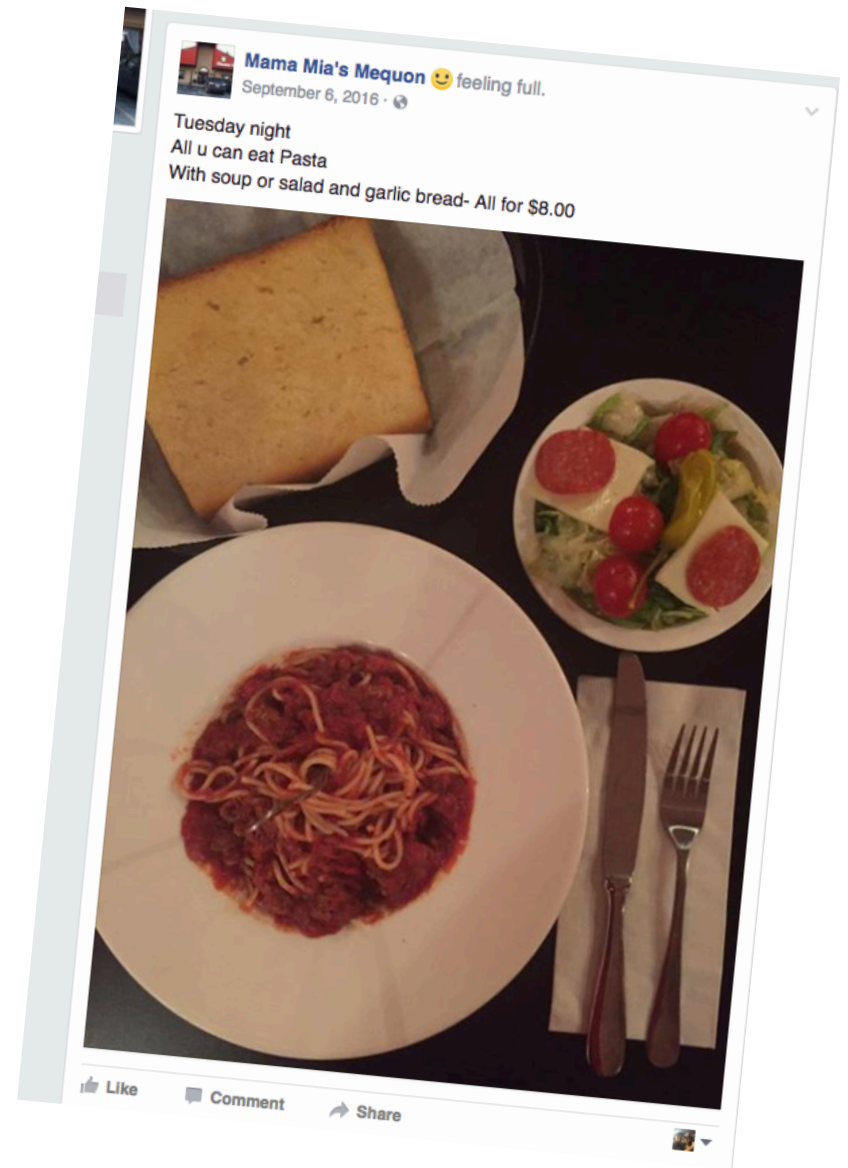


# Escape the Social Feed



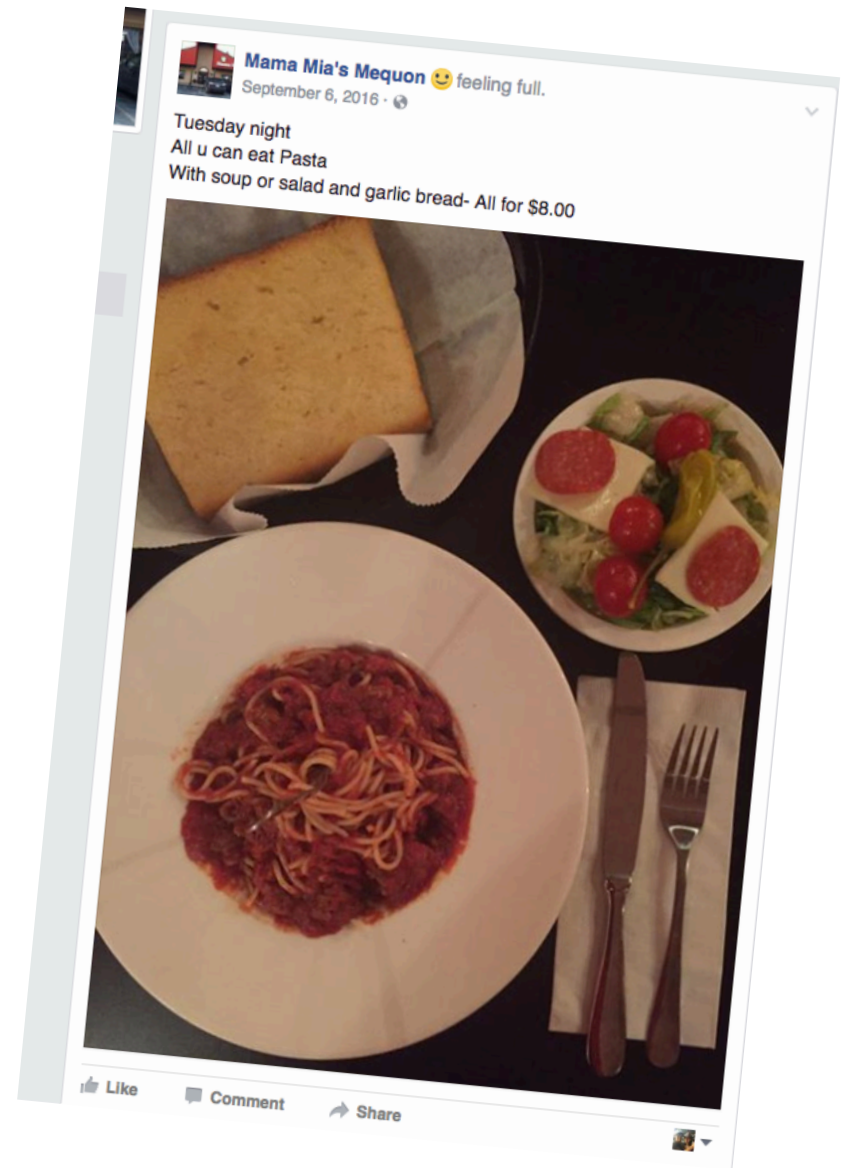
# Time to get the post ready

- Idea ✓
- Plan ✓
- Food ✓
- Food set up just right ✓
- Take pix ✓
- Click Post ✓
- Get excited...✓



