



2022 RESTAURANT MARKETING TIPS

Every Restaurant Owner
Should Use

Grow/nomics

YOUR DIGITAL MARKETING PARTNER
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Design engaging Menu and do local Menu/letter drops



Make sure you have a **well designed Menu that stands out** from the other restaurants & Cafes around you.

A well designed menu **with photos** will engage customers **better than off the shelf template Menu design.**

A Menu should lead your customers to **order** your most **profitable items easily**.

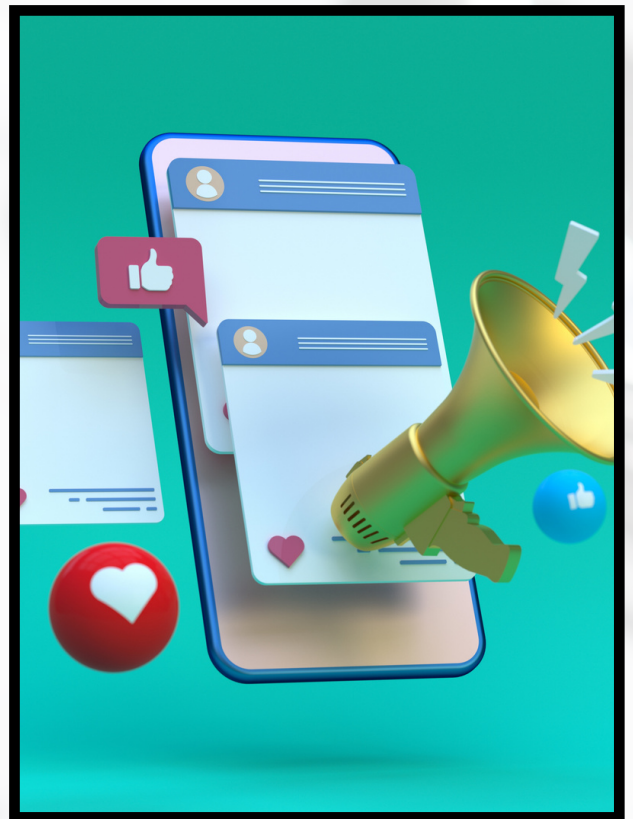
Make sure you **distribute your Menu in your local area** at least once a year. Australians, still like having a physical print menu and prefer to use it when ordering from local restaurants.

Use Social Media DAILY to generate awareness and drive sales

Hospitality is one Industry that should post on Social Media **everyday**.

Make sure your Facebook, Instagram, Pinterest, TikTok, etc are **up to date**.

Post **fresh original content regularly** to engage your followers.



Best time to post may vary depending on your business hours but generally **4PM to 7PM** works best for most restaurants.

Hire a Social Media Agency if you cannot manage your own social media. Choose as an Agency that has experience in Restaurant Marketing to make sure they know about your industry.

Run Digital Ads on Google, Facebook and other channels



Run Ads on Google, Facebook, etc. when applicable. **You can choose specific days and times.** You don't need to run them 24x7 all year round.

You can choose to show up in many places at once. **Remarketing can follow your customers online to remind them to order** from your restaurant.

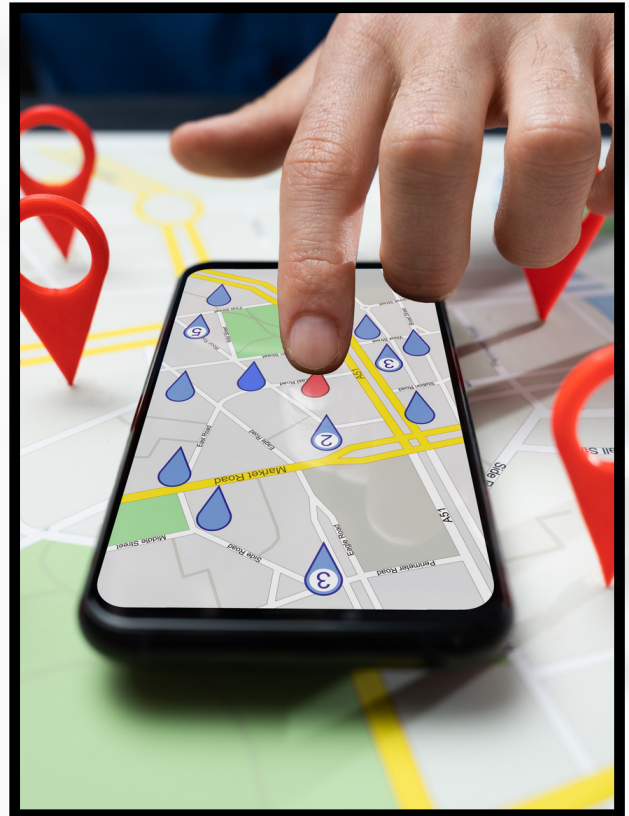
Make sure your Ads **have a clear goal** and you have a **landing page where the customers can order or book online.**

