

Tips and Ideas To Attract Diners To Your Restaurant

RESTAURANTS ARE THE TOP INDUSTRY AFFECTED BY ONLINE REVIEWS

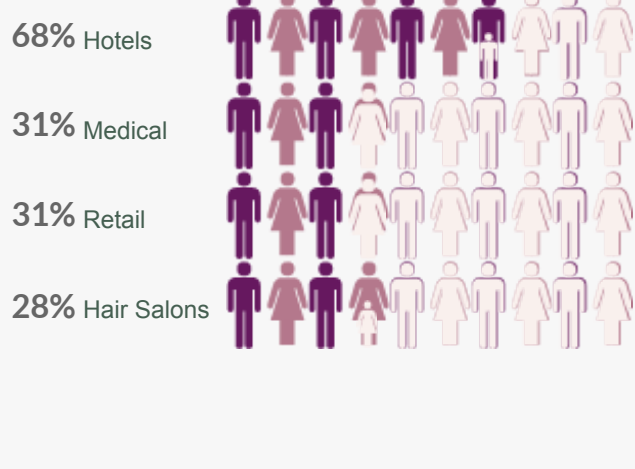
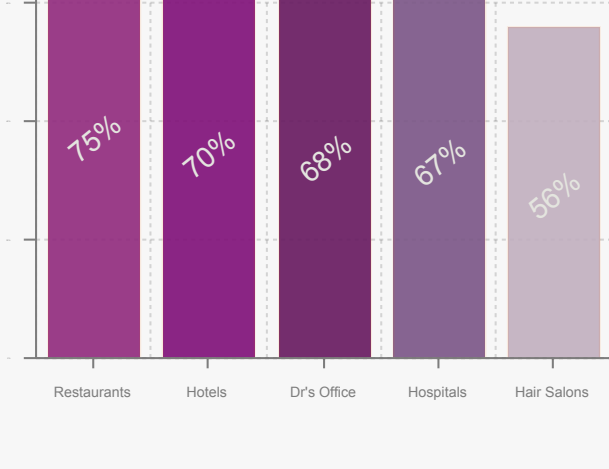
Top five industries affected by negative online reviews include:



Top five industries patrons use online reviews for decision making include:

Restaurants #1 at 75%

Restaurants #1 at 73%



Based on the 2018 Local Consumer Review survey, restaurant reviews lead the way in affecting the number of customers it will attract, regardless whether the review is negative, positive or neutral.

In addition, it seems without online awareness, it is very difficult for restaurants to capture the attention of potential patrons - more than any other industry.

Responding to these reviews is very important. Keep in mind - by responding to your customers' online reviews, addressing negative feedback and showing appreciation for positive reviews - you can strengthen your restaurant's online reputation on review sites and social media. Review response also shows potential customers how your management handles criticism online. Even if you're unable to respond to 100% of your existing reviews, spend time addressing critical customer feedback, attempting to turn around your relationship with customers who may not have had a positive experience.

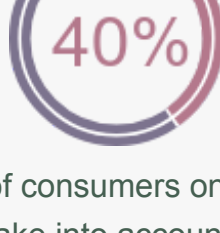
SOURCE: [Bright Local](#)

ONLINE REVIEWS ARE KEY TO CONSUMER RESTAURANT SELECTION

Stats to consider...



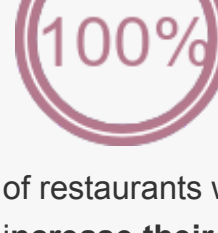
of 18-34 year old consumers **trust online reviews** as much as personal recommendations



of consumers only take into account **reviews written within the past 2 weeks** - up from 18% last year



of **females** would not visit a restaurant with reported cleanliness issues



of restaurants who **increase their social media rating by a half star** (on 5-star scale) are more likely to fill during peak busy times

SOURCE: [Bright Local](#)

CONSUMERS LOOK AT SEVERAL RESTAURANT REVIEW SITES FOR DECISION MAKING

Top 4 MUST manage restaurant websites & review platforms



Other review platforms restaurants CAN manage or monitor



Google My Business is by far the most important review website as Google is the first website people view when searching for a restaurant.