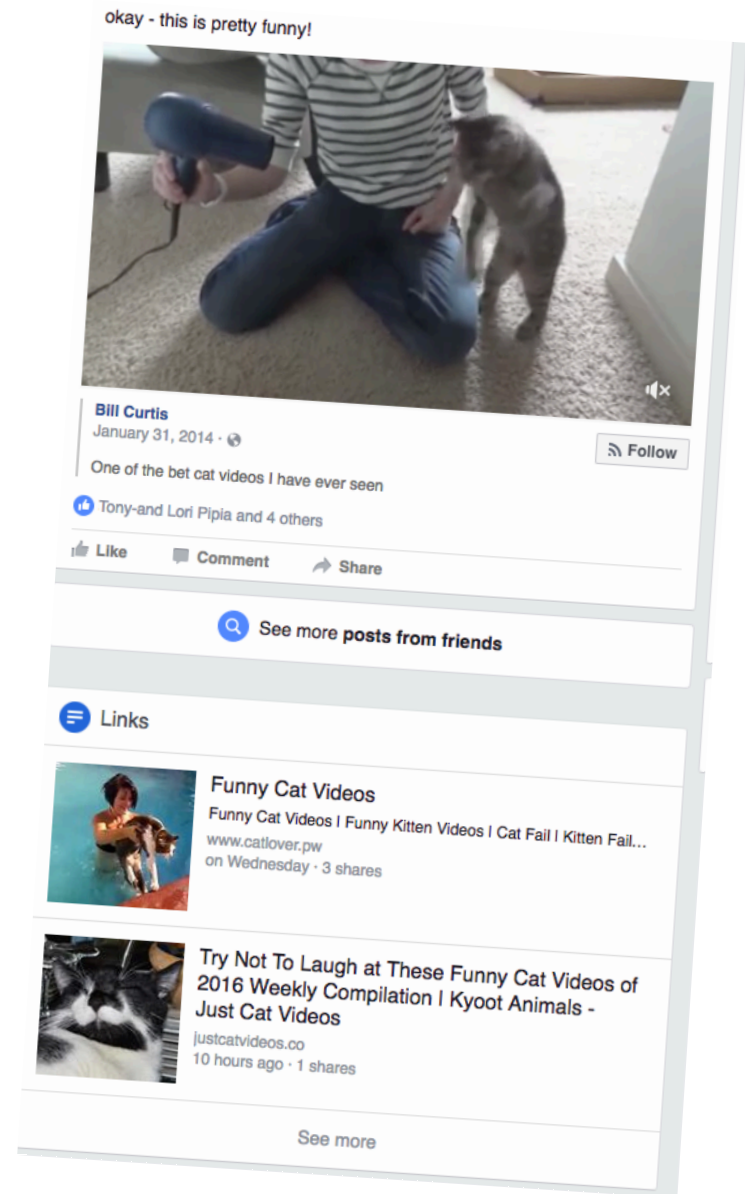
# Check Post ✓

Top of the  
news feed  
at **9:01**  
:)



# Check Post ✓ at 9:04

Buried under 3 cat videos, a soup recipe, friend's daughter's gymnastics routine and laughing twins :(



**You think: This social media advertising thing is so:**



**Easy**



**Um, I don't get it.  
It doesn't work.**

# Let's back this up

## What audience do you HAVE?

Young — old

In a hurry — want to make an evening out of it

With kids — Without kids

Food is fuel (a necessity) — Flavors are exciting and an experience

Conduit for business conversation — Way to connect with family and good friends

Local — destination



# What audience do you WANT?

Quick turn — 5 course

Family friendly — Adult

Primarily food — Heavy on bar

Repeat — Occasional

Healthy menu — beer and wings



# What do customers know your brand promise to be?

Friendly and community

Expensive —affordable

Discounted — Exclusive

Consistent, great service — wild card but convenient





**After you've figured out  
who you have,  
who you want,  
and who you are  
ONLY THEN can you engage  
and reach the right audience.**

**Otherwise are you just posting  
because you're supposed to?**



# Social Media Users 2016



**This is a lot of noise.**

# SUPER IMPORTANT

(That means more than important.)

Build your brand around what your customers are **interested in**. **Reflect** those interests on social media platforms and in promotional material!

(Otherwise they won't be listening.)



# THE 7 PRINCIPLES OF SOCIAL DESIGN

BY JOHN BELL

social@Ogilvy

HOW TO MAKE CONTENT SHAREABLE

IT'S ALL WORD OF MOUTH

VALUE EXCHANGE

UNDERSTAND WHAT your audience values rather than assuming they have an innate fascination in your brand talking about itself.

DISRUPTIVE IDEAS



WE STOP TO NOTICE ideas or concepts that challenge our understanding of the way the world works.

GREAT STORY



SO MANY OF OUR DECISIONS are based upon emotional drivers, not the rational features and benefits of the latest widget. Great stories are not only dramatic, they are also emotional.

FRESH INTEREST

PEOPLE WANT NEWS they can share around the vending machine at work or via their Twitter handle.

SOCIAL PROOF

WHEN WE SEE OTHERS doing something, we are often more apt to make that same choice ourselves.

CREATIVE PARTICIPATION

I WROTE A CHAPTER in the ebook "Social@Scale." Since I participated and was able to be highly creative—those were my words and thoughts—I am now far more likely to pass that content along.

SIMPLE ADVOCACY

WHEN WE MAKE IT SIMPLE and then actually ask people to share, they are more likely to do so.



