



Restaurant Technology Field Guide:

# SOCIAL MEDIA MARKETING FOR RESTAURANTS



INSIDE

FACEBOOK

TWITTER

YOUTUBE

INSTAGRAM

YELP

PINTEREST

BLOGGING



# INSIDE

## Social Media Marketing for Restaurants

It's a new social world, and your customers are online. Learn how to tap into the most popular (and influential) social media platforms for your business, to increase guest loyalty and drive restaurant profits.

Restaurants that are not using social media are voluntarily giving up a free marketing resource. Used effectively, your social media presence can be invaluable. Social media is expanding rapidly, allowing consumers and businesses to connect like never before. Think about it: You can actively engage with your loyal customer base online, and extend that reach to attract new customers.

It can be overwhelming when everywhere you go someone is suggesting another social-media outlet that you just have to be using for your restaurant to be successful. The reach of social media can be mind boggling. But by taking the time to really understand the more popular tools, you may discover new keys to increasing sales and customer loyalty. Restaurant owners are discovering new ways to use these tools every day.

From Facebook, Twitter, and YouTube, Yelp, and Instagram, social media marketing presents options for every restaurant company. Getting started is easy, but the biggest benefit comes from staying active and relevant daily.



## INSIDE



FACEBOOK



TWITTER



YOUTUBE



INSTAGRAM



YELP



PINTEREST



BLOGGING

# FACEBOOK

## Facebook Best Practices

Unless you've been living under a rock for the last decade, you know some things about Facebook.

Whether you already have an active Facebook presence or you're just getting started, here are 5 ways you can leverage Facebook to grow sales and customer loyalty:

1. **Give them a reason to like you.** Word can spread fast when you post exclusive offers on your page that can be redeemed by 'liking' and 'sharing' your page and offer. Consider a contest too: contests are entertaining and engaging—attributes most restaurant brands aspire to. Be careful of running too many contests though: Facebook now penalizes pages that appear to be running "Like" and "Share" competitions.
2. **Change it up.** Don't just build it and leave it. Keep updating your page regularly with current specials and promotions, as well new images and videos. Fresh content gets noticed and shared.
3. **Post relevant content.** One secret to attracting comments (and increasing your reach) on Facebook is to entice your fans to share an opinion. Engage fans with videos, offers and polls that ask a question and spur debate. Remember to respond too.
4. **Make it easy to order!** Did you know that more than three-quarters of the moms in your trade area are probably on Facebook? Facebook ordering is a convenient option for busy moms who want quick service. Add a custom ordering tab that links to an existing online ordering site or fully integrate a Facebook ordering app to let guests place orders without ever leaving Facebook. Restaurant operators are seeing the sales-driving benefit of instant ordering from Facebook deals and menu promotions.
5. **Make sure to check-in.** Encourage your customers to check-in at your restaurant on Facebook. You can enable reminders to be sent to customers who've checked-in at your restaurant to like your page, or review your business.

It's easy to add Facebook to your marketing plan, but it takes regular effort. Whether your focus is creatively advertising your promotions and menu or working to increase brand awareness, these 5 best practices are a great starting point.



## FACEBOOK

### Promoting Facebook Posts

One of the frustrations with Facebook marketing is that the kind of visibility you once could get online for free now comes with a price tag. In May 2012, Facebook launched Promoted Facebook Posts, allowing business pages with more than 400 “Likes” to pay a few bucks to get their posts to their fans, and friends of fans.

The difference between a Facebook Ad and a Boosted Post is this: Your message won’t appear on the right hand sidebar of your fans’ news feeds; instead, it shows up directly in the news feed—and higher up so your audience is more likely to see it. Here’s what you need to know before you start paying to promote posts:

**Facebook allows you to customize.** When boosting your post (or creating an add) you can tailor your target audience by geographical location, life events, age, gender, connections, and even interests.

**Follow the rules.** If you don’t follow them, your post may not be approved. Review the Facebook Promotion Guidelines and Ad Guidelines to make sure you’re doing it right!

So does it work? And how can you know for sure? If you’re paying to promote a post, treat it as you would an advertisement, and track the response. The results will tell you what is working. Facebook has made tracking promoted posts easy, so you can see your reach quickly:

- At the bottom of each promoted post, you will see the number of people the post reached. By clicking that number, you can see more details, including how many friends of fans have also seen your post.
- Compare your promoted posts to see which ones work best. Asking a question? Sharing an image? Posting something funny? Be prepared to revise your strategy based on what’s working and what isn’t.

So do Facebook Boosted Posts work? Certainly they will extend the reach of your Facebook posts. To understand the value of that reach, you need to dig deeper into your Facebook stats, the impact on web ordering, and the effect on referrals and overall sales. Experiment, track the results, and refine your strategy to determine the real value to your business.

### Two Guys and a Pizza Place: A Facebook Success Story



SpeedLine user Cory Medd, owner of Two Guys and a Pizza Place in Lethbridge Alberta, approaches Facebook as he does every aspect of his business: with dedication. Cory, Canadian Pizza Chef of the Year 2012, strives to provide a memorable dining experience for guests, inside and outside the restaurant, and uses Facebook to drive restaurant traffic.

How does he do it? Cory promotes his Facebook page everywhere—from mailers to signage to Twitter—and encourages conversation with every post. He uses stunning imagery to tempt the taste buds too, from the kitchen to the table.

Never one to miss an opportunity, Cory updates his page frequently to showcase daily specials, new menu items and events he hosts in his restaurant.

With 7,000 likes and numerous customers talking about his page, Cory has built a loyal following in his small town.



