



## Q Guild Open Networking Meeting

Wednesday 20th February 2019

Dean Court Hotel, York at 18:00

**Present:** David Lishman, Emma Lishman, John Mettrick, Mark Turnbull, Philip Cranston, Stephen Robinson, Kathryn Meadows, John Davidson, Martin Player, John McMurchie, Bryce Lawson, Brian Fields, Mark Duckworth, Steve Sefton (Wright's), Phil Daffern (B Smith Packaging), Claire Holland (Guild Manager), Sue Woodall (Regional Support), Douglas Scott (minutes).

**In attendance:** Stephanie, Jonathan Canavan (Scobies), Phil Keenan (BiteNetwork), Mike Pennington and Gerry McKenna (ActivDS).

**Apologies for Absence:** Brindon Addy, Andrew Edmonds, Anna Blackwell.

Claire Holland welcomed everyone to the meeting and introduced the four speakers.

### 1. First Speaker - Mark Turnbull

Mark talked about his highly engaging social media activity. He said that video is definitely the way to go on Facebook. With the help of Entrepreneurs Circle Turnbull's used 'Ludify' - Let Us Do It For You - to provide an engaging campaign.

MT claimed Facebook is the place to do it using Facebook Live and was honest in that he is not an expert on Facebook but listens to the experts he takes advice from.

His campaign was Pork Pie taster of the day - this involved filming someone being 'grabbed' in the front shop to taste the pie. See Turnbull's Facebook page!

<https://www.facebook.com/turnbullsalnwick/videos/309183252979358/> The idea behind this campaign and all his others is to always involve his customers and any product messaging becomes the secondary message.

The filming of the videos were always live and *Ludify* used the finished films to reach a pork pie audience. After running all the ads another video was made (not live) offering a £10 no strings attached voucher. This required customers to add their contact details under the video giving permissions to keep in touch with Turnbull's marketing communications.

## Facebook Live



On the surface, **Facebook Live** is a basic feature that offers live-streaming video capabilities to users. By tapping the live stream icon, you can start broadcasting video live from your smartphone, and write an optional description for the event.



### Results:

400 people gave their details, 58% of the vouchers were redeemed. Average spend was £20.76, September sales up 19%, on the busiest week sales were up 27%.

Further details of [Entrepreneurscircle.org](http://Entrepreneurscircle.org) - or speak to Mark directly for details on costs charged by EC

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Mark admitted that the really difficult part was being videoed, it was his idea of hell. Need to move the camera about since static cameras don't work.

The other tip was to have a good intro and always use that, so that viewers get to remember who you are and are then interested to hear what the next offer is or who the next winner is. Listen to a few of Marks video's and they always start with the same intro

[https://www.facebook.com/pg/turnbullsalnwick/videos/?ref=page\\_internal](https://www.facebook.com/pg/turnbullsalnwick/videos/?ref=page_internal)

## 2. Phil Keenan of Bite Network



Bite Network is a local food and drink organisation based in the North West providing marketing assistance with a networking focus. Mark Duckworth of Dales Butchers in Kirkby Lonsdale is one of Phil's customers.

Phil explained the merits and pitfalls of using an external agency to carry out your social media. Marketing is essential since there is a lot of competition out there - people are disengaged with cooking, supermarkets are well known competition and parking is challenging for most traditional shopping areas, online shopping is seen as convenient for many.

Every butcher has their own USP, skills, knowledge and experience which is something that supermarkets don't have and can't offer.

Local sourcing, being part of the Q Guild, your awards and inspection audits is another opportunity to promote as well as being visible against the negative messages.

Butchers need to fight back and be proud of their skills.

If your business uses Facebook and it is controlled in store the issues you often face are:

- Time - too many other things to do
- Resources - can you afford the facility
- Skills - do you have the necessary marketing skills
- Ideas - do you get stuck for new ways
- Creativity - like Mark's videos on Facebook Live.
- Knowledge - how to do the quality posts.
- And which media to use, FB, Insta, Twitter, Linked In - Facebook continues to be the most effective, the ads are inexpensive and Facebook can generate good engagement. But that doesn't mean ignore the others.
- Insta is good for good imagery which promotes your business
- Twitter & LI are great for quick messages mainly within business 2 business

If considering outsourcing of your marketing support it needs identity and personality. Just because you outsource, that does not mean you can wash your hands of it. You must maintain regular communication with the person/agency. Posts must be regular and consistent. It requires all

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posts/messages to be accurate and knowledgeable. However outsourcing can bring professionalism and its always good to have an outside view into your business.

