

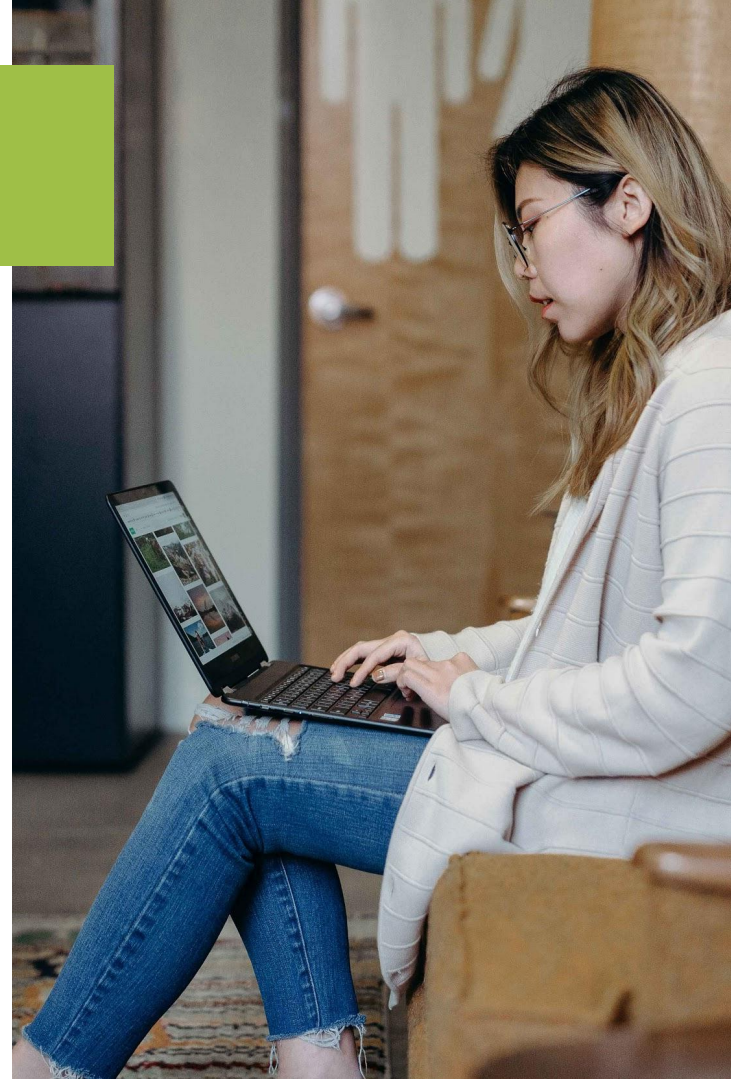
5 Digital Marketing Tips for Restaurants

 **PARK CITY**
area restaurant association

Questions to ask about your online presence:

Reflect on the performance of your restaurant's website and digital marketing efforts by asking yourself the following questions:

- How does my website look aesthetically?
- Does it function the way I want it to and is it easy to find the things my customers want?
- Am I showing up in Google search results for the keywords I want to?
- Are people coming to my website and leaving shortly after finding it?
- Am I serving my customers the right content?
- Is social media important to the success of my business?
- Is my online branding consistent?



What We'll Cover

Digital marketing is a vital way to connect your restaurant with your audiences digitally as they spend more time at home and online. Digital marketing lets you inform your customers of relevant business information, products or services while enabling you to speak directly with them through several online channels.

- Tip #1 Start with a digital marketing strategy that makes sense for your business
- Tip #2 Understand your customers' buyers journey
- Tip #3 Optimize your website
- Tip #4 Make social media a priority
- Tip #5 Make your digital marketing experience cohesive
- How to measure your success online
- Free digital marketing tools and resources
- General tips from digital marketing experts
- Things to consider for a more advanced approach



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**Tip #1: Start with a digital marketing strategy
that makes sense for your business**



Not every digital marketing strategy works for every restaurant, so you'll want to start by assessing which methods make the most sense for your business and consider how they'll support your goals. You can do this by:

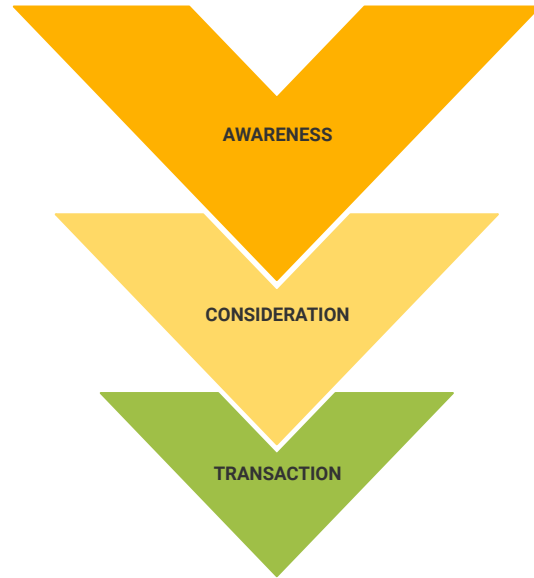
- Making a list of digital marketing goals (increase website traffic, online reservations or social follows)
- Deciding which channels you want to use and which ones will be the most effective for reaching your audiences
- Use digital marketing tools that streamline workflows, provide data or help improve your website's SEO
- Make a budget and allocate it to all or some of the following areas:
 - Content marketing
 - Email marketing
 - Social media
 - SEO
 - Paid media (ex: Ads on Google)
 - Design and video
 - Market research tools



**Tip #2: Understand your
customer's buyers journey**

The buyer's journey works like a funnel that nurtures potential customers as they decide to visit your restaurant. Knowing where your customers are in the buyer's journey will also inform the digital marketing strategies you use and works in three stages:

- **Awareness:** A customer becomes aware of your restaurant
- **Consideration:** A customer researches your restaurant
- **Transaction:** A customer visits or orders from your restaurant after one last push online





Nurturing a potential customer through each stage of the buyer's journey works by serving them content they want at each stage of the funnel. The assets for each stage breakdown as follows:

- **Awareness:** Writing blog posts, posting on your social media profiles, and sending promotional emails
- **Consideration:** Producing exciting website content