## TWITTER

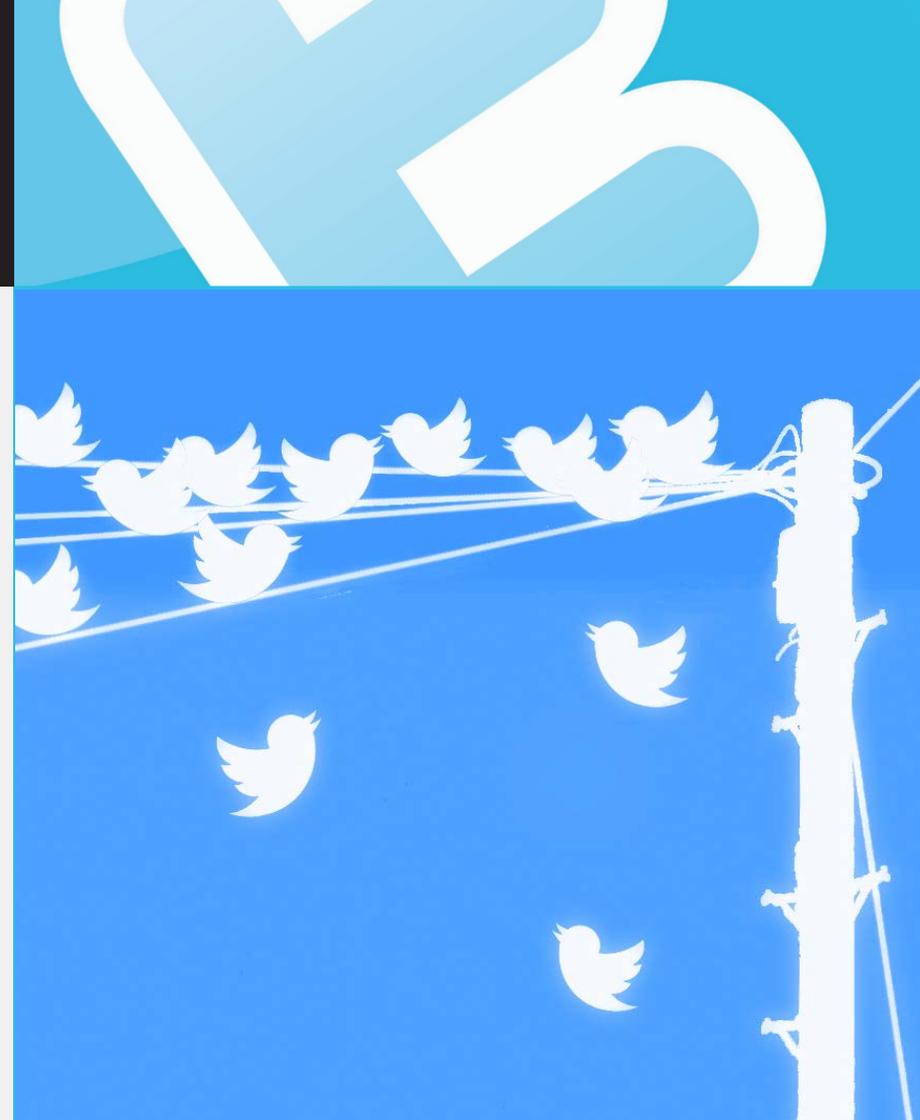
With more than 335 million users, Twitter has become one of the top social media platforms for restaurants. For the restaurant operators who use it, Twitter is another channel for building relationships with loyal customers—and driving traffic to an online ordering site.

### 8 ways to use Twitter successfully

Here are eight best practices to help you increase brand awareness, sales, and customer loyalty with Twitter:

1. **Offer exclusive deals for followers:** Offer daily deals exclusively to your Twitter followers, to give them a push to come in more often.
2. **Help spread word of mouth with a retweet.** Monitor what is being said about your brand, and click the RT button to share a compliment or question with your followers.
3. **Try a contest.** Get the word out fast! For example, try a weekly draw for your Twitter followers, and ask them a skill-testing question to enter them into the draw. Encourage retweeting for additional entries.
4. **Send a thank you!** For a comment, a retweet, or a recent purchase: Say thanks, and spread the positive vibe.
5. **Publicly respond to negative feedback.** Everyone makes mistakes. People judge you online based on how you deal with yours. Word of mouth spreads fast online—and unhappy customers make a lot of noise. So respond quickly and sincerely to win them back!
6. **Post mouthwatering pictures.** Nothing drives food sales online faster than a delicious-looking picture. Showcase menu items in Twitter links to drive web orders and repeat visits.
7. **Use hashtags.** Twitter hashtags make your tweets more searchable. Use them often for key search terms to attract new followers.
8. **Ask a question!** Ask and you shall receive. Consider asking your followers their ideas for daily specials, menu items or party events. A request for feedback is always appreciated, especially when you listen and respond!

No matter how you decide to use Twitter, remember it's a conversation tool. Aim to build two-way relationships with your customers and potential customers, rather than just one-way marketing.



# TWITTER

## Twitter contests that work

How do you engage with customers and future guests on Twitter without coming across as advertorial? A Twitter contest is not only a highly effective way to build buzz and increase engagement, it can also generate new followers and grows customer loyalty. Here are 5 contest ideas that work on Twitter:

- **Tweet & Eat.** Get personal! Challenging your followers to post pictures of themselves in your restaurant or eating your take-out in clever, creative ways can promote your brand, as well as add some fun.
- **Hashtag for the win.** Hashtags are an easy way to track contest entries, or can be the basis of an easy contest idea on their own. Simply post a hashtag and encourage retweets for contest entries.
- **Caption it!** Photo caption contests can be fun, and are easy to plan. Post a photo on your blog or Facebook page and ask followers to tweet their most creative caption using a specific hashtag. Use the hashtag to track entries.
- **Quickest to the draw.** Posing a question and awarding a prize for the first correct answer can drive instant response. The key? Build up hype through a series of tweets in advance of the actual contest start time.
- **Follow to win.** Select winners randomly after they follow you, and tweet that they've done so. It's simple, and can build up your fan base quickly. There are many benefits to running Twitter Contests. Not only are they fun, but they can help increase brand recognition, web traffic and online sales.



