



# Orchard Analytics

## Case Study

### Summary

Emily Watkins and her husband Miles Lampson opened The Kingham Plough in 2007. Their aim was to create a dining pub in the Cotswolds that they themselves would like to visit, with excellent modern British food and comfortable rooms set within a warm and relaxed environment.

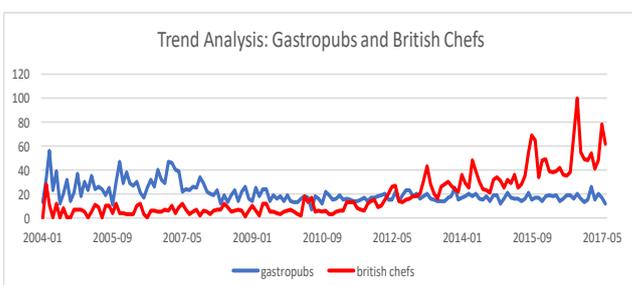
In 2014, after Emily made a successful appearance on BBC Two's Great British Menu, The Kingham Plough approached Orchard Analytics to get help developing an evidence-based online marketing strategy, as part of plan to capitalise on the TV appearance.

***“Orchard Analytics has helped us to revolutionise our approach to online marketing and to grow our business by using evidence-based techniques to help us decide where to put effort and where to spend money.”***

**Sam Dulley - Marketing Manager**

### Our approach

- ⇒ Carry out a comprehensive audit of all online marketing activity to assess what is working, and what is not, and create a coherent action plan.
- ⇒ Carry out regular reporting to identify what has and hasn't worked over the previous quarter, and to advise on specific priorities.
- ⇒ Build the profile of the chef, not just the pub. That's because we've noticed a growing trend where visitors search for information about the chef and make bookings on that basis.



## The Kingham Plough

### Objectives

- ⇒ Ensure that the website was performing well from a usability and search engine perspective.
- ⇒ To create a coherent strategy for Twitter and Facebook to increase bookings from these platforms.
- ⇒ Make better informed choices about who The Kingham Plough advertises with and to develop connections with authoritative websites.
- ⇒ Increase room bookings, which were not previously in as much demand as the restaurant.
- ⇒ Promote Emily Watkins' professional profile as the chef proprietor.

### The results

- ⇒ Delivered an increase in the number of Facebook fans of 213%, and increased engagement by 126%.
- ⇒ Increased the number of Twitter followers by 39.2% to over 18200 and increased engagement by 61.7%.
- ⇒ Increased the number of referrals to the booking system by 67.3%

### How we can help you

- ⇒ Audit your website and online marketing to identify key areas for improvement
- ⇒ Create a comprehensive strategy around SEO, social media, and online advertising
- ⇒ Provide ongoing help and support so you can carry out our recommendations
- ⇒ Report regularly on your performance to optimise campaigns and track progress

### Get started

- ⇒ Email: [hello@orchardanalytics.co.uk](mailto:hello@orchardanalytics.co.uk)

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