

At Banana Monkey Global, we are committed to helping UK restaurants expand their customer base among Chinese-speaking international students, tourists and residents.

Our aim is to help you unlock a new revenue stream. In 2023, over 150,000 students and 250,000 tourists came to the UK from China. The combined number is expected to reach 1,000,000 in 2024, primarily consisting of young adults aged 19-35. The students normally stay in the UK for one year with a budget of £50,000, and tourists typically stay for one to two weeks with an average spending of £3,000 per head. This translates to 1,000,000 new potential customers for the UK every year. Because of differences in online platforms, such as social media and websites, as well as the languages, this demographic remains an untapped market for most restaurants. However, this demographic exhibits a profound curiosity for British dining establishments.

We provide a choice of plans for your business, with a variety of options to meet your specific needs, giving you additional flexibility to maximize your sales.



Post, Share & Display in Chinese communities of students, tourists, and residents in the UK.

From £59 per set includes:

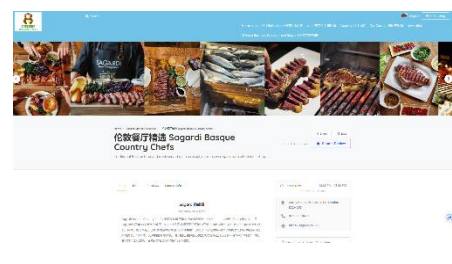
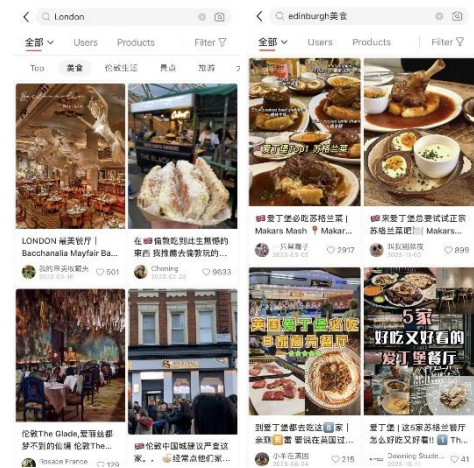
△ Posting from our 2000-follower account of Little Red Book (similar to Instagram), the most popular lifestyle and travelling social media among Chinese-speaking students, tourists and residents in the UK.

△ Sharing in our 4000-member WeChat communities of Chinese-speaking students in the UK.

△ Free listing display on our website continuously targeting Chinese-speaking students and tourists in the UK.

