



www.barbicanwaterfront.com – Scott Grenney – scott@barbicanwaterfront.com Date: 1st June 2012



The Barbican Waterfront Website www.barbicanwaterfront.com showcases the picturesque Plymouth Barbican with listings for Accommodation, Pubs & Clubs, Restaurants, Attractions & the many shops located on the Barbican Waterfront. The website also highlights the key events on the Barbican and publishes news from the area.

There is also an interview section, A4 downloadable guides and much, much more is planned as the website expands...

News posts and features are linked via 3 sources to ensuring information is passed to a wide audience.

- The Barbican Waterfront Website front page
- Facebook - www.facebook.com/plymouthbarbican
- Twitter - www.twitter.com/plymbarbican

Linking the Community: I link to every Barbican business on Facebook and Twitter. I'll 'share' / 'retweet' as many posts as I see to help spread the word. If I am not following you on Facebook/Twitter please let me know!

The Barbican Waterfront website features on page 1 of google for "Plymouth Barbican" and most searches of "Plymouth + Barbican + <event name/business>" and this is set to expand as the web site continues to grow and grow...

News Submittal

If you have any news / event stories or wish to highlight anything connected to your business please let me know in person or via scott@barbicanwaterfront.com

Advertising Opportunities:

Interviews – FREE!

If you are a local Barbican business owner and would like a community interview you'll be sent you a few questions via email or offered a face-to-face interview. The interview will be featured on the Barbican Community page and on a featured news post. See some examples here: www.barbicanwaterfront.com/barbican-community/. This helps the public / tourists to see and get to know the people who make the Barbican what it is today and a good free advertising opportunity for your business ☺.

Placing Job Adverts – Free!

If you are a local Barbican Business and have a vacancy to fill a job advert on the front page, linked on the joint Plymouth Barbican Twitter and Facebook accounts will help ensure a wide range of audience is reached to spread the word.

Banner Ad Standard– On Right Menu 258 by 94 pixels



Will be displayed in the right hand menu on every page across the website. High visibility.

Banner for period: 3 months (£55) / 6 months (£100)

Banner Ad Small – On Right Menu 125 by 94 pixels



Will be displayed in the right hand menu on every page across the website. High visibility.

Banner for period: 3 months (£35) / 6 months (£55)

Banner Ad Large – 570 x 50 (banner in random rotation)

Your Business here.

This banner will be located directly below the main image featured at the top of the website. Banner Ads will be displayed on every page on the website. Very high visibility.

Banner for period: 3 months (£75)

Featured News Post

A featured news post includes 2-3 photos, information about your business, links to website, menus and more, tailored to the business and will be featured on the front page. The featured post will also be linked on the joint Plymouth Barbican Twitter and Facebook accounts to ensure a wide range of media is covered. Overtime the news post will move from the front page, but will still be found via search engine searches and links within the website.

Example 1: <http://www.barbicanwaterfront.com/2011/10/05/new-barbican-restaurant-dolphin-house-brazerie/>

Example 2: <http://www.barbicanwaterfront.com/2012/01/31/sound-lets-holiday-accommodation-plymouth/>

Price: £45 – One off fee. Once posted, stays on website.

Featured listing

Each of the places on the listing pages for Pubs&Clubs / Restaurants / Shops / Attractions are placed randomly. However if you'd like your business to appear at the top of the listings as a featured listing with a slightly larger photo and option to add a few lines of information about your business this option is for you.

Featured Listings: 3 months (£15) / 6 months (£30)

Full Barbican Business Page

www.barbicanwaterfront.com/<Your Business Name>

This option is perfect for Barbican businesses who don't have their own website or are looking for a launch page to advertise their key selling points.

A business page (think “mini website”) can include a gallery, details of your business and your embedded facebook/twitter news feeds. Links to products, menus e.t.c. The business page will also be linked off the menu options on the website, include a featured news post and be linked from the Barbican Waterfront joint twitter / facebook accounts.

Price: £85 (renewal yearly - £45)

About the Plymouth Barbican Waterfront Information Guide & Events News Portal

Launched February 2011, the www.barbicanwaterfront.com website is a new information guide & events news portal to the historic picturesque Plymouth Barbican. The website aims to help encourage tourists and locals alike to visit the Barbican more frequently by displaying free listings of all the many number of pubs, clubs, restaurants, shops, accommodation, attractions and publishing information on key events and news stories related to the Barbican.

The website is independently run by Scott Grenney and a band of volunteers who have a passion for the Plymouth Barbican area. Together with support from members of the local Barbican community, Plymouth area and members of the general public.

Scott Grenney lived on the Plymouth Barbican above the Admiral MacBride pub located near the Mayflower Steps for a number of years. Scott continues to keep close ties with the Barbican with regular visits to the area and is a member of the Association of Barbican Businesses (ABB). Scott is also a regular Saturday night DJ within a Barbican pub venue. He is in the process of building the www.barbicanwaterfront.com to become a hub / portal for all things related to the Barbican area. The aim is to help increase use of the Barbican by locals and tourists alike.

Summary

The www.barbicanwaterfront.com website offers:

- Free listings of all the Barbican pubs, clubs, restaurants, shops, accommodation & attractions. Each listing includes address, contact details, links to a Google Map / information page and a Facebook / Twitter / Trip Advisor page (if available).
- Event sections dedicated to key events on the Barbican. Each event section will showcase key moments from the previous year’s events to help encourage the reader to visit the event the following year.
- Historic images of the Barbican are available to view kindly supplied by the people of Plymouth and local businesses.
- Photo Gallery of the local Barbican area, with local guest freelance photographers supplying high quality photographs.
- Map of the Barbican including travel directions for tourists via Google Maps.
- The website also has a mobile friendly view to take advantage of the new location checkin services by Google, Facebook e.t.c.

More is planned as the website expands...

For more information please contact:

Website: www.barbicanwaterfront.com

Email: Scott Grenney - Scott@barbicanwaterfront.com