There are many benefits to running Twitter Contests. Not only are they fun, but they can help increase brand recognition, web traffic and online sales.





# YOUTUBE

## Video Marketing Restaurant Brand-Building on YouTube

And once they find your website or Facebook page, video can be a great way to tell your brand story in an engaging way.

Sure, unless you work in a 'laughing baby' and 'cute kitten,' your YouTube video may not generate millions of views. But when people research a new place to eat online, your video content can get you in front of the right eyes: the people most likely to try your restaurant.

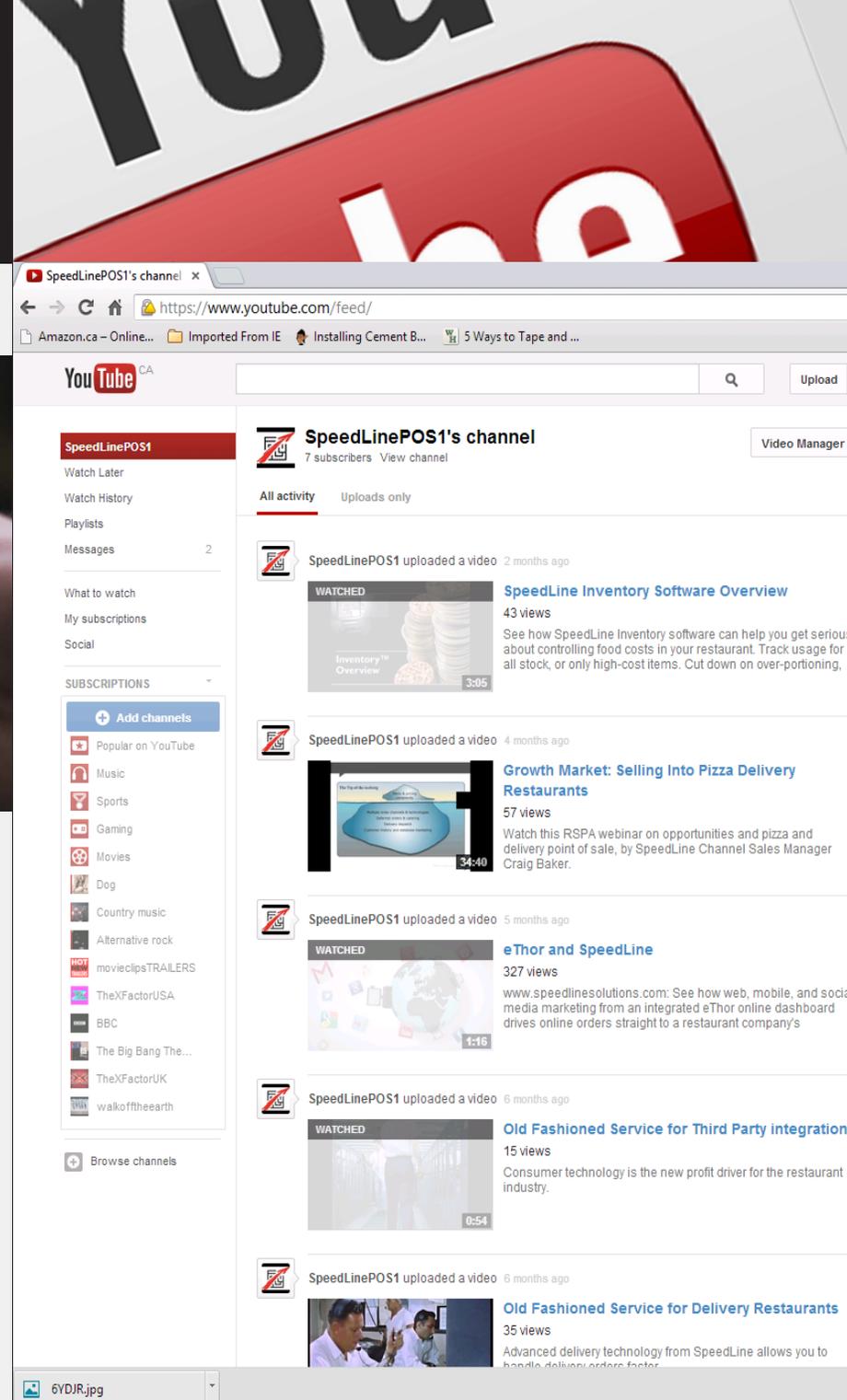
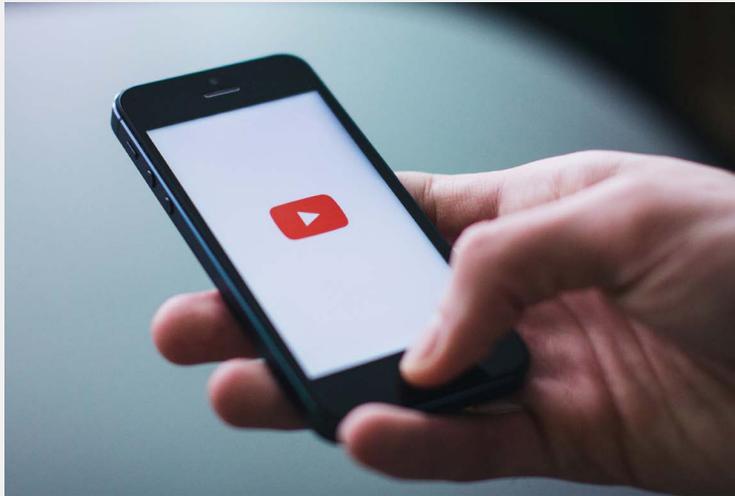
A few suggestions for using video:

**You don't have to do it yourself.** Some of the best video content restaurant brands are using online today is customer-generated.

