

Your advert got the click. Here is what *happened next*.

A Campaign Check of one promotion, the pages it led to and the booking path behind it, in Welsh and English, with the fixes priced in order of harm.

PREPARED FOR

The Quay Inn
A fictional pub, for illustration

SUBJECT

Bonfire Night supper promotion
Checked 19 October 2026

PREPARED BY

Tudorvale.Wales
Sample, version 1

This is a sample

The Quay Inn does not exist. Every finding, name, date and price in this document was invented to show what a Campaign Check report looks like and how it reads. Nothing here describes a real business, and the fix prices on page 4 are illustrative. Your own report carries real findings and real quotes.

SAMPLE · FICTIONAL VENUE

You asked us to check the Bonfire Night supper. The promotion is a Facebook post in English and Welsh, a printed poster with a QR code on the bar and in the window, and the events page on your website. We tapped, scanned and filled in everything a customer could, on an iPhone and an Android phone, on Thursday 16 and Friday 17 October.

3

places the promotion appears:
Facebook, the poster, the events
page

5

pages the customer can land on,
all checked

2

languages, compared line by line

7

findings, four of them worth fixing
before the weekend

The short version

The post is doing its job. People are tapping it: the events page had more visitors in the week after the post than in the whole of September. The trouble is what they find when they get there. The post says "book now" and the page offers a form that nobody is answering. The price on the website is last year's. The QR code on the poster goes to a page that no longer exists. None of this is hard to fix, and most of it is an afternoon's work.

RED · FIX NOW

A customer who follows the promotion
today is misled or stopped. Four
findings.

PURPLE · FIX SOON

It works, but badly, or carries a risk
worth closing. Two findings.

BLUE · FINE

Checked and consistent. Nothing to do.
One finding, and worth knowing.

How we checked

We compared every number, date and claim in the promotion against what you told us is true: £28 a head, Friday 7 November, 7pm, three courses, 40 covers, booking essential. We followed every link and the QR code on a phone. We filled in the booking form twice, once in each language, and waited for the confirmation. We read the Welsh and English side by side. Then we looked at who in the pub can change each of these things, and how quickly.

What we did not do: give legal advice, clear the advert against advertising rules, or test anything we were not given permission to test. Where something needs a specialist we say so.

SAMPLE · FICTIONAL VENUE

1	<i>"Book now" leads to a form, and the form leads nowhere.</i> (the path from the click) Both our test bookings vanished. The form on the events page sends to an email address that was set up for a previous member of staff and is no longer read. The customer sees "Thanks, we will be in touch" and hears nothing. You have no way of knowing how many bookings have gone this way since the post went up. The fix is a different address and a confirmation email that actually arrives.	FIX NOW
2	<i>The post says £28. The website says £26.</i> (the promise) The events page still shows last year's price. The menu PDF linked from the same page says £28. A customer who books from the website expecting £26 has a fair complaint on the night. One line to change, and the menu PDF should be the only place a price lives.	FIX NOW
3	<i>The QR code on the poster opens a page that does not exist.</i> (the path from the click) It points at last year's events page, which was deleted in the spring. The phone shows a "page not found" screen with no way back. Rather than reprint, we can make the old address send people to the new page, which also rescues anyone still scanning last year's posters.	FIX NOW
4	<i>The Welsh post has the wrong date.</i> (both languages) English says Friday 7 November, Welsh says 8 Tachwedd. Everything else matches. It is a typing slip, but a Welsh-speaking customer who turns up on the Saturday will not see it that way. Edit the post, and check the Welsh poster in the window, which we could not read from the photo you sent.	FIX NOW
5	<i>The booking form is hard to use on a phone.</i> (the path from the click) The date box opens a calendar that covers the "Send" button on an iPhone, and the party-size box accepts letters. It can be done, with patience. Most people will ring instead, which is fine as long as someone answers. Worth tidying at the same time as finding 1.	FIX SOON
6	<i>The bonfire photo is not yours.</i> (how it looks) The image on the post and the poster is a stock photograph, and nobody could tell us where it came from or whether it was paid for. It also looks like every other bonfire post in the county. You have good photos of last year's night on the pub's phone. Use one of those and the question goes away.	FIX SOON
7	<i>Name, phone number, opening hours and address all agree.</i> (the promise) The post, the website, the poster and your Google listing all say the same thing, and the phone number rings through to the bar. This is the bit most pubs get wrong, and you have it right.	FINE

03 What to fix first

Each item priced on its own. Pick the ones you want. The £245 for this check comes off the bill.