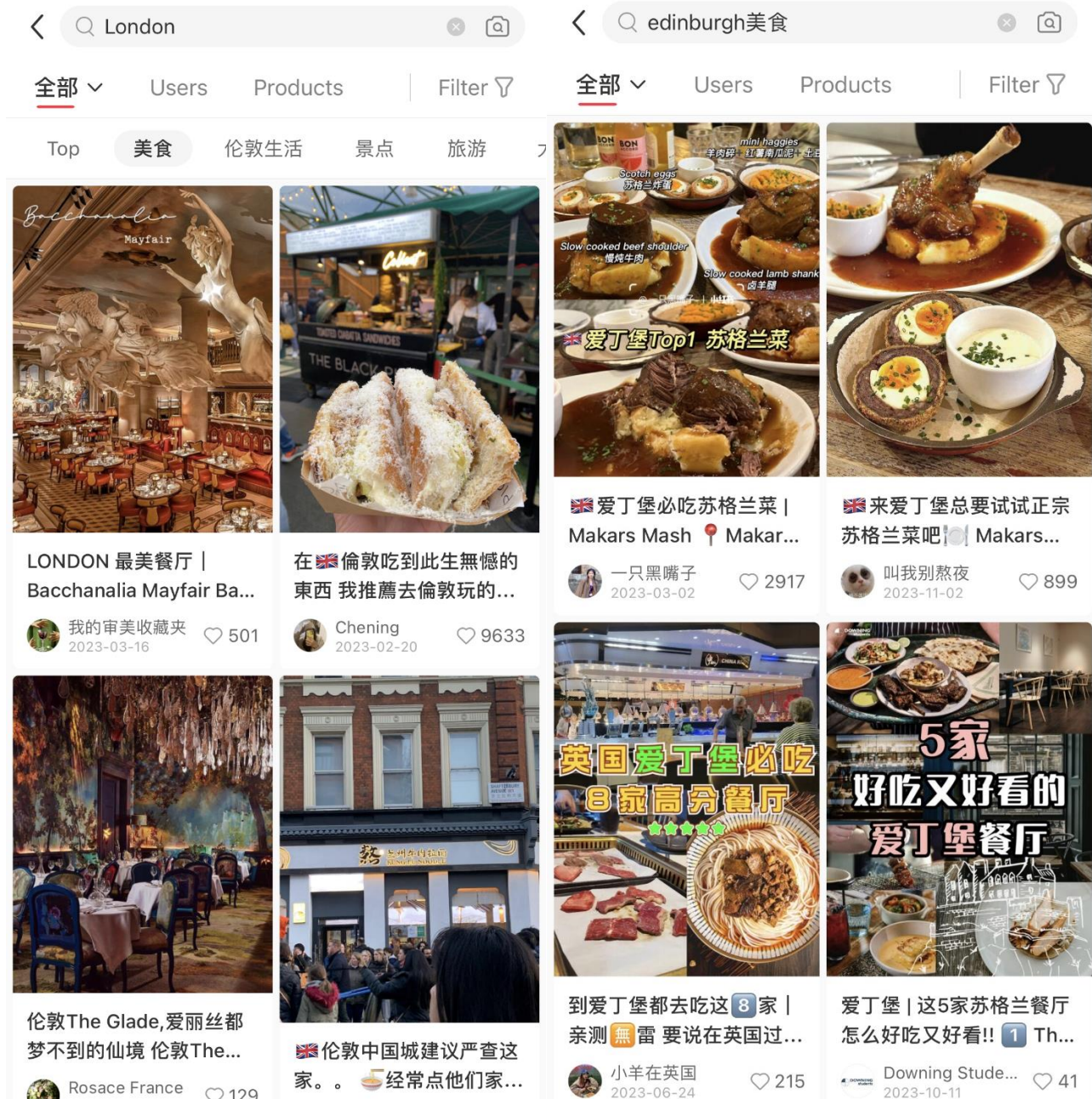
**Benefit:**

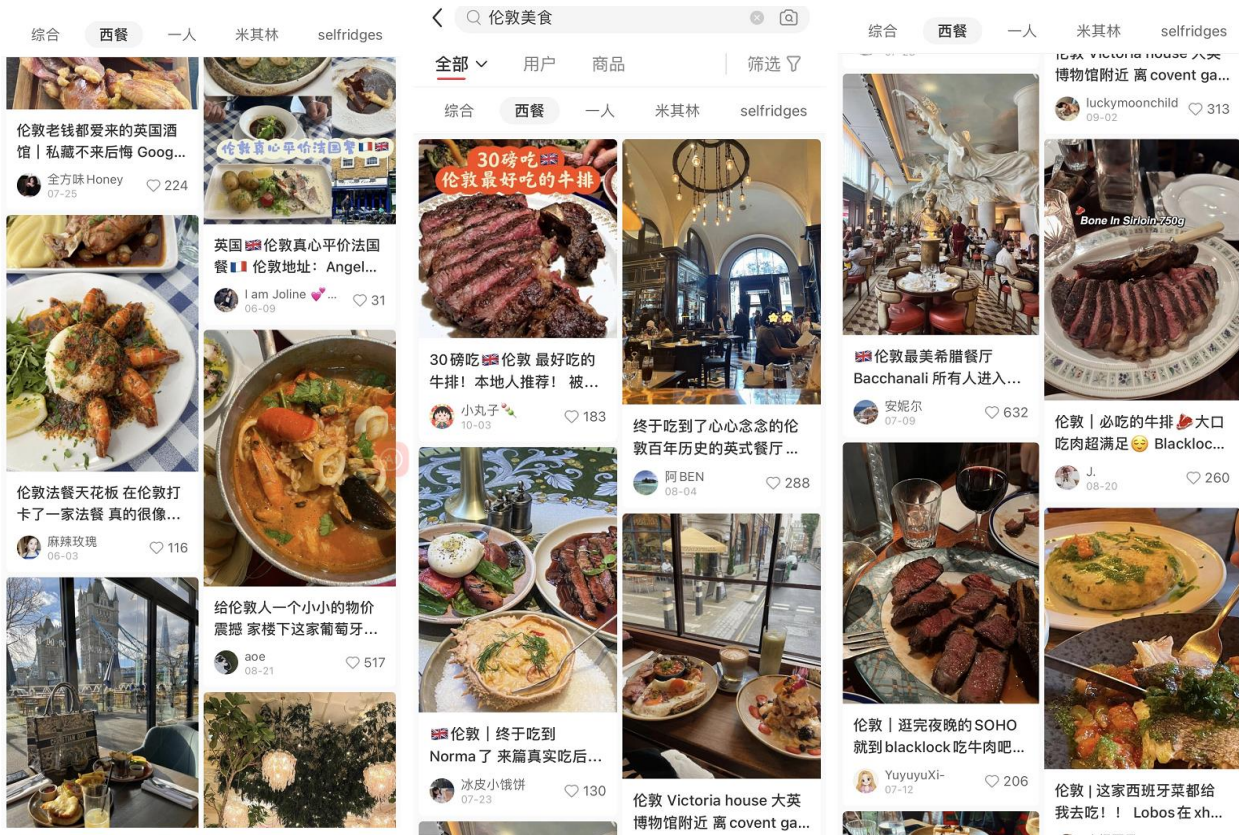
Creating and spreading your presence on the most popular Chinese social platforms, precisely targeting Chinese students and tourists in your city, and facilitating direct sales promotions.