A video testimonial is a compelling online review—and the Facebook format encourages guests to share their videos with their own networks of family and friends. Recent marketing research that shows that 92% of consumers trust recommendations from friends and family, and 70% trust in online reviews.

**Content is King.** Don't be bland—think outside the box, because there is an enormous amount of room for fun, creativity and innovation.

- **Tell your brand story.** It's okay to be silly if that fits your brand.
- **Involve your customers.** Get them talking about your friendly staff and fabulous food—and sharing their favorite menu items.
- **Make an appeal.** Get behind a community group or a charity that's important to you.
- **Teach something.** Walk your guests through the steps to make the world's best dough.
- Upload video of a customer fund raiser night or your involvement in a community event to encourage sharing.



# YOUTUBE

**Be creative with design.** Visuals matter, and would-be guests love a sneak preview. Don't be afraid to make yourself the star—when you show your enthusiasm and expertise in front of the camera, people will associate your face with your restaurant brand.

**Keep it short, but pack a lot of punch.** When it comes to video, longer is rarely better. In fact, videos on YouTube that are longer than a minute are generally clicked off before the 20-second mark.

Could you just shoot a promo of your business without offering free tips and advice? Yes, you could. However, these types of videos rarely go viral. When you share good stuff, people not only “Like” and “Comment” on your videos, but they also share them on their own social profiles.

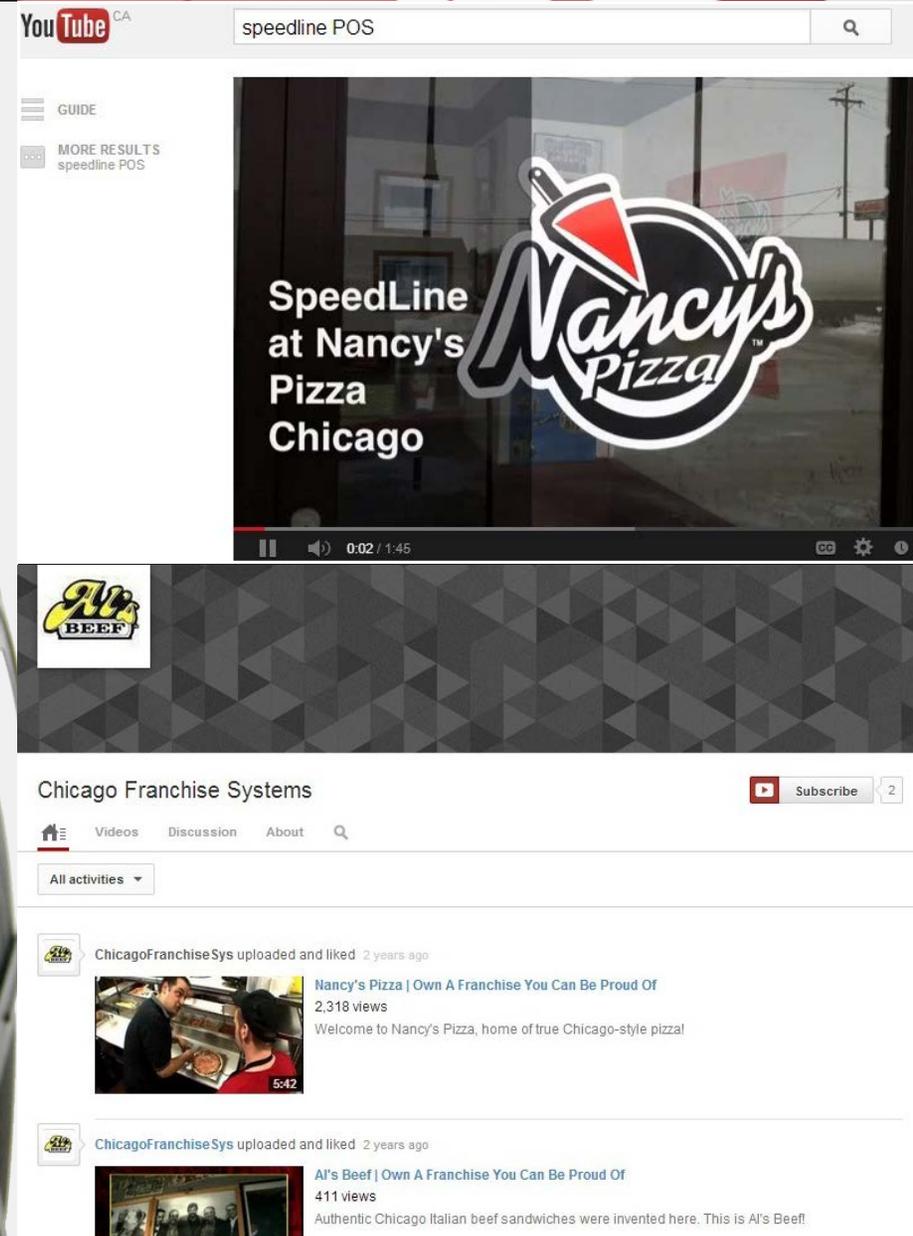
**Promote it!** Every YouTube video has an embed code. If you place the embed code on your own website, your visitors can view it there too. And sharing video on Facebook is even easier.

Choose a descriptive (and engaging) title, and remember to “tag” your video with keywords when you add it to YouTube to make it more likely to appear in search results.

**Post often.** One thing is clear: brands that achieve long term success on YouTube are those that consistently publish fresh, relevant, and entertaining content that offers value to their viewers.