# **OVERVIEW OF ONLINE TOOLS TO REACH NEW AND OLD CUSTOMERS**

# facebook®

## Business Page

Share special discounts,  
exclusive coupons, photos  
of newest dishes, promote  
news accolades



FACEBOOK


SOCIAL SHARING  
SITE THAT HAS  
**1+ BILLION**  
USERS WORLDWIDE

LARGEST  
OPPORTUNITIES



COMMUNICATING WITH  
**CONSUMERS**  
IN A NON-OBTRUSIVE WAY

USERS  
SHARE   
**1 MILLION LINKS**  
EVERY 20 MINUTES

  
**1+**  
BILLION  
ACTIVE USERS



**Boost Post**

**Unless you Boost you are just talking to the same circle of people**

**Need to catch them at the right time**



Locations ⓘ United States  
California  
Add a country, state/province, city or ZIP

Age ⓘ 13 ▾ - No max ▾

Gender ⓘ All Men Women

Languages ⓘ Enter a language...

More Demographics ▾



**Perfect to promote catering**

**Option for business lunches and dinners**

**Join other groups**



LINKEDIN

**BUSINESS  
ORIENTED**  
SOCIAL NETWORKING SITE

BRANDS THAT ARE  
PARTICIPATING  
ARE **CORPORATE  
BRANDS**  
GIVING POTENTIAL AND  
CURRENT ASSOCIATES  
A PLACE TO **NETWORK  
& CONNECT**



**79%** OF USERS  
ARE **35  
OR OLDER**

**in** **300**  
MILLION  
USERS

THE  
**SPIRE**  
GROUP





**Real-time**

**Time them out to influence hungry stomachs**

**Easy way to let them know about specials  
like Taco Tuesday, Happy Hour**




TWITTER

MICRO BLOGGING  
SOCIAL SITE  
THAT LIMITS EACH  
POST TO **140**  
CHARACTERS

LARGEST  
PENETRATION



BUT SPREADING  
SLOWLY AND STEADILY

**5,700** TWEETS  
HAPPEN  
EVERY  
SECOND 

 **241**  
MILLION  
ACTIVE USERS

THE  
**SPiRE**  
GROUP



**Showing happy customers**

**Becomes/create a visual contest**

**Show top dishes or fun dishes**

**Go beyond the actual menu for ex:, healthy options could show people kayaking, cooking, farming= lifestyle or other activities your fan base will enjoy**



INSTAGRAM

SOCIAL SHARING  
SITE ALL AROUND  
**PICTURES**  
AND NOW 15 SECOND  
**VIDEOS**

MANY BRANDS  
ARE PARTICIPATING  
THROUGH THE USE OF

**# HASHTAGS**

AND POSTING

**PICTURES**  
CONSUMERS  
CAN RELATE TO 

MOST FOLLOWED  
BRAND IS

 NATIONAL  
GEOGRAPHIC

 **200**  
MILLION  
ACTIVE USERS



- Photos**
- Recipe ideas**
- Ways to table decorate**
- Wine selections**
- Fun food/party theme ideas**



PINTEREST

**SOCIAL SITE  
THAT IS ALL ABOUT  
DISCOVERY**

**LARGEST  
OPPORTUNITIES**



**USERS ARE:**

**♂ 17%  
MALE**

**83% ♀  
FEMALE**

**20  
MILLION  
ACTIVE USERS**



**Strong positive reviews have tremendous power**

**People can and will review you even in your account isn't set up so be proactive and control your Yelp account so it works for you, not against you.**



**Add** Photos, store hours, location, menu, price range, wi-fi, outdoor seating/parking

**Respond** to the feedback both good and bad in a polite professional manner

**Play** the gracious host

If responding to a negative review publically, thank the reviewer for the feedback, apologize for the incident and promise to improve in the future. You may even want to contact the review privately for more info.

send gift cards to Yelpers with less than favorable reviews, get them back in the door.





