



myfunctionroom
the UK's online function room directory

HOW TO MAKE MORE MONEY FROM YOUR FUNCTION ROOM...

Sponsored By



“The pubs that tend to survive are the ones that go and find out what their customers want, and provide what they want, and often offer something a bit different...it’s about being more flexible and adaptable and inventive in the way that you approach your business.”

Mark Hastings, BBPA Spokesperson

2009 saw a record rate of 45 pubs close down every week. That’s 2,365 pubs closed last year, according to the British Beer and Pub Association (BBPA).

Those venues that have survived the economic downturn have been left to rely heavily on revenue from functions to keep their business afloat, making it more essential than ever to ensure that your function room or party venue is achieving its full advertising potential and that people are reading about it.

Why advertise online?

Nowadays there are a variety of ways in which you can promote your business. It is no longer about the biggest and brightest advertisement in the phone directory or local newspaper, which can cost businesses a lot of money.

The Internet is now the main source of information for over 78 per cent of the UK population who are looking for details about goods and services. With statistics like these, it is so important that you advertise your function room online and let the public know where you are and what you and your party venue have to offer.

DID YOU KNOW?

- Every month an average of over **1,247** people search for function rooms in **Wigan** on Google.co.uk.
- Every month an average of over **644** people search for function rooms in **St Helens** on Google.co.uk.
- Every month an average of over **900** people search for function rooms in **Warrington** on Google.co.uk.
- Every month an average of over **9,514** people search for function rooms in **Liverpool** on Google.co.uk.

All these people were trying to find **YOUR** function room but you weren’t there to say hello.

How can we help?

myfunctionroom.co.uk is the perfect platform to promote your party venue online. With our strong industry background in search engine marketing and advertising, accompanied with the full support of Wigan Beer Company and Carlsberg, we have developed a fantastic service which enables you to promote your function room to a wider audience.

This new online UK directory ensures that when people search for a function room or party venue in your area, all your information and contact details are easily accessible to them.

We will provide you with:

- Your own profile page for your function room, complete with all venue information and pictures of your room.
- Full management of your profile page 24/7.
- Or the option for us to manage and maintain your profile page with your full instruction ensuring it stays up-to-date.
- Fully interactive search engine tool for users to search for function rooms in their desired area, with the choice to select different facilities you offer.
- If you already have a website we will provide a link from your profile page direct to your website.
- Potential exposure to thousands of people in your area every month.
- Continual promotion of myfunctionroom.co.uk to ensure that the site remains a top listing on search engines such as Google and Yahoo.
- Point of contact with myfunctionroom.co.uk via email

*Office of National Statistics 2009

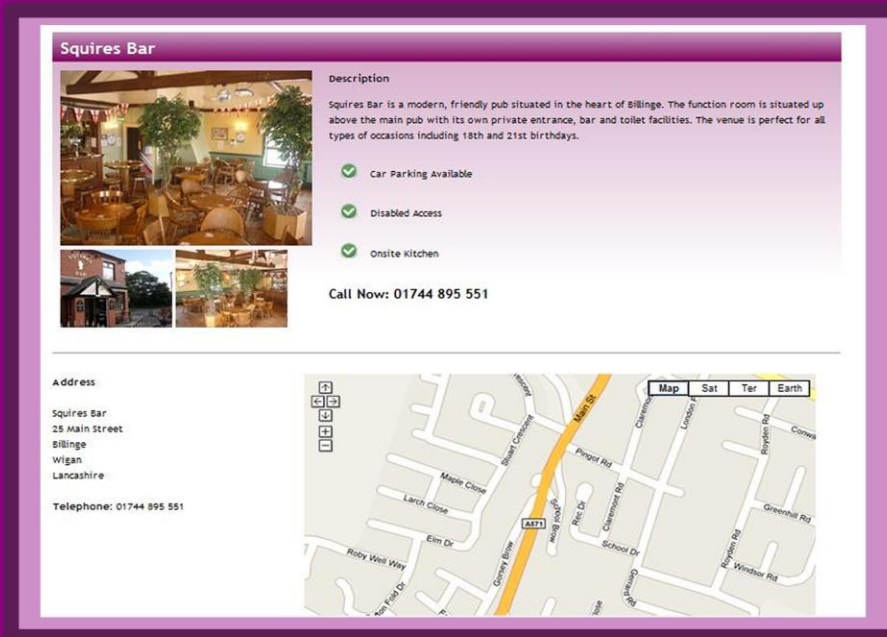


Home Page

Our website is designed to the highest of professional standards. With a clean cut image and a fresh cutting-edge design, the website is easy to use and navigate around, catered to suit the needs of both potential customers looking to hire a function room as well as our clients advertising their function room via the site.

The homepage features a fantastic search bar which allows customers to type in their postcode and search for party venues in their desired location. The search bar also allows customers to specify certain requirements for a function room such as disabled access, car parking etc.

Our homepage is interactive and very customer friendly featuring a daily blog about function rooms and tips on planning a party or special occasion.



Your Profile Page

Once the customer has entered their search requirements a list of function rooms matching their criteria will be listed. The results appear based upon location. For example, when they type in their postcode on the search bar, the function rooms will be listed in relation to how close they are to this postcode. This type of search tool gives everyone a fair chance of having their function room listed towards the top.

To access your complete profile page, customers simply click on your function room from the search results listings to view a detailed account of your party venue, its capacity, facilities available, pictures of your venue as well as contact details and a Google map, pin pointing the exact location of your function room.

Your function room profile page will feature;

- A short description of your venue and location,
- A tick box list of facilities available at your function room for example car parking or disabled facilities,
- Capacity of your function room,
- One large picture and two additional pictures of your venue to accompany the text,

- Complete contact details and point of contact for booking the function room,
- Google map of your exact location,
- Extra details about parking, how to get there etc,
- Link to your own personal website if you have your own.

The cost for this whole service is just £99 a year. That's just under £2 a week!

 myfunctionroom package

Only £99

Your own profile page for your function room, complete with all venue information and pictures of your room.	✓
Full management of your profile page 24/7.	✓
The option for us to manage and maintain your profile page with your full instruction ensuring it stays up-to-date.	✓
Point of contact with MyFunctionRoom.co.uk via email.	✓
Fully interactive search engine tool for users to search for function rooms in their desired area, with the choice to select different facilities you offer.	✓
Potential exposure to thousands of people in your area every month!	✓
Continual promotion of myfunctionroom.co.uk to make sure we remain a top listing on Google.co.uk.	✓

Contact

For more information about our 'Function Room Package' and to start advertising your function room today, contact us on info@myfunctionroom.co.uk or speak to your Wigan Beer Representative or alternatively contact the Wigan Beer telesales team on 01942 821 711. You can also register your function room online today at www.myfunctionroom.co.uk. Simply click the 'Register Now' box on the main homepage and start advertising your party venue for potential customers across the UK.