## Fun Facts:

- Every minute, there are 400 tweets that contain a YouTube link.
- On Facebook, every day, people watch 150 hours of YouTube videos from embedded links.
- YouTube gets a whopping 2 billion views a day.
- YouTube Mobile gets more than 100,000,000 views per day...which is 5% of YouTube's total daily views.



The screenshot shows a YouTube search result for "speedline POS". The video player displays a video titled "SpeedLine at Nancy's Pizza Chicago" with a duration of 0:02 / 1:45. The video thumbnail features the Nancy's Pizza logo and the text "SpeedLine at Nancy's Pizza Chicago". Below the video player, the channel name "Chicago Franchise Systems" is visible, along with a "Subscribe" button. The channel's profile picture is "Al's Beef". The video description includes the text "Nancy's Pizza | Own A Franchise You Can Be Proud Of" and "Welcome to Nancy's Pizza, home of true Chicago-style pizza!". Below this, another video is listed: "Al's Beef | Own A Franchise You Can Be Proud Of" with 411 views and the description "Authentic Chicago Italian beef sandwiches were invented here. This is Al's Beef!".

# INSTAGRAM

## Instagram for Restaurants

Instagram is the place to be for foodies. Food is visual, and restaurateurs have long recognized the importance of presentation. With its rising popularity and ability to connect users through visuals, Instagram has untapped potential to create curiosity, engage your guests, and spread word of mouth online. Instagram has many applications for restaurants:

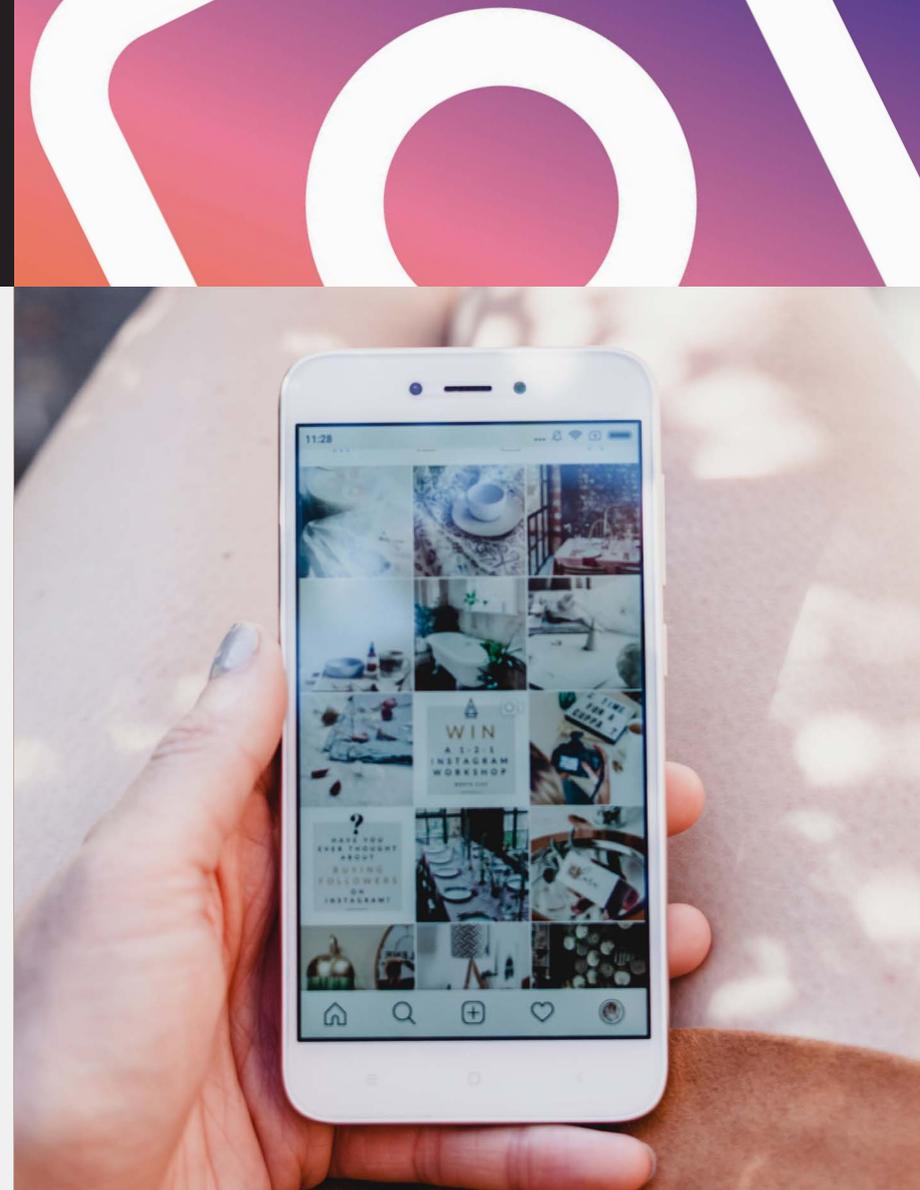
- Show off menu changes, ingredients, and dining space.
- Publicize events.
- Welcome new staff members.
- Give your guests a look inside the kitchen (with photos of the chef creating).

Instagram boasts more than 1 billion active users monthly, and more than 95 million posts daily. Obviously, this is where the action is in terms of social photo sharing.

A picture is worth a thousand words, so how can you use Instagram to promote your restaurants?

