

# THE FACEBOOK DEPENDENCY SPIRAL

**Why small pubs and clubs are losing their communities online — and how Pub and Club Co helps them rebuild.**

Most small venues aren't failing because staff don't care. They're using systems that were never built for real hospitality teams — and every promotional post can push them deeper into a cycle that's hard to escape.



**"Good people trapped in the wrong system."**

## THE FACEBOOK DEPENDENCY SPIRAL



### PROMOTIONAL POSTS

Specials and events become endless announcements.



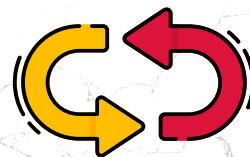
### ENGAGEMENT FALLS

Members stop interacting because every post feels like advertising.



### FACEBOOK REDUCES REACH

The algorithm shows your content to fewer people.



### THE CYCLE REPEATS

Lower reach → lower engagement → even lower reach.

## Meanwhile...

*While you're fighting for Facebook reach...*



### WEBSITE

Becomes an outdated brochure.



### TV DISPLAYS

Turn into ignored wallpaper.



### EMAIL

Ends up unread in inboxes.

**YOUR ENTIRE DIGITAL ECOSYSTEM QUIETLY WEAKENS TOGETHER.**



### WHY THE USUAL FIXES FAIL

Most solutions assume venues have things they usually don't:

- Dedicated marketing staff
- Spare hours every week
- Stable teams
- Time for training
- Complex software

**The problem isn't your staff.  
The system doesn't fit the venue.**



### WE BUILT A SYSTEM FOR REAL VENUES

A system built around how hospitality already works.

- Uses tools staff already know
- Survives staff turnover
- Doesn't depend on one marketing person
- Helps every channel support the others

**Built for venues.  
Proven in venues.**

### THREE WAYS FORWARD



**1**

#### DO IT YOURSELF

Build your own workflow and manage it internally.

**2**

#### START SMALL

Capture one genuine community moment each week.

**3**

#### WORK WITH US

We build and manage the full system for you.

**SEE IT WORK**

**No cost. No obligation.**

Just a practical look at how small venues can rebuild genuine community engagement.

**Book a free demonstration.**

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