
- As alerts to your locals
- On your twitter feed

When you add your first beers we ask you if want us to Tweet for you.

If you said 'Yes' - you're done and already keeping your followers up to date

If you said 'No' you can still add Tweets:

Click **My Account > My Details**

Click on **Preferences** tab

Tick the box

Tweet updates on Twitter

The next time you add beers it will ask you to connect - say YES and have your Twitter login details to hand.

This connects YourRound to your Twitter and tells your existing followers what's happening in the pub with a link to your bar.

Not on Twitter yet ?

We tweet for you, so you can set up an account, link to us and never have to touch it again. All our tweets contain links to your pub. Ask us to help !

Tell your locals about our great new system and encourage them to sign-up.

Get customers to sign up by text while in the pub.

Click **Contact Drinkers** then

to get your pub ID and the number to text to. (Texts cost 10p plus normal charge)

This text will connect *any* phone (Smart phone NOT required) to your bar. SMS Alerts will be sent at 4pm after you update with all your beer details

We will text back the users login and password and how to unsubscribe.

Mention YourRound in your adverts, and print your sign up text message on menus and your other in-pub prints

Remember: The more drinkers that sign up to your bar the more we can keep them thinking about your Pub and the best person to get them connected is **YOU!**

How does this get me new business ? Customers will remember you above other pubs when going out. If a favourite beers comes on, there is a good chance they will come and buy. Alerts include links to your mobile site allowing them to instantly view your food and wine menus.

Create and Use your Mobile Website

Soon, 1 in 3 adults will own a Smart Phone. People are relying more on mobile internet to guide their buying habits, so take advantage now - FREE to our premium users.

What do you need to do to create a mobile website ? – **NOTHING** – YourRound does it for you!

We take the information you already load into YourRound and display it in a fast, purpose built mobile site that fits perfectly on all mobiles. No webmaster to pay, no extra hosting charges, and you can update in an instant. Now you just need to tell people about it.

What does my YourRound mobile site do ?

- Lists all your bar products live complete with tasting notes
- Displays your menu, wine and events at the touch of a button
- Displays header and footer image - your latest offers or awards
- Provides a google map to your door and your phone number
- Links to your own website
- Comes with a QR code for you to print anywhere



Get your Pub mobile

TIP Include a link to your Mobile site in your main site so mobile users can view easier

Things to do

View my Mobile Site

Add graphics

Print QR Code

Use your QR code

How?

Click **Mobile Website** then



You will see your mobile site is designed to give users full impact without panning and zooming around the screen.

All buttons are easy to use and content gets straight to the point without wasteful borders and headers. As you update, click back here to view what your customers will see.

Update as often as you need to, beers will be taken from your bar manager updates.

Click **Mobile Website** then



Click **Browse** to locate file.

Add an (optional) web page link you would like the image to click through to.

Click **Upload** to add.

Repeat for footer image.

Now view (left) to see your handywork and adjust to suit.

TIP Add awards or listing in Good Beer/Pub Guide to header graphic. Or use for special offers.

Use footer image to feature unusual wines or maybe guest bottled beers.

Click **Mobile Website** then



This will create a unique QR (Quick Response) code that mobile users can scan to go immediately to your Mobile site.

No URL to remember or type in, no errors to make, just point the phone and go direct to your pub and the details you update for FREE

Save the image to your PC for printing.

Some users may need to download a free QR code reader. These are available from all Appstores or are integrated with some products, eg Google Goggles.

The QR code links only to *your* unique mobile site promoting your pub. It is not a YourRound promotion site (we only have a small text footer right at the bottom)

Printing it spreads your pub news so include it in as many places as you can.

Some suggestions....

Stick on your window
Put on your menu
In Advertisements
Business cards
Insert in your website

Anywhere you would put a website link you can include your QR code.

TIP Test the image links as expected on a smart phone before printing

How does this get me new business ? Provides many more opportunities for people to link to you and view your food and drink offerings. Increases traffic on your main site. Will enable people to link to you and view your business in countless new places. Save money on developing your own mobile site.

Keep your own website up to date and display in the pub

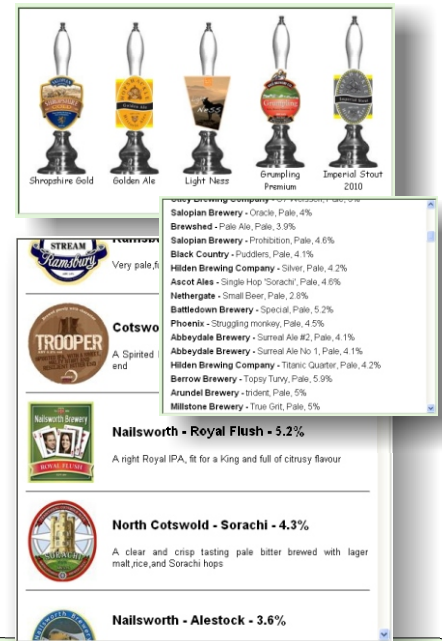
Your Website is an important tool in your marketing armoury, but Pub websites range from being excellent to non-existent. All our Pub users get several web pages showcasing products, and for pubs with a good on-line presence already, a set of 'Widgets' that allow you to display your current Cask Ales on your site, updated instantly and for FREE.