Here are a few ideas to get started:

1. **Make sure your profile is complete.** Nothing looks worse than an incomplete profile with minimal or monotonous photos. It can be easy to overlook a few details when building your profile, but to ensure that your guests and potential new customers can find you easily in search results, completing it fully is important.
2. **Choose a hashtag, and use it everywhere.** Instagram allows you to tag your photos with hashtags (i.e., #SpeedyPizza) so that each photo is easy to find in a search of the database. Choose one or two tags to make your own (such as your restaurant name) and use them repeatedly to drive brand recognition. Encourage your customers to use the hashtag and tag your business, by promoting it in your restaurant on menus or signage.
3. **Be relevant.** And frequent. Upload specials, events, or any other photo that would make someone stop scrolling through their photo feed to click through to your content. And do it often. Keep your brand recognizable daily.
4. **Connect with other social media channels.** Instagram allows you to upload a single photograph to multiple platforms at the same time. Upload a photo to Instagram, and then share it on Facebook.
5. **Follow and engage influencers.** Take the time to search for Instagram influencers with large audiences to capture content. Follow and interact often. Instagram is reciprocal: You get back what you put in.



# INSTAGRAM

6. **Engage with Instagram tools.** Get your brand noticed by interacting with your own content in fun ways:

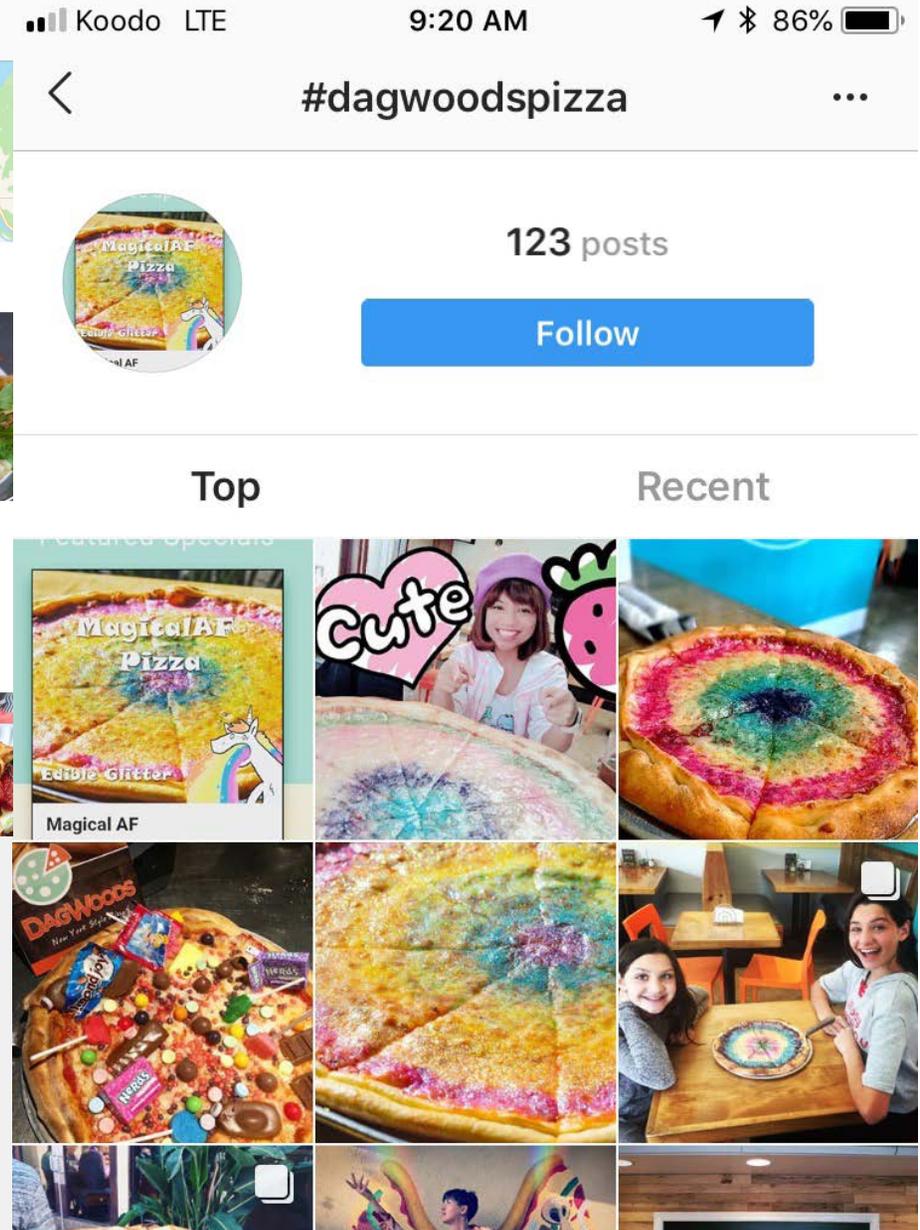
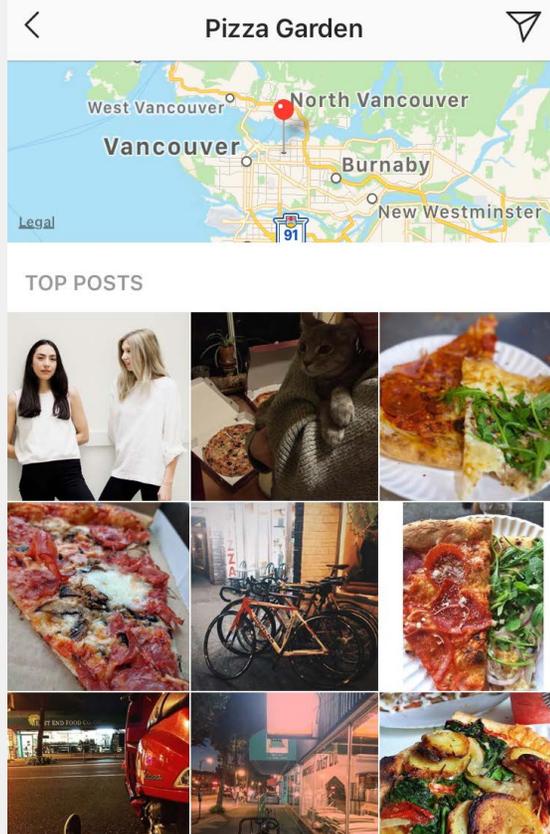
- Use Instagram locations to tie your images to specific places and provide potential followers with another point of engagement. Using this feature alerts other users in your area to your presence, and can be used as a jumping off point for connecting with new local followers.
- Turn your Instagram activity into a game. You can do much more than just upload a few images and wait for people to follow. Run contests that encourage followers to submit their own pictures under your company's hashtags or caption contests to encourage sharing.