## Plan One - Social media

The pictures below are examples of posts from Little Red Book (similar to Instagram) about restaurants in the UK. Little Red Book is currently the most popular travel and lifestyle platform used by Chinese students and tourists in the UK.





## Post, Share & Display to access the existing online communities: £59 per set

- Promote your restaurant on the most popular Chinese social media platforms, Little Red Book and WeChat, catering to Chinese-speaking students, tourists and residents who do not use Instagram, Facebook, or TikTok.
- £59 per set, plus one-month free listing display on our website.

### Service:

○ We translate and edit your text to make a Chinese language post from our Little Red Book accounts of around 2000 followers. Most of the followers are Chinese students and tourists in the UK.

○ Following the post, we immediately share it in our WeChat groups of Chinese students in the UK, accessing around 4000 group members.

○ One-month Free Listing display on our website, which targeting Chinese-speaking students and tourists.

**Pricing:** £59 for each individual set of Post, Share and Display. One set per month is recommended for restaurants.



## Post from influencers of Little Red Book for paid posts:

- Powerful influence on targeted communities.
- Flexible budget
- Handle researching, contacting, selecting, and working with the suitable influencers for you.

### Service:

- Select and contact the most suitable influencer of Little Red Book for you.
- Ensure the post is done properly based on your requirements.
- Normally, pricing depends on the number of followers.
- Posts through a few different influencers with smaller following numbers is more efficient than paying a larger sum to an influencer with a large following e.g. 3 posts x 3000 followers as opposed to 1 post x 9000 followers.

**Pricing:** Costs vary, normally depends on the number of followers. For example, with 5000 followers, it is around £130-£ 215. We take commission from the influencer.

If you plan on taking this route, we'd recommend doing paid posts through a few different influencers with smaller following numbers, this is more efficient than paying a larger sum to an influencer with a large following.

## Setting up and running your own account for you.

- **Set up of LRB account: £65**
- **Management of your LRB account:**

### Service:

To grow follower and influence, the best frequency is 2-3 post per week. The minimum recommended frequency is 1 post per month. There's no limit on the number of posts you can do. You can stop at any time by letting us know before the next post is created. Any single post will reach some relevant audiences in your targeted city, so even a single post can be beneficial for restaurants. The traffic from a new account is around 100 views per post, while the posts on our account normally have 300-1000 views.

**Pricing:** Price varies depending on number of posts per week. Normally it is £45-65 per post. Additionally, if you opt to share the post in our WeChat groups of Chinese students in the UK, a 15% price increase will be added.



## - Account verification

### Service:

In addition to setting up a Little Red Book account and posting regularly, some businesses also do account verification. The major benefit of having a verified account is it allows you to run paid ads. However, we do not recommend investing in account verification and paid ads, because these posts will have a label of 'sponsored or ads' at the bottom. LRB users searching for restaurants do not respond well to ads., and the organic/natural traffic for a verified account is normally very low. However, some businesses use paid ads to generate followers quickly. The costs can be set based on pay per click or pay per impression.

**Pricing:** £495 for verification plus costs of paid ads.

## Plan Two - Restaurant listing

- Listings of your restaurant on our website
- Highlight your offering to students and tourists from China.
- Showing your restaurant details, menu, photos, offers, events, reservation and more

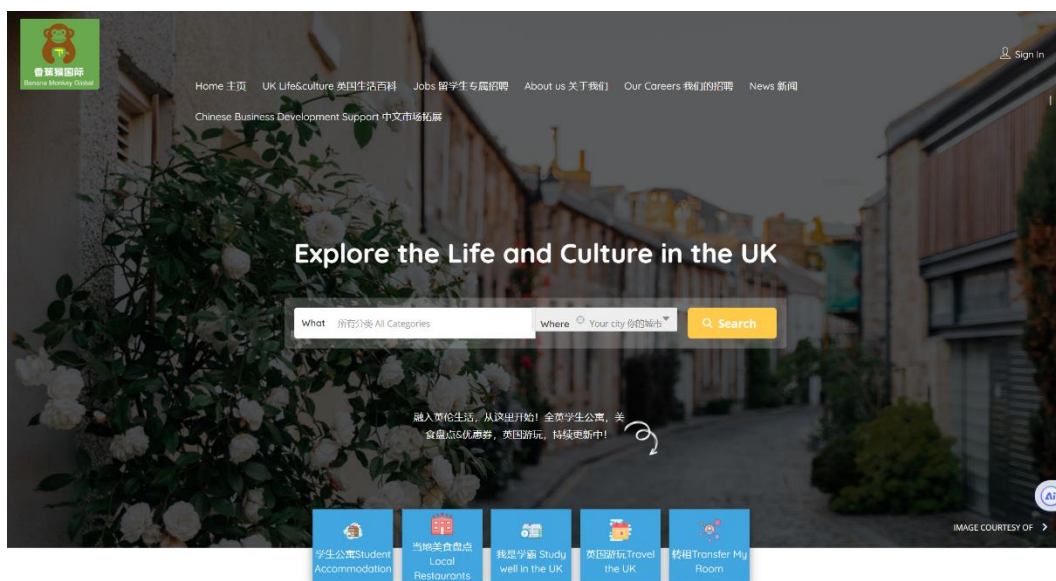
### Service:

○ Displaying one pair of listings for one venue. One in English and one in Chinese.

○ Printable QR code for both listings to allow customers to scan and check the latest menu.

**Pricing:** Free if plan one is selected, or £10 per month (every 30 days). Cancellable at any time before the next month start.

**Example:** The screenshots below show the layout and listings on our website. More examples include: <https://bananamonkeyglobal.com/listing/sagardi-chinese/>





## Restaurants 餐厅



**格拉斯哥美食精选 Ka Pao**  
Banana Monkey Selection  
Informal restaurant offering grilled seafood dishes, plus salads & lamb skewers.  
Glasgow 格拉斯哥 [Open Now](#)



**伦敦餐厅精选 Sagardi Basque Country Chefs**  
Banana Monkey Selection  
Traditional Basque food and drink served up in a casual, no-nonsense space with a butcher's shop.  
London 伦敦 [Open Now](#)



**纽卡斯尔美食海鲜-Saltwater Fish Company**  
Banana Monkey Selection  
Saltwater Fish Company is about creating dishes that please and inspire.  
Newcastle 纽卡斯尔 [Closed Now](#)



**纽卡斯尔美食-Porterhouse Butcher and Grill**  
Banana Monkey Selection



**利物浦美食 La Finca Eivissa**  
Banana Monkey Selection  
La Finca Eivissa brings an authentic taste of the white



**伦敦美食-Twist Connubio**  
Banana Monkey Selection  
Twist Connubio is the place of our passions.







## Ready to start? Next steps.

1. Pick your plan(s)
2. Confirm your acceptance
3. Leave the rest to us!

## Must Know information

- 12-month price guarantee: All pricing is fixed for 12 months when you join any plan.
- Customisation: If our plans don't fully meet your requirements, we're open to discussing a tailored package that suits your unique needs.
- Your materials: we are happy to use any marketing material or contents you wish us to use.