More important than Yelp

Google rewards this in its algorithm

Provides business details in sidebar

Makes it easy for the user

Showing results for mama *mia's* mequon  
Search instead for mama mias mequon

**Mama Mia's Mequon | Italian Restaurant, Pizza |**  
www.mamamiasmequon.com/  
Since 1954, The Barbieri family has shared their tradition of wholesome, Italian cuisine. Read More - Mama Mia's Mequon | Italian Restaurant, Pizza.  
You've visited this page 4 times. Last visit: 11/14/16

**Menu**  
Entrees. All Entrees are served with salad or Minestone Soup ...

**Contact**  
Location. Mama Mia's Mequon 7602 W Mequon Road Mequon ...

**Catering**  
We feature most of our menu items plus several items exclusive to ...  
More results from mamamiasmequon.com »

**Home**  
Mama Mia's Mequon | Italian Restaurant, Pizza - Home ...

**Specials**  
Home » Weekly Dine In Specials. Tuesday Pasta Special-All you ...

**Slide 1**  
Posted by on Nov 26, 2012 in home | 0 comments - Slide 2 ...

**Mama Mia's Mequon - 29 Reviews - Italian - 7602 W Mequon Rd ...**  
https://www.yelp.com » Restaurants » Italian  
★ ★ ★ ★ ☆ Rating: 2.5 - 29 reviews - Price range: \$11-30  
29 reviews of Mama Mia's Mequon "I thought it was pretty good. Pizza was good, garlic bread awesome, however the Italian salad was very below average.

**Mama Mia's, Mequon - Menu, Prices & Restaurant Reviews - TripAdvisor**  
https://www.tripadvisor.com » ... » Wisconsin (WI) » Mequon » Mequon Restaurants  
★ ★ ★ ★ ☆ Rating: 3 - 100 reviews  
7602 W Mequon Rd, Mequon, WI 53097-3216. ... Mequon, WI. ... All reviews lasagna dinner meatballs thin crust pizza garlic bread is huge pieces pizza place jude carryout.

**Mama Mia's Mequon | Facebook**  
https://www.facebook.com » Places » Mequon, Wisconsin » Italian Restaurant  
★ ★ ★ ★ ☆ Rating: 4.2 - 119 votes  
Mama Mia's Mequon, Mequon, WI. 819 likes · 24 talking about this · 2526 were here. Serving Milwaukee's Most Legendary Italian Cuisine since 1954.

**Mama Mia's Mequon menu - Mequon WI 53097 - (262) 242-2340**  
https://www.allmenus.com » WI » Mequon  
Restaurant menu, map for Mama Mia's Mequon located in 53097, Mequon WI, 7602 W Mequon Rd.

**Mama Mia's - Mequon, WI - Foursquare**

**Mama Mia's Mequon** ★  
Website Directions  
3.5 ★★★★★ 34 Google reviews  
\$\$ · Restaurant · 2.0 mi

Eatery serving classic & specialty pizzas, pasta & other Italian eats in a comfy, kid-friendly spot.  
**Address:** 7602 W Mequon Rd, Mequon, WI 53097  
**Hours:** Closed now  
**Phone:** (262) 242-2340  
**Menu:** mamamiasmequon.com  
Suggest an edit

