



Social Media for Restaurants

Marketing is more than adding posts to accounts and giving away meals on deal sites. It's about connecting and engaging with your audience before they step inside your establishment. A social media strategy that is well executed can drive traffic to your restaurant and attract an audience who may not have otherwise heard of your business.

Make them want to visit your restaurant more than the competition.

For locally owned restaurants, a strong social media presence can set your business apart from the many chains we have in the Gilbert area and connect you to the community.

Begin with a strategy. Think about your ideal restaurant customer. Is it families with kids or date night couples? Once you define your ideal customer, identify where they are spending time on social media. It's likely they are on Facebook, Instagram, and Twitter.

- Facebook - Engage with customers and prospective customers.
- Instagram - Show off your food!
- Twitter - Connect with your local community news and businesses.

With each social media site, there is a different audience which means you'll be varying the type and frequency of content.

Not sure what to do? Call SocialTech Consulting for a free initial consultation.

Be mobile friendly. As many as 83% of dining decisions while away from home are made on a mobile device ([Source](#)) making it important to have a mobile friendly website and an app where customers can find you. Spice up the experience by offering app only or text only specials like a free dessert when customers check in on social media.

Photos tell the story. While smell-o-vision has not yet been created, we can tell the story of a restaurant's food with photos. Don't just take pictures from your mobile device, invest in your business and hire a professional photographer to take pictures of your restaurant, food and staff. Use the photos on social media to tell the story of your business and create an experience for patrons before they even set foot in your establishment.

That's exactly what they do at [Liberty Market](#) in Gilbert. Visit any of their social media accounts and leave with your mouth watering. You'll be planning your next visit.

Don't be a copycat. Posting the same updates across social media platforms just makes you look like a copycat, not to mention a little lazy, and no one wants that. With a bit of effort you can share different messages on Facebook, Twitter, Instagram, Pinterest, and other platforms.

News and photos about daily specials, new menu items, signature dishes, behind the scenes, interviews with the owner, staff, or patrons, and food photos are all effective posts for restaurant social media.

Use a scheduling website. No time to post to social media? Take an hour each week to add to your queue on scheduling sites like Buffer, SproutSocial, Hootsuite or Edgar. Then all you have to do is check the accounts to be sure updates are posting and respond to comments. You won't have to be thinking of content to add daily and create a consistent presence which is important to growing and engaging a following.

Engage with your community. Ask and answer the most asked questions about your restaurant. Do you have a gluten-free or vegetarian options? Is there a signature dish or drink that makes your restaurant unique? Do you take reservations? What are your daily specials or happy hour offerings? These are all questions you can answer on social media. While your followers may not be restaurant customers today, they might be tomorrow if they like what you're saying (and showing) on social media.

Respond to feedback. People love referrals. From movies to restaurants, we love to hear about other people's experiences which is what makes sites like Yelp and Google Reviews so popular. Make sure you have a presence on review sites and are monitoring what people are saying about your brand. While you can't control what they say about your restaurant, service, or food, you can control how you reply. No one likes bad reviews but it's even worse if you never respond.

Not sure what to say? SocialTech Consulting can help. Contact us today.

Livestreaming is all the rage. Do your chefs put on a show while they're cooking? Could they show followers how to make their favorite dish? Use livestream apps like Meerkat, Periscope, and Blab to connect with your community whether it's a tour of the restaurant, a glimpse of the daily specials and desserts, or a chat with the owner or staff.

If you're interested in using Twitter or other social media for your campaign or business, contact Social Tech Consulting today!

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