Zomato, acquired by Urbanspoon in 2015, provides users with much more than just reviews, including images, hours of operation and menus.



YELP is the king of restaurant reviews in the U.S. If consumers don't find enough feedback on Google, they turn to YELP.



OpenTable is mainly used for reservations, however, consumers also use it to read reviews when making their dining decisions. Restaurants should take advantage to attract new patrons.



Facebook still plays an important role in your restaurant's online reputation even though it is considered to be social media vs. a review site.



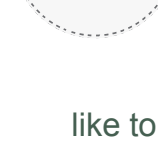
Zagat was one of the first companies ever to start collecting restaurant reviews and remains the most popular. Purchased by Google in 2011, it is becoming more relevant in organic search results.



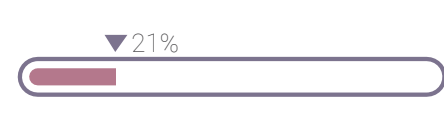
TripAdvisor is specifically important as it is vastly used by tourists prior to and during their visit for "best restaurants" in the area, viewing rankings and reviews.



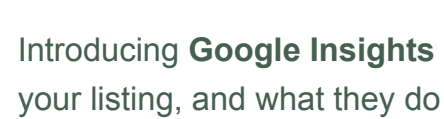
Foursquare is a social networking site via mobile app to help individuals discover and share information about your restaurant from their peers. Based on your demographics, this can be a valuable avenue for you in attracting new patrons.



Google's newest - Google Insights



like to check reviews on Google before visiting a restaurant



say Google reviews are more influential than pricing

Introducing **Google Insights** which focuses on how customers use Search and Maps to find your listing, and what they do once they find it. "We've launched subjective attributes to provide more information in your insights tab! [Customers of restaurants and cafes](#) can submit subjective attributes to help you and their fellow customers."

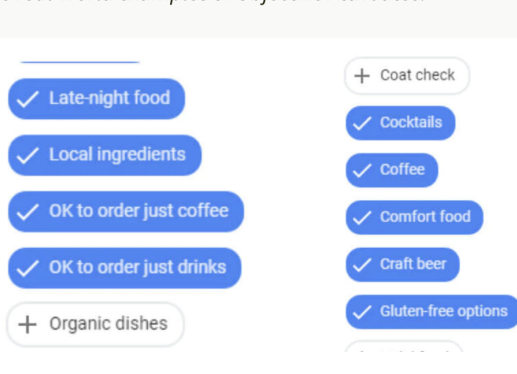
Richard Holden

Vice President
Product Management, Travel

Simplified, your data for the last few days may be adjusted as Google evaluates and refines its accuracy. In addition, it provides you different ways to understand how your customers interact with your listing as follows:

- How customers find your listing
- Search queries
- Where customers find you on Google
- Customer actions
- Direction requests
- Phone calls
- Photos
- What your business is known for

Some real-world examples of Objective Attributes:



SOURCE: [Google My Business](#)

SOCIAL MEDIA MARKETING IS AN EFFECTIVE WAY TO PROMOTE YOUR RESTAURANT



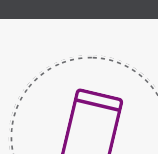
Per Cornell University 75% of independent restaurants and 59% of chain/franchise restaurants use social media

