



Your Guide to
DIGITAL MARKETING
FOR RESTAURANTS





INTRODUCTION

As a restaurant owner, you no doubt wear many hats. Perhaps you're a brand representative, chef, and customer service agent, all wrapped into one.

Another hat that many restaurant owners wear is that of a marketer. Years ago, this simply meant ordering print ads and sending out flyers.

But with the rise of websites, search engines, social media, and email, marketing has grown into a much larger responsibility.

And that's why we've created this ebook -- to help your restaurant keep up with all the latest tactics and technologies in digital marketing (and crush it).

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THE IMPORTANCE OF A DIGITAL STRATEGY

The modern world *is* digital. There's no way around it.

As a restaurant, it's particularly important to develop a digital strategy. Why? Consider just a few key statistics...

- 77% of diners check a restaurant's website before deciding whether to go there.
- 45% of diners have tried a restaurant because of something they saw on social media.
- 90% of restaurant guests checked the restaurant out online before visiting.

The point? It's no longer possible to survive as a restaurant without investing in a digital strategy.

WEBSITE



HOW TO CREATE A WEBSITE THAT STANDS OUT

Images

Choose images that are high quality and easy to understand. These could include photos of your storefront, your staff, and, of course, your food.

Typography

Make sure your typography is easy to read. So many times we see restaurants choose fancy, scrolling fonts. It's nice in theory -- but in reality, it makes their site difficult to read and navigate. Instead, choose a clean, neat font everyone will be able to read.



YOUR CORE WEBSITE PAGES

Homepage

Make your homepage both welcoming and informative. This page sets the tone for your business.

Menu

Your menu should be in a format that everyone can read and access, such as a PDF. Even better, write it directly in html on your site.

Contact Page

Your contact page should include your restaurant's address, phone number, email address, and a contact form.

Online Ordering

An online ordering system gives your customers the ability to order food directly from your site -- no third-party apps required!



SEARCH ENGINE OPTIMIZATION

What exactly is SEO?

SEO is the strategic optimization of your website to help Google, Bing, and other search engines find you and index you. This allows your website to show up on search engine results pages (SERPs).

Why is SEO important?

Nowadays, when customers want to find a restaurant, they google it. By optimizing your website for search engines, you help new customers to find your restaurant when they search for nearby places to eat.

SETTING UP YOUR WEBSITE FOR SEO

People have written entire books on the subject of SEO. We're not going to do an SEO deep dive here, but we are going to talk about the basics.

Choose a Keyword

A keyword is a phrase that describes your site and content. It's also what people might type into search engines to find you.

Here are some restaurant-related keywords:

- Italian cuisine
- Mexican food
- Best baker in [name of city]

Write About It

Once you've chosen your keywords, it's time to include them in your website content.

There needs to be a balance here. You can't just write "best Japanese restaurant" 50 times and expect good results. Google will actually punish your site for that.

Instead, plan on including the keyword around 3-5 times on a page, including in one of your headings.

SOCIAL MEDIA

45%

of diners tried a restaurant because of something they saw on social media

SOCIAL MEDIA BASICS

Choose the Right Networks

There are literally dozens of social media networks out there to choose from. Pick a couple of networks where you know your customers are active.

Set Up Your Profile

Fill out all of your business details, such as an address, phone number, website, and a short bio about your restaurant and cuisine.

Be Consistent

No matter what network you're on, consistency is the biggest key to success. We recommend creating a social media calendar that will keep you to a regular posting schedule.

FACEBOOK

2.89 BILLION ACTIVE USERS



Key Features of Facebook

Facebook Live – As the name suggests, this is live video, which streams directly to your audience. This feature is great for question-and-answer discussions, as well as interviews.

Facebook Groups – Facebook groups are just that, groups of people with a similar interest. There are groups for cuisines and where to eat in certain cities. Join these groups and participate. Share any special deals and answer questions that arise within the group. This will keep you top of mind.

Familiarize yourself with the group rules to make sure your posts won't be deleted.

Action Buttons – This feature allows you to set up a specific call to action button right under the cover image on your restaurant's page. With this, customers can take action directly on Facebook. For example, "Start Order" and "Send Message" are both options

WHAT TO POST ON FACEBOOK

Facebook is the O.G. of social networks. They also have a whole suite of free tools just for businesses. Make sure you're taking advantage of everything you can.



Seasonal menu items
Restaurant news
Special promotions



Contests
Giveaways
Polls



Videos
Live streams
Interviews

INSTAGRAM

1.38 BILLION ACTIVE USERS



Key Features of Instagram

Instagram Stories – Stories are posts that will stay up for 24 hours and then disappear. This is a great feature for flash sales, promotions, and news.

Going Live – Live videos go straight to your audience without the ability to edit. This feature is great for showcasing your restaurant in an authentic, honest way through interviews and behind-the-scenes activities.

IGTV – Instagram TV allows you to create long-form videos between 15 seconds and 10 minutes long, which is great when you need more time to explain something.

#Hashtags – Hashtags are a key way for others to discover your restaurant. Make the most of these by researching the common hashtags for your cuisine and sprinkling them into each post.