**Reviews from the web**

Facebook	Foursquare	Zomato
4.2/5 119 votes	6.4/10 40 votes	2.9/5 22 votes

**Popular times** Thursdays ↓  
peak ...

**Plan your visit:** People typically spend 45 min to 1.5 hr here

**Reviews** Write a review Add a photo  
"From the food, to the service, to the room itself...it was all wonderful!"



# **WAYS TO USE TECHNOLOGY TO REACH NEW AND OLD CUSTOMERS**

# Geo-Targeted Apps



**PROXIMAL**

**Promote sunny day in March and patio is open,  
happy hour extended, tailgate for packer game**

**Real-time, geo-targeted push notifications**

**Gives customers a REASON to come in**

**Limited time offers, off-peak promotions, announcements**

**Reach new and old customers**





## Google Maps

**Double check Google Maps info**

**Verify**

**89% of consumers research a restaurant online prior to dining**

**Phone, hours, current menu, etc**

# Google Alerts

**Notifies you when your business name (or other designated keyword term) appears in a new piece of content on the web**

**Able to repost or repurpose this activity on the other platform and/or website**

What are they  
**Saying**  
about  
**You?**

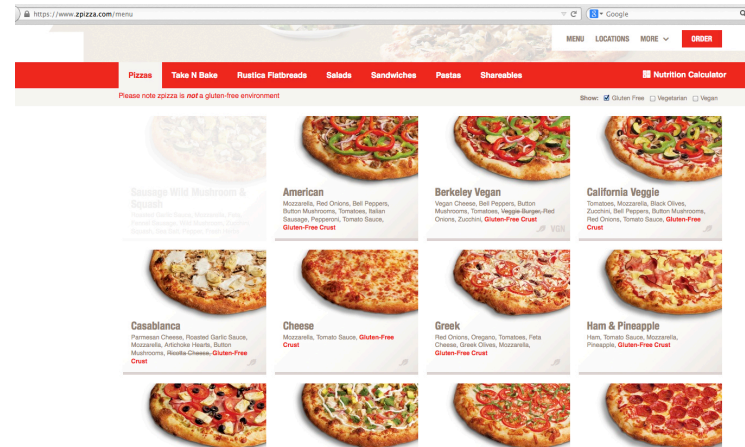


Use and update homepage to promote timely news: favorite customer, contest winner, Look Who Was Here...

Show off news outlet publicity

## INCLUDE AN ONLINE MENU!

Don't make users dig to find it  
Easy to use and scroll  
Online ordering option





**Way to build a community and engage w customers**

**You can experiment with your restaurant's voice and personality – have some fun if you want**

**Share successes and struggles**

**Get real with your customers**

**Position some authority**



## Reach out to food bloggers

**Invite to give your restaurant a try**

**Ask if willing to write a review**

# LOYALTY PROGRAMS



## Partner with online food apps

(Belly, LevelUp, Loyal Blocks, Perka)

**Free purchase or discount for visiting certain number of times**

**Birthday**

**Have fun with campaigns like:**

**Feb=Valentines = Red heads get a [fill in the blank]**

**March-St patty's Day, green eyed patrons get a [fill in the blank]**

**or Irish decent get a [blank]**

# **JOIN A MASTERMIND GROUP**



**CLUB**  
**MASTERMINDS**

**Get a group of industry professionals**

**Non-competing**

**Holds you accountable**

**Club Masterminds –video conference time saver**

**Proven method**

# Email Newsletter

**Decide upon a consistent send**  
**Ex: Once a month, every other**

**Celebrate success**

**Discuss new menu items**

**Share special discounts**

**Build the community base**





# Partner with Delivery Services

**Ease of use is the name of the game**

**Caters to convenience –  
millennial & iGen mindset**

**McDonalds just announced delivery service  
UberEATS\***

**Seamless  
East24  
Foodler  
Deliver.com  
GrubHub**



“Restaurant delivery is a \$100 billion market and it’s exploded,” Senior Vice President Lucy Brady, who runs strategy for the chain, said at the event. “There’s significant opportunity that we haven’t even tapped into yet.”



# Online Reservation Tools

**Sign up for Open Table – lets customers book reservations online**



**Nowait App — customers "get in line" through the app from comfort of home**



# Monitor your social media

**Presence, schedules,  
sharing, posts**

**HootSuite – free**

**Buffer - free**



# Promote user-generated content

**Great way to develop personal engagement**



**Host a photo contest asking customers to share their favorite meal at your establishment, share the entries on a dedicated content page (or share across the social networks)**