Maximise your on-line opportunities

- Save time and cost by updating your Website direct from YourRound
- Show beers on now and coming soon in separate windows
- Advertise your Cask Ale credentials with our beer history display
- Add links to our BeerCAM or BeerBoard
- All displays complete with logo, tasting notes, ABV and style

? What's a widget ?

Confusing in our trade as it is also a gas capsule to 'liven up' dull beer! Here it is a snippet of software that you or your webmaster inserts into your website. It asks YourRound for beer info when a page loads meaning your website stays bang up to date with a simple one time change.



Things to do

Make your site live

Use your pub pages

Digital Chalkboard

Add links to e-mails to your customers

How?

Click **Beer Web Widget** then

Type in window size

Width Height

Choose types and sort order

Filter: Sort By:

Click **Update** to preview

Click **Email Me Code** to get widget

Check your inbox and forward e-mail to your webmaster for inclusion.

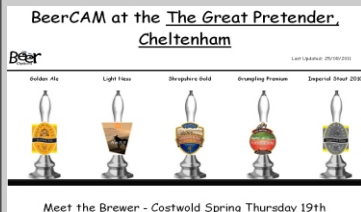
Click **History Web Widget** to create a window with your previous beers. There is a textual list option for history that you can copy and use elsewhere.

TIP your ale history is maintained by us - make sure you update to include all your beers!
Try using a widget for each product type, eg one for Ales, one for Ciders.

Your BeerCAM is a web page that can be seen by anyone on-line.

It can be used like Widgets in your site but as a simple link.

To view, click **View BeerCAM** (opens in a new window)



To choose pump styles click **My Account > My Details > Preferences** and choose top and base to match your bar.

To add a message click **Update Bar** and add your text with an optional web link

To get the link details for any page, just look for the box in your browser address. Eg

<http://www.yourround.co.uk/BeerCam/Prestbury/The-Plough-Inn/GL52-3BG.aspx>

A BeerCAM variant designed for display in the pub.

If you have many drinking areas, keep people informed about the bar in all locations.

To view, click **View BeerBoard** (opens in a new window)



A large screen can connect to a laptop to display your page.

Bookmark the pages from in your account to make them easy to find. The display updates every 30 secs.

TIP all pages can be 'bookmarked' and viewed by anyone. Encourage drinkers to do so to keep an eye on your beers anytime.

If you contact your drinkers by e-mail already, why not point them to your beers with a simple link to your BeerCAM?

Just copy and paste the link details from your browser address box and they will be able to click to see you beers and revisit

How? Click on **View BeerCAM, View BeerBoard or View Microsite**

(Your page will open in a new window.)

Right click the address at the top (eg <http://www.yourround.co.uk>) with your mouse and select 'copy'. Now in your e-mail, where you want the link to appear, right click and select 'paste'

TIP Include a link to YourRound in your site to increase your search ratings

How does this get me new business ? Google prefers new content so your site will be ranked higher. Stale or out of date websites look bad to potential visitors. Yours will show updates from seconds ago. Showing off your current and previous beers to Cask Ale enthusiasts improves your real ale credentials.

Pub Testimonials

A valuable asset to reach our ale drinkers for forthcoming beer events. It's economically priced, quick and easy to update and brings us ahead of the competition.

Matt Palmer, The Sportsman, Goddards Green

We receive four or five new customers each week from using YourRound who become regular customers, which equates to around an extra £2,000 a year in trade.

Darran Lingley, The Five Bells, Essex



I can certainly say that we have regulars who now visit more often because of the alerts they get.

Gill Gibson, The Land of Liberty, Hertfordshire

It manages to automate a lot of the functions that I was struggling to keep up to date with e.g. Taste Notes, What's On and Coming Soon lists, 3-D Table talkers etc.

Cliff Brown, The Norton, Chelmsford

We wouldn't be without YourRound now, customers love the tasting notes

Andy Crawford, Nags Head, Makerfeild

Your site has proved invaluable to me over the weekend of our beer festival. To be able to print tasting notes has saved me a lot of time. Customers have signed up for the SMS and I will be using it for printing and updating my bar. Absolutely brilliant - Thank you so much.

Steve Bell, Fishermans Arms, Hartlepool

YourRound connects everyone who buys and sells Real Ale supply chain and we provide other functions to help promote Real Ale. Of course we are extremely keen to hear from you about our services

Beer Festivals



The YourRound Festival Manager alerts local drinkers to your event and uses our beer database to satisfy all your festival printing needs.

Try ALL features free for up to 5 beers. If you like it, pay only £9.99 per use for up to 100 beers.

Barrel End Prints - Tasting Notes - Price Lists - Beer Tokens



Contact Us



Please let us know how you find using our system. We want to hear all your comments, and will try to reply to all within a couple of days.

Tell us about:

Ideas about how we could improve the system

Good experiences and how YourRound has improved your pub business. We may use interesting stories for PR that will help promote your pub even further!

Problems with the site

Scroll to any page bottom and click on **Contact Us** to send your comments

Notes: