



[www.thestickybeak.co.uk](http://www.thestickybeak.co.uk)

[sticky@thestickybeak.co.uk](mailto:sticky@thestickybeak.co.uk)

[facebook.com/stickybeakblog](https://facebook.com/stickybeakblog)

[twitter.com/stickybeakblog](https://twitter.com/stickybeakblog)

[uk.linkedin.com/in/stickybeak](https://uk.linkedin.com/in/stickybeak)

## About The Sticky Beak Blog



The Sticky Beak Blog was started in 2013 by Angie Curran-Bilbie as a feature section in an established Derbyshire based web site run by her husband, Paul

In 2014 the blog was proving so popular it was moved to its own web site and has continued to grow ever since.

Angie works as a content writer for a social media company and writes all the content for The Sticky Beak Blog whilst husband Paul looks after the web publishing and social media side of the blog.

## What Does The Blog Do?

The main feature of the blog is writing food reviews for restaurants and cafes in Derbyshire and the surrounding counties of Nottinghamshire, Leicestershire, Staffordshire and South Yorkshire.

As well as restaurant reviews, the blog will also run features on food and drink producers, accommodation & food and drink experiences.

The blog also has a food & drink news section where related third party press releases are published.



## Statistics

1<sup>st</sup> January 2018

Web Site Page Views:

125,000 (12 months)

Unique Visitors:

61,000 (12 months)

Total Visitors:

84,000 (12 months)

Facebook Page:

2,200 likes

Facebook Group:

5,100 Members

Twitter:

21,600 followers

Tweet Impressions

3.5 Million (12 months)

Mailing List

1,950 Members

Venues Reviewed

Over 200

Best Read Review

*The Bird Cage*

Over 3,100 reads

## Do you want a visit from the blog?

- The blog does not accept payment to write a review, all reviews are written honestly.
- The blog has a limited budget to visit around 1-2 venues a month chosen randomly
- In addition the blog will accept incentives to visit a venue; this is normally a meal + drink for two and would be agreed in advance. This does not guarantee a review
- The criteria for publishing a review is very simple 'Would I recommend to friends and family'
- The blog only publishes positive reviews, if the blog writer feels they could not recommend the venue then no review is written, private feedback is given to the venue explaining why



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## Where Has the Blog Visited?

The blog has visited and reviewed over 200 venues so too many to mention here but a few are listed below. You can read all the reviews on the web site



Northern Tea Merchants



Mill Street, Rutland



Alton Towers



Cavendish Hotel



Yardleys, Belper



Black Barn, New York



Mewar Haveli, Notts



MEXICO, Derby INTU



Peppercorn, Dore



Stones, Matlock



45 Gin School



Letoonia Beach, Turkey

## Media

*Other media credits*

**The Times**  
*described as 'Derby's most prolific restaurant reviewer' July 2017*

**Ripley & Heanor News**  
*Page 2 Feature Article July 2017*

**Foodies 100 Web Site**  
*Ranked in the top 100 out of 5000 food blogs based on following and engagement throughout 2017 (highest position was 35 in July 2017)*

## What Will A Blog Visit Do For You?

- If your business receives a review then this will be published on the web site and remain on there permanently (unless the business closes or the blog feels no longer able to recommend)
- All new reviews receive considerable sharing on the blog social media channels, in general over 50 tweets and over 25 Facebook posts (over several weeks)
- Reviews will be read anywhere from 250 to 2900 times, the majority of the blogs audience is based locally (in and around Derbyshire & Nottinghamshire) and interested in food & drink
- All reviews will be mentioned or listed in a monthly e-shot that goes out to around 2000 people
- All venues reviewed can use the 'Hot Wings' award logo to show they are Stick Beaky recommended.
- All venues reviewed will be added to the blogs 'Where to Eat' section
- All venues reviewed can share their menus on the blogs web site

## Will A Visit From The Blog Increase My Business?

There are no guarantees and this varies from business to business but the online exposure can only help promote your business. Many venues have fed back to the blog that their bookings have increased following a review and that they have had additional walk-ins citing the blog as the reason for visiting