7. **Reward followers.** Host menu previews or other special events for your loyal followers, or treat them to a free appie or dessert by running a contest promoted via Facebook and Twitter. Encourage guests to share images from their meal and include a #hashtag for tracking.

**How to measure your ROI.** How can you determine whether Instagram is worth your time and effort? [Iconosquare](#), a powerful analytics program, can assist you in analyzing your Instagram campaign, with the ability to: View account statistics – track your Instagram 'likes,' and monitor follower loss and growth.

- View account statistics – track your Instagram 'likes,' and monitor follower loss and growth.
- Break down which photos your followers tend to enjoy more.
- Monitor #hashtags & search out company and brand mentions.
- Add a "follow us on Instagram" button to your website, blog, or other social media channels.

Consider how you could add Instagram into your restaurant online marketing strategy. Develop a strategy for content, and encourage your staff to help maintain a frequent, engaged presence.



## Online Marketing: Why You Need to be on Yelp

*Word of mouth* has taken on a new meaning with the growth of social media review sites such as Yelp. There has been a great deal of controversy around Yelp's aggressive sales tactics, and complaints of unfavorable review filtering for merchants who opt not to pay for Yelp services. But the reality is that Yelp is growing very quickly. Choosing to ignore it could prove to be costly.

**What is Yelp?** Yelp is the largest local business review website on the Internet. Yelp connects people with great local businesses like yours through location-based search, social media, and consumer reviews.

It currently hosts more than 70 million unique visitors per month. This provides an opportunity to actively target local consumers who are specifically looking for a restaurant. It's free to use (unless you decide to pay for a priority position) and easy to manage.

Some suggestions for getting the most out of your Yelp listing:

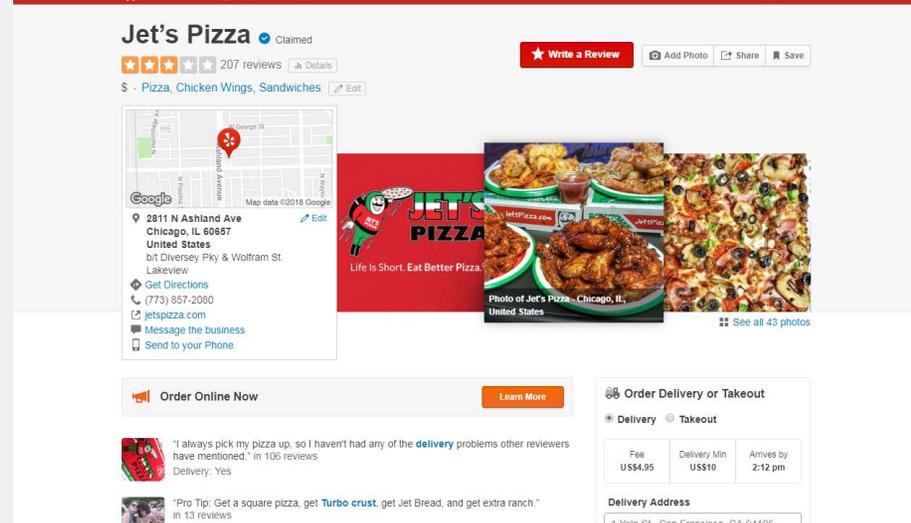
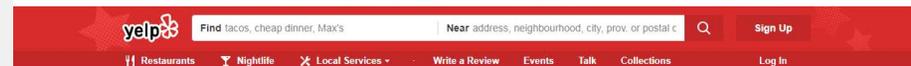
**Encourage guests to review.** Positive reviews can be hard to come by—your happy customers aren't necessarily running home to post their experience, but your unhappy ones sure are. Encourage your guests, both loyal and new, to leave reviews, by putting a direct link on your website and on your receipts. Your staff can play a huge role here too: get them talking about it, posting reviews, and consider adding this as a way to earn points in your loyalty program.

**Respond to all posts.** While positive reviews are especially rewarding and appreciated, responding to those that are less than complimentary shows you care, and can go a long way in resolving complaints.

Yelp allows you to login as the restaurant owner, and from here you can offer your thanks or apologies.

**Pay to Advertise.** By paying to advertise, you can gain higher visibility by appearing in more searches. You can also increase sales during off-peak hours with coupons offered through time-targeted ads.

**Upload photos to entice the taste buds.** By giving potential guests a teaser of your menu, you are providing them another reason to walk through your doors.



# PINTEREST

## Restaurant Marketing with Pinterest

Pinterest and food are a match made in heaven. Have you jumped on Pinterest as an essential part of your marketing plan? The concept is simple: Pinterest is a virtual scrapbook (or pin-board) where people can post ("pin") pictures of things they like, including recipes, vacations, home décor and do-it-yourself products, and gain followers from those pins.

You'll never run out of pins or pin board space, and you can share your boards with your friends.

According to research from comScor (a global leader in measuring the digital world and preferred source of digital business analytics), the majority of Pinterest users range in age from 25 to 44, and women account for 58% of its users. Women are also typically the ones to plan meals for their family. If you're looking for new ways to target moms, Pinterest may be a new channel to explore.