- **Pictures say a thousand words**
 - One of the most effective ways to promote and market your restaurant on social media is by sharing lots of food photos.
 - Let your food take centerstage!
 - Regardless of the platform you're using - Facebook, Instagram, Twitter, YouTube, Yelp, Google - be sure to develop a plan around uploading high-quality, mouth-watering photos of menu items.
- **Don't forget videos**
 - If social media marketing for bars and restaurants starts with photos, video content can help take you to the next level.
 - A quick location video tour can give potential guests an idea of what it's like to dine at your restaurant. Or, video the items planned for your next set of promotions.
 - Consider posting live videos on Facebook, Twitter and Instagram, which can be set up so your most engaged followers receive real-time notifications.
 - Stream parties, fundraisers, and special-occasion events, or go behind the scenes in your kitchen.
- **Share your best reviews on Facebook or Instagram**
 - The best marketing in life is free.
 - One of the most powerful ways to turn your happy customers into brand ambassadors is to share their reviews and photos on social media.
 - Not only do you publicly show appreciation to your most valuable customers, you also create the kind of social proof essential to bring in new ones.
- **Join in on foodie holidays**
 - Most restaurants will prepare something special for traditional holidays like the Super Bowl, Fourth of July, Mother's Day, etc.
 - A fun way to distinguish yourself on social media is to plan posts around food and beverage related holidays, too - particularly if it's relevant to your menu offering.
 - From New England Clam Chowder Day, National Toasted Marshmallow Month or Margarita Day - whatever the occasion, find a way to tie it into your menu. Don't forget to add visuals and hashtags!
- **Share your menu on social media**
 - Don't let your menu sit idly on your website. Make sure you share it on social, too.
 - Include a link to your menu in Tweets and Facebook posts so potential customers can take action, browse for more information and engage.
 - Sharing your menu on social media is a great addition to your restaurant marketing toolkit, especially if you offer delivery.
- **Showcase your chef's work in the kitchen**
 - If someone is a fan of food, they'll have interest in how a certain dish is prepared or would love to learn more about the chef behind a restaurant's innovative menu.
 - Social media is one of the best ways for restaurants to satisfy the interest of foodies.
 - Give customers a sneak peek of the kitchen prep via YouTube or Facebook. Or have your chef or mixologist sit down in front of a camera for a Twitter or Instagram Live Q&A.
 - By showcasing the behind-the-scenes preparation by your team, you allow customers to feel more connected and engaged with your restaurant.
- **Don't forget to add your location on your posts**
 - Platforms like Facebook, Instagram, and Twitter are getting better and better at offering various search capabilities. This means that hungry users can narrow down their searches or hashtags by looking for posts "near you."
 - By adding your restaurant location on your social media posts, you can improve your visibility and help customers find you more easily.
- **Reach out to Instagram influencers**
 - Many Instagram users are foodies, each with their own community of fans and followers.
 - Look up those who are located near your restaurant and build relationships with them.
 - Invite them to dinner or send samples of menu items. Ask them to create sponsored posts or give a detailed review of the experience at your restaurant.
 - You can even let them take over your Instagram account for a day, or instantly turn them into brand ambassadors by providing a custom discount link or code to share with their audience.
 - Incorporate Instagram as part of your customer experience marketing strategy.
- **Customize your social page cover image**
 - The cover image on your restaurant's Facebook page is prime real estate, so make it count.
 - Maximize the space by uploading a great food shot, or information on your specials or latest offers. You can even use a video as your Facebook page cover.
 - Worried that your visuals might get cut off? According to Buffer, if you want to use a single image that works well on both desktop and mobile, the ideal size is 820 pixels wide and 462 pixels tall.

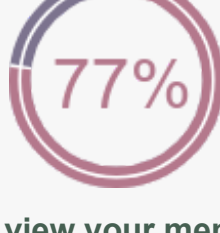
SOURCE: [Restaurant Marketing Trends](#)

DIGITAL CONTENT INFLUENCES RESTAURANT SELECTION

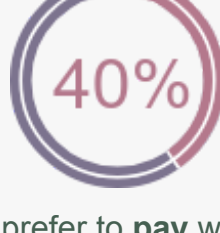
survey results...



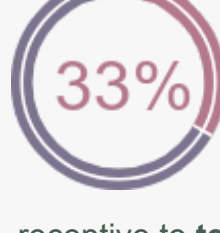
Consumers are increasingly interested in leveraging technology to streamline or improve their overall eating experience.



view your menus on their smartphone before trying a new location



prefer to **pay** with their phone when they can



receptive to **text message marketing**

SOURCE: [Franchise Help](#)

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