Track your Ad Performance regularly when running campaigns. **Refine and improve** your campaigns to deliver better results **until you reach an optimal performance peak.**

Use your Google Business Profile to drive more sales

Most **people** search **Google** for local Restaurants to decide where they want **to order** from today.

Make sure your **Google Business Profile** is **up to date**. Your business hours, Address, Phone, Online Order or Table reservation links are correct.



Create your **Menu on Google** with updated prices.
Create Posts on your Google Business Profile **regularly**.

Make Google Business Profile part of **your Local SEO strategy**. If you don't do Local SEO then **hire a local SEO** company to make sure **your business ranks when customers are looking** to order from restaurants like yours.

Connect with Social Media Influencers to create awareness & attract customers



Social Media Influencers and Food Bloggers **have built great following** and your restaurant can benefit hugely from their fanbase.

Make sure you find **relevant Influencers** to your restaurants.

Ask them who follows them on what channel and where are their followers based?

Ask them **what will they charge you and what you will get from them very clearly**. If possible **create a special exclusively** for their followers **to track the effectiveness** of their work.

Encourage them to create influencer **videos showing** your **best food** items. Make sure you **give them the best experience** so their **followers** are impressed and **wanting to eat at or from your restaurant**.

Use a Loyalty Rewards System to increase Lifetime Customer Value

Create rewards system to encourage **repeat customers to order more frequently.**

The rewards **don't always have to be free.**

You can **think outside the box** for Loyalty Specials like a special item only for loyal customers, etc.

You can use **physical cards** or third-party **online reward tools.**



Using Loyalty rewards we have seen an **average increase of 20%** across our clients who implemented this in their business. Loyalty rewards will **lower your marketing cost and increase the Customer Lifetime Value.**

Encourage online reviews & manage replies



89% people read online reviews of a local business.

Almost all new customers first read restaurant reviews before placing an order or booking a table.

Figure out the most important online review platforms like Google, Facebook, TripAdvisor, Yelp, etc. for your restaurant.

People think **reviews older than 3 months are not relevant**. That's why you need to **constantly ask for reviews** from your customers.

Reply to **ALL** reviews. **Good and Bad**. Create a standard template for each type which can be modified for each review. When replying to bad reviews **DO NOT** get emotional and make sure to only state facts, empathise and apologise where applicable.

Optimise your UberEats, MenuLog, etc., Food Delivery Apps

37.2% of Gen Z & Millennials and 21.7% of Gen X in Australia ordered through a Food Delivery App in 2021. This number is set to increase in the next few years.

If your business uses these Apps to get orders then it is critical to **make your restaurant profile stand out** in their digital marketplace.



Make sure you **upload relevant items from your Menu**. If you know certain items cannot be delivered nicely then take out.

Make sure to upload good photos and write descriptions enticing customers to order from you.

Create App only offers. Reply to reviews. Review your performance and improve where applicable.

Create lipsmacking Photos & Videos to increase sales



People first eat with their eyes, then they order. If your photos and videos online don't do that then you have lost half the battle already.

Tell a story. Your photos and videos should tell a story that connects with your customers. It should appeal to their emotions.

We have seen restaurants that used original photos and videos in their menu and online marketing channels **increased their revenue by by 35%.**

Good photos and videos **build trust and credibility** for your restaurant.

When shooting **choose the most good looking items** from your Menu. Choose a mood-board and then **set the background and props** accordingly.

Think of **where the photos and videos will be used** and shoot accordingly.

DON'T STOP NOW! TALK TO YOUR RESTAURANT MARKETING EXPERT TODAY

Grownomics is a renowned Restaurant Marketing Agency having helped hundreds Restaurants, Cafes and other Food & Hospitality businesses across Australia.

Talk to us and see how we can help you grow your hospitality business.

Adam Nichani

Grownomics.com.au

adam@grownomics.com.au