If you go into Pinterest with a clear marketing strategy, you can use it to:

**Broaden your audience.** Because the user base is so large and content spreads so quickly, there's a good chance you will get your restaurant's name in front of new eyes—at no cost beyond the time you choose to invest.

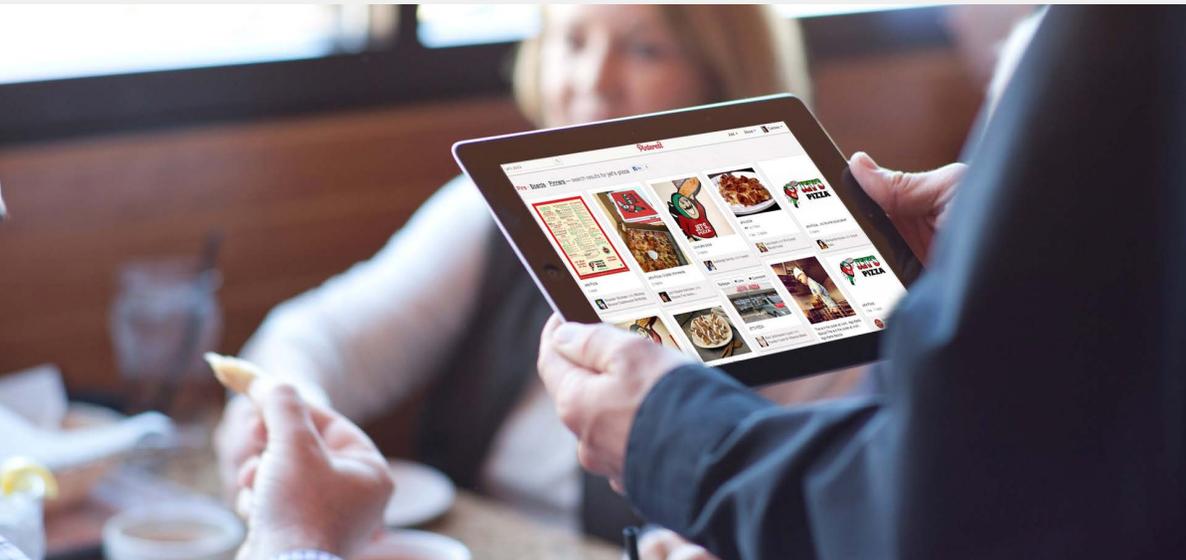
**Create brand awareness.** With a plan and a consistent approach, you can establish your brand, and deliver your brand message. Brand awareness builds trust, loyalty and sales.

**Improve SEO and web traffic.** Content you post is linked back to the original source. This means that you can improve your search engine rankings through back-links and drive visitors back to your own site.



## 6 Tips to Use Pinterest Effectively

1. **Post intriguing photos.** Take beautiful, high-resolution photos of your food, restaurant, staff and guests (with permission).
2. **Post recipes.** Have an amazing dish that customers are always asking about? Blog it, and pin it.
3. **Organize.** Create and organize specific boards that reflect the images you pin, from "Foods we Love," to "Amazing Restaurant Décor,"
4. **Be engaging.** Go beyond pinning and re-pinning photos of food; start conversations about your pins on Facebook or Twitter.
5. **Use hashtags.** Hashtags are essential on Pinterest to make sure your content is easily searchable.
6. **Be active.** Be an active Pinterest user and engage with others; follow, re-pin, and like other pins.



# BLOGGING

## Blogging: A Key Ingredient to Restaurant Marketing

Could blogging open up new opportunities to connect with your customers? By not blogging, are you limiting your reach and opening the door for your competition to gain an edge? Blogging is a proven way to increase traffic to your website by providing regular, fresh content.

A blog is an electronic journal or diary that you can use to post news, photos, opinions and ideas—relevant content for your customers to stay informed and get hungry! This kind of content feeds search engines to improve your search rankings and encourages your guests to come back to your site.

Sites such as [Blogger](#), [Wordpress](#) and [Tumblr](#) make it easy for anyone to write a blog. Once you've started, you can post daily or weekly. A post can be as simple as taking a few minutes to share a photo or recipe.

**SEO Optimization.** Every time you post, you create a link directly to your site. These back links and fresh content show search engines that your site is live and current, pushing it up in rankings. Blogs give you the ability to connect with customers. And you can do it while in your pajamas.



## Top 5 Reasons to Blog

1. Blogs help build relationships and brand awareness for your restaurant
2. Blogs make sharing easy: Linking is key!
3. Blogs are engaging, and can get your customers talking
4. Blogs are low risk to start, and high gain if you stick to it.
5. Blogs are easy to integrate into your social media marketing plan.



## Reducing PCI Scope and Risk

Posted by Elizabeth Kelly on Wed, Aug 01, 2018 @ 09:08 AM



It seems every few months, we see another news story about a retail or restaurant company that has had customer data breached. And while the big stories make the news, criminals more often target small businesses that have fewer resources to protect themselves.



### Search On Point

### Subscribe to Email Updates

Email\*

I would like to receive notifications for new posts

## AND FINALLY...

### Social Media Marketing for Restaurants

The Internet is the key to low-cost, measurable marketing that helps you reach more customers with the right message—and drive sales in near real time.

It's the recipe you need to market profitably on the web, through social media, email, and text. Use these steps to map an online marketing strategy for your restaurants:

1. Establish your objectives.
2. Create profiles of several ideal customers (your target audience).
3. Choose the online marketing channels that will reach your customers.
4. Keeping your target in mind, craft a brand with personality, and be consistent.
5. Create messages for each channel in line with your objectives and brand.
6. Create your online marketing calendar.
7. Measure, test, and repeat.