WHAT TO POST ON INSTAGRAM

Instagram is more visual than any other network. Make sure all your visuals are of the highest quality and tell a story.



Food from your menu
New menu items
Seasonal items / Specials



Staff bios
Interviews
New staff



Behind-the-scenes
Chef interview
Recipes

TWITTER

206 MILLION ACTIVE USERS



Key Features of Twitter

280-Character Limit -- While this may at first seem to be a hindrance, we like to think of this as a *feature*. It keeps your posts concise, an attractive quality for your Twitter audience.

#Hashtags -- This is another network where hashtags are extremely powerful. Do your research to see which hashtags hold the most power for your cuisine and restaurant.

Customer Service -- Twitter has become the place where brands handle their customer service issues. Use branded hashtags and direct messaging to keep on top of all issues or complaints you receive.

WHAT TO POST ON TWITTER

Twitter is a community-focused network where brands flourish with continued engagement. Humor, where appropriate, is particularly valuable here.



Post food pics
Post seasonal items
Share chef's tips



Share news & updates
Host contests / giveaways
Take polls



Retweet positive reviews
and comments
Reward loyalty

PINTEREST

442 MILLION ACTIVE USERS



Key features of Pinterest

Pin-It Buttons – These are buttons that you can install on your website to make it easy for people to pin your content to their boards so they'll never forget it.

Rich Pins – Rich pins are special pins created by Pinterest that can be used for recipes, articles, shopping, and more. Consider using these when you share your restaurant's recipes or if you choose to offer branded merchandise.

Visual Search – With this feature, audiences can use a photo to search for similar items. This makes it important to use high-quality images in all of your pins. Doing this makes your content more discoverable on a visual search.

WHAT TO POST ON PINTEREST

Pinterest is a network where creativity reigns supreme. Share pins that feed your audience's imagination.

Pinterest Board Ideas

- Your menu
- Food recipes
- Cocktail Recipes
- Cooking tips
- Restaurant design ideas
- Local activities / Places to go in the area
- Holiday-themed food
- Wine pairings
- Customer photos
- Restaurant trends
- Awards



EMAIL

NEWSLETTERS



EMAIL NEWSLETTERS

Email is another strategy that some brands sadly miss out on. Some hesitate to use this strategy because they think that it will simply annoy their customers.

But email newsletters do not have to be an annoyance. In fact, if they are, you're doing it wrong.

First of all, email newsletters should only be sent to customers who sign up for them. This means that they *want* to receive news and updates about your restaurant.



GETTING STARTED WITH EMAIL

Set up an email newsletter sign-up form on your website, where you can start collecting the email addresses of those who want to hear from you.

Next, make sure that your email newsletters contain value for your audience. Yes, this can include news about your restaurant, but it should also include information that helps and even excites your customers. Check out some newsletter content ideas and topics on the next page for some inspiration.

THINGS TO CONSIDER

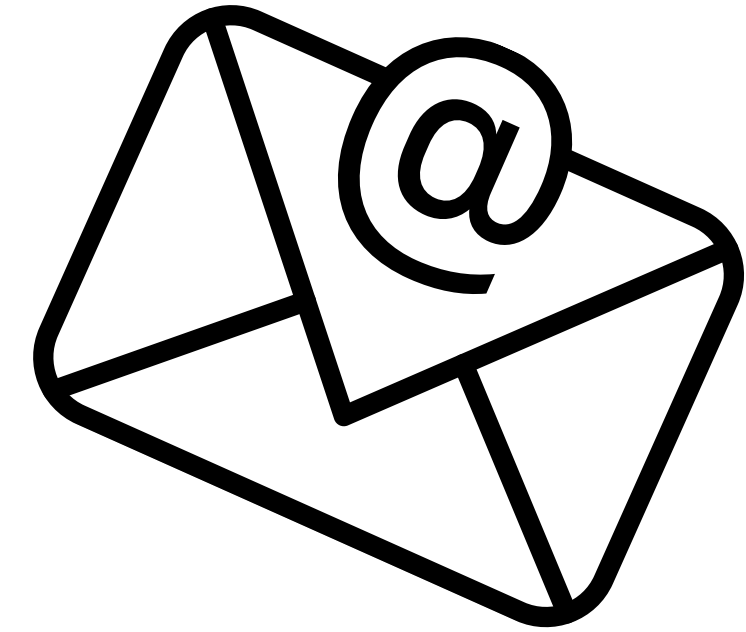
Subject Lines

Subject lines are the first thing that people see in their inboxes. This one line can make the difference between an open and a hard pass.

The secret? Create excitement for what's inside.

Examples include:

- Secret Recipe Inside: Learn How to Make Our Famous [name of dish]
- Don't Miss Out on This Special Holiday Coupon



Send Times

Send your emails when your recipients are most likely to see them – otherwise, your email could get buried in the shuffle.

While this varies for every audience, here are some general guidelines.

Best Days -- Tuesdays and Thursdays

Best Times -- 10am, between 3pm and 4pm



EMAIL TOPIC IDEAS

- News and updates
- Special offers / Promotions
- New menu items
- Seasonal specials
- Secret recipes
- Birthday gifts
- Contests / Giveaways
- Upcoming events (trivia, karaoke, etc.)
- Schedule changes / Upcoming closures
- Customer reviews
- Employee spotlight
- Customer-generated content
- New services



IN CONCLUSION

The digital landscape is constantly changing – new social media networks emerge, audiences change, and new trends point us in new directions. That’s why it’s so important that restaurants continue to adapt.

This guide is meant to get you started in your digital marketing strategy.

Most of all, don’t be afraid to try new things. Whether that means a new network, subject line, or posting calendar, this is how you will learn what works best for your particular audience.

ABOUT DEVOURNOW

At DevourNow, we're all about helping local restaurants succeed. Whether you're an exclusive restaurant or a mom-and-pop deli down the street, we want to give you the tools and strategies you need.



We offer a range of services to local restaurants to help them stand out in today's competitive market.

We've helped hundreds of restaurants with...

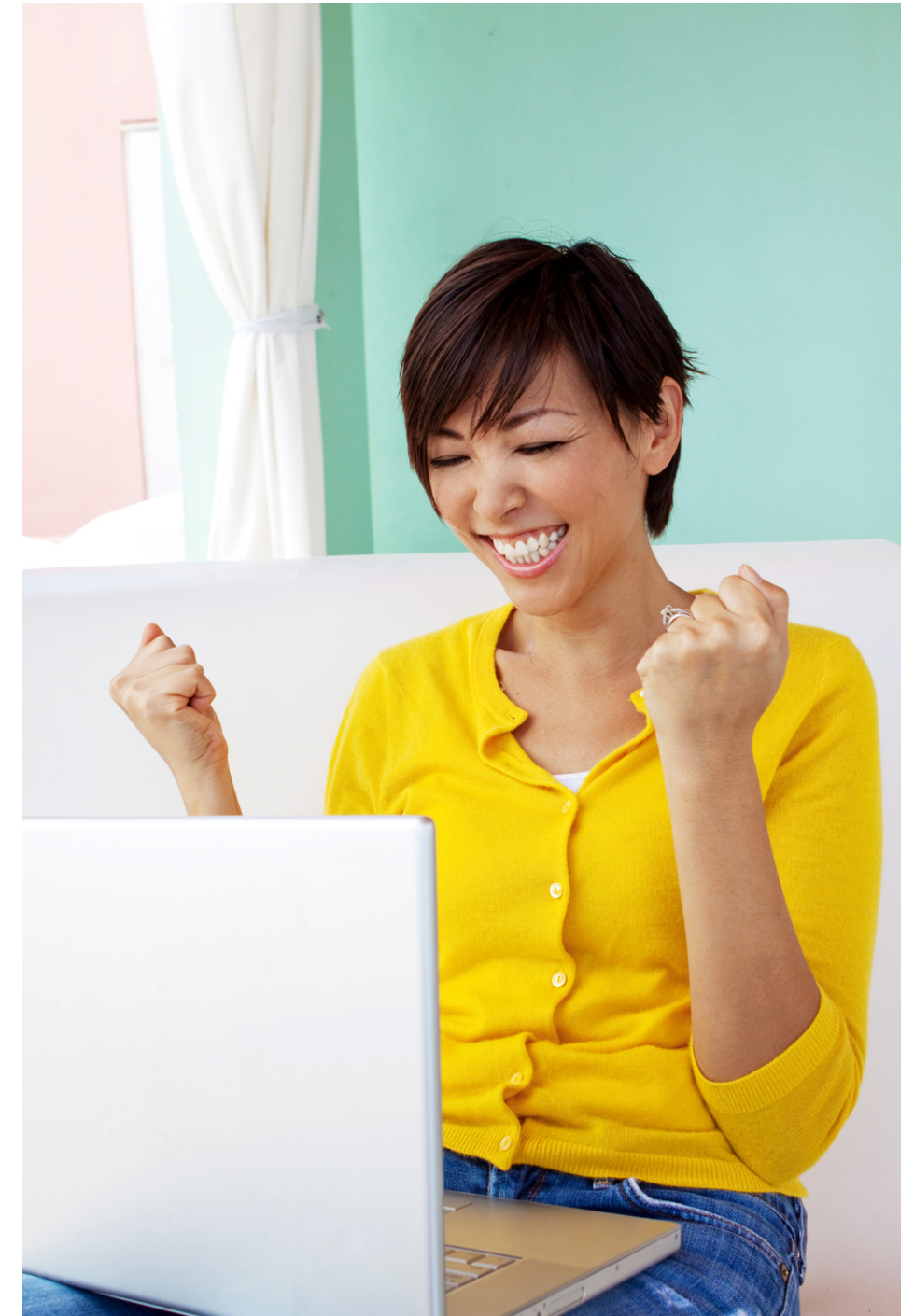
- Website design
- Online ordering
- Social media management
- And much more!

[Visit our website](#) to learn more!

TRY US OUT WITH A FREE DEMO

Learn how DevourNow can help your restaurant with...

- ✓ Online ordering
- ✓ Website development
- ✓ Search engine optimization
- ✓ Social media management



[Schedule My Free Demo](#)