SAMPLE · ILLUSTRATIVE PRICES

FIX	WHAT WE WOULD DO	PRICE
1 · Make the form reach you	Point the booking form at an address that is read every day, send the customer a proper confirmation, and send you a copy. Test it in both languages before we call it done.	£90
2 · One price, one place	Correct the events page and make the menu the single place the price is written, so next year's change is one edit, not three.	£45
3 · Rescue the QR code	Make last year's events address send people to this year's page. No reprint needed, and old posters keep working.	£45
4 · Correct the Welsh date	You can do this one yourselves in a minute. We have written the corrected line below so it is a paste, not a retype.	Free
5 · A form that works on a phone	Replace the date and party-size boxes with ones that behave on iPhone and Android, keep the Send button in view, and show the customer what they booked.	£120
6 · Your own photo	Choose and prepare one of last year's photos for the post, the poster and the page, sized for each.	£40

If you do everything

£340 plus VAT, less the £245 you have already paid for this check, so £95 plus VAT to put the whole promotion right. We can have items 1 to 4 done within two working days of your go-ahead, which is before the weekend the post is pushing.

If you do one thing

Do item 1. A form that reaches nobody is costing you bookings every day the post is live, and nothing else on this list matters until it is fixed.

The corrected Welsh line, ready to paste

Noson Tân Gwyllt, nos Wener 7 Tachwedd, 7pm. Tri chwrs, £28 y pen. Archebu'n hanfodol.

Sample only. In a real report this line is written by our fluent Welsh reviewer, who checks every word of Welsh we send out.

Prices in this sample are illustrative. A real report quotes each fix against your site and your systems. Prices exclude VAT.

SAMPLE · FICTIONAL VENUE

Every finding on page 3 has the same cause. The person who made the post is not the person who can change the website, and nobody checks the one against the other before it goes out. That is normal in a busy pub. It is also fixable without hiring anyone, by agreeing three things and writing them on the wall of the office.

One owner

Someone whose job it is to say yes before a promotion goes live. Not the person who designed it. In your case that is probably whoever sets the menu prices, because they are the one who knows what is true.

One source of truth

A single place where the price, the date, the time and the number of covers are written down, and everything else copies from it. For you, the menu PDF already does most of this job.

One check before posting

The seven questions on the right, answered honestly, take about ten minutes. They would have caught six of the seven findings in this report.

Before you post: seven checks

1. **Is the offer right?** Price, date, time, what is included, how many places, against the source of truth.
2. **Does the button tell the truth?** "Book now" only if a booking happens. Otherwise say "enquire" or "ring us".
3. **Follow every link and the QR code on a phone.** Your own phone, not the office computer.
4. **Do the whole thing as a customer.** Fill in the form or make the booking, and check the confirmation arrives.
5. **Look at the picture.** Is it yours, or do you know where it came from and that you may use it?
6. **Read the Welsh and the English together.** Same date, same price, same next step.
7. **Who changes it when it sells out?** Name them now, and make sure they can.

SAMPLE · FICTIONAL VENUE

Fix it yourselves

Everything on page 4 is described plainly enough for your web person to do, and item 4 you can do today. The checklist on page 5 is yours to keep. We would still like to hear how it went.

Ask us to fix it

Tell us which items, and we start. The £245 comes off the bill as long as you go ahead within three months of this report, and we show you each fix working on a phone before we close it.

Ask us to keep it right

Care is £95 a month. Once a month we check the pages, links and booking path you nominate against whatever you are promoting that month, make small corrections within an agreed hour, and send you a short note of what we found and changed. It is a monthly check, not round-the-clock watching, and you can stop whenever you like. Once care is running we can also proof each post against the site before it goes out, as an extra.

To go ahead

Reply to the email this came with, or ring us, and say which items. If you would rather talk it through first, the 30-minute call that comes with this check is still yours to book.

This report is a review of your marketing, your branding and your website. It is not legal advice, advertising clearance, a data protection audit or a promise of more bookings. Where something needs a specialist we have said so. Welsh in a real report is written and checked by a fluent speaker before it leaves us.

Tudorvale Ltd, Porthmadog, Gwynedd. Company number 10748925. Welsh and English spoken. tudorvale.wales/en/campaign-check