Phil offers membership of his BiteNetwork services for as little as 24p per day, to Guild members. [Contact](#) Phil or check out the [Bitenetwork](#) website.

### 3 Jonathan Canavan and Stephanie from Scobies Direct



Demonstrated a new counter ticket printer. Edikio - which has a range of three machines. Edikio Access is the smallest (£530) only does credit card size, Edikio Flex (£1095) can print in three sizes. Edikio Duplex (£1495) only does credit card size but automatically prints on two sides.

It provides a point of sale ticket with clear product information - price, ingredients, allergens, country of origin.

Printer creates plastic cards that you can print in your

own business.

They are durable, easy to clean, they create a professional brand image, are food compliant, they easily replace handwritten counter tickets, are time saving.

Technical support is available through Scobies and if they cannot solve they work with Essentra Security. Edikio software is easy to use and butcher ready. Easy to upload existing files.

Needs cleaning after 2000 prints. Warranty will be invalid if not cleaned. There are three different cleaning settings. Stephanie showed how easy the cleaning procedure is.

Printer can print using colour ribbon so different colours, logos and typefaces are possible. Any font can be downloaded as well as images, although it comes with a suite of assets already preloaded.

[Contact](#) Scobies Direct for more info - they also offered a £100 saving for members until the end of February - just state on order that you are a Guild member

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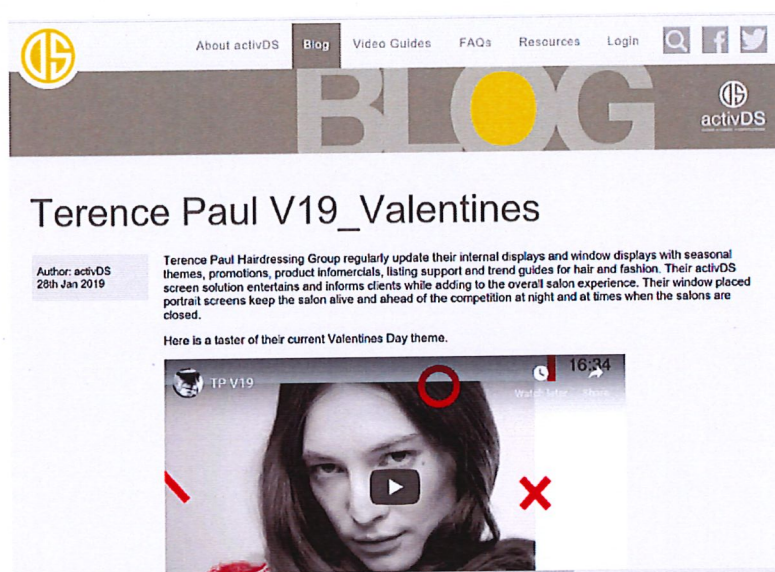




#### 4. Gerry McKenna and Mike Pennington from ActivDS

This was a demonstration of how to use the ActivDS system to create great screen content in shops.

They showed how to connect their inexpensive media player to any TV which can then run video's, special offers, imagery, social media feeds, moving imagery, links to YouTube Live, and much more. Designed for small businesses but ironically the early adopters were Barclays Bank and Audi. Over 1000 screens in Cash Convertors nationwide are connected but more and more butchers are using this system.



Screens will work in portrait (showing posters only if you like) or in landscape with a Sky News look with several parts showing different content and using RSS feeds. Timing schedules can be set to change content throughout the day.

Content is king and content can be themed. Gerry showed Scotch Kitchen videos with on screen QR codes (using online QR code generator) for customers to find the video when cooking at home. The screens provide connectivity, community reach, theatre and involvement, and are becoming more and more popular. The screens act as signage for your social media

content. Feed can be the same as on your social media.

System is designed for small businesses, no need for tv licence since it is web based. Any live broadcast news must be via YouTube, Euronews or the like.

The system is available for the £120 annual fee for software and the one off cost of £165 for hardware 'plug and play' box. One box can split and play on two close-by screens. If using two screens and two different programmes you need to purchase two media boxes.

Contact: Mike Pennington - mobile: [07921 030 858](tel:07921030858)  
email: [mike@activDS.com](mailto:mike@activDS.com) URL: [www.activDS.com](http://www.activDS.com)

Meeting closed at 20:00

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