

Food influencers and social media marketing

- Video transcript

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00:00 Food, food pictures, and food puns for Stephanie Perez – this is the recipe for success.

00:09 Live from Waffles and Ginger's, from food bloggers to **food influencer** Stephanie has built on the popularity of her **Instagram** page. Where a single post to her 48,000 **followers** can translate into **customers** for **restaurants**.

00:27 That **influence** also translates into a modest income for Stephanie, who gets paid for hosting events at **restaurants** and from **sponsorship deals**, accounting for about 20% of her monthly income.

00:39 "I probably can't pay my rent completely with what I make off **Instagram**, but I could definitely buy like a nice purse. Wins one, but it's a start."

00:48 For those of us who eat with our eyes, like me, whenever I see an eye-catching photo of a pepperoni pizza, I know what I'm having for lunch. But tempting people with photos of food isn't a new **marketing concept**. What's new is that **social media** now allows people and businesses to do it at a much lower cost.

01:09 "Yes, you can say it is less expensive than **advertising**, but to do it well, it's not going to come cheap either. But it gives you an opportunity to connect with your **customers** in a way that cannot be done with **advertising**."

01:26 In Brooklyn, the Oddfellows Ice Cream Company boasts a passport program that takes your stomach around the world. This month, Asia is on the itinerary with jackfruit, coconut sticky rice, and matcha flavors on the menu. How do they get the word out? You guessed it: **social media**.

01:43 "It's immediate. The reach that you get, as soon as I post a photo on **Instagram**, I'm reaching 30-40,000 people right away, and then hopefully they're sharing with their friends."

01:55 "It's just a free and immediate form of **marketing** and getting your **product** out there as a **restaurant**."

02:01 You're seeing what **customers** are saying about you; you're also noticing what dishes they like most.

02:11 But there is a downside, says Dr. Moore.

02:13 "It is time-consuming. It needs to be updated frequently, and if **customer** expectations are not met, negative **reviews** can be very costly."

02:23 Millington CGT in New York. "It's a good waffle."