**Award with free appetizers or other prizes (logo branded shirts, can coolers)**



# **OFF-LINE EFFORTS**

**Traditional methods  
doesn't mean old-fashioned**

# Brand partnership



**Share and connect w local business.**

**Team up to co-advertise efforts-  
share in print and mailing costs**

**Complement each other's services  
Ex. Get a haircut, have lunch special  
Go to Chiropractor then have dinner**

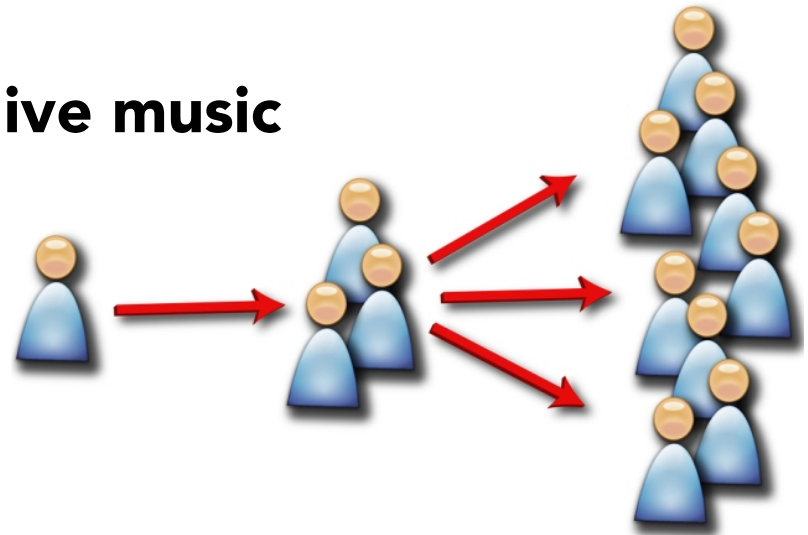
# **Word of Mouth— Give them something to talk about**

**Target Groups: Girl Scouts cooking class or  
Manners dining 101 class or invite young  
professionals to network, PTO**

**Host a special event: charity, live music**

**Fundraising: ask around,  
get unique visitors =  
feel good supporting a cause**

**Special invite to your regulars**



# Print

**Flyers, posters pin ups, bag stuffers are costly so make sure it's used strategically**

**Save print costs with post card size with targeted messaging to your website**

**Use sites like Vistaprint.com taking advantage of 50% costs and available templates**

**Use Canva: makes design simple**



vistaprint®





# Signage

## Promotional

Exit signage with feel good message

Bathrooms – captive audience



**Join your Chamber of Commerce**

**Connect locally. Be visible.**

**Church bulletins**

**Use your local Recreation Dept**

**Advertise**

**Start a cooking class for moms and kids,  
ethnic items, empty nesters**

**Sponsor a team**





# DINE-IN EXPERIENCES

## **Fish Bowl Giveaways**

**Build customer base**

**Fun for customers**



## **Loyalty Programs**

**Creates loyal**

**Rewards repeat**



## **Free Samples**

**No-risk for customer**

**Opportunity to sell more**

**Reciprocity trigger**

**Focus group feedback**



## On-Going Promotions

Train and pattern habits

Familiarity

Generates excitement

Gives them a reason



## Upgraded Menu Design

Look current

Replace old and worn

Use social proof: Most popular, Most ordered

Keep them clean

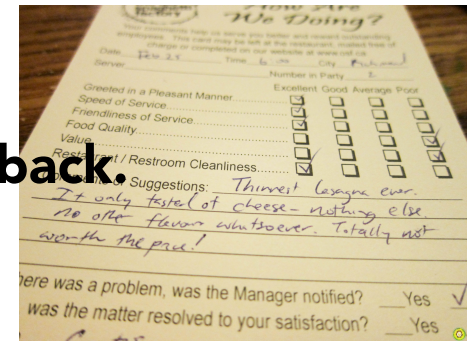


## Comment Cards

ASK for feedback. They won't tell you (unless really disgruntled). They just won't come back.

Reward their honesty

Take action on suggestions



# GIVE THEM GREAT SERVICE WITH A SMILE!



## Real smile vs social smile

Study showed thirsty subject would pay about twice as much for the same beverage if they saw a happy face instead of an angry one

## Smiles need to be backed by true emotion

According to neuromarketing specialist, Roger Dooley, **“Be sure your interview process includes an evaluation of the emotions they project. A candidate who doesn’t display genuine positive emotions during the interview likely won’t in a customer situation either.”**



# MESSAGING TIPS

# PLEASURE vs PAIN PRINCIPLE

People prefer to get **50% more of the same product for the same price than save 33% on the price**, even though that comes down to exactly the same thing

People like it better when you **Double Discount**:  
Give them a 25% discount on top of a 20% discount, instead of a single 40% discount even though math is same

**"Get \$ off" works better than "Save \$".**

Get \$ off emphasizes achieving a gain.

Save \$ emphasizes avoiding a loss.

**Drop the dollar sign.** It reminds people the pain of paying for something







# LOTS OF CHOICES

These are all tactics.  
It only works if there's a:  
Plan  
Strategy  
Intention  
Purpose

Your goal is stand out in the noise.  
Use the tools effectively.  
Find your customers and give them fresh, simple,  
creative and relevant conversations.

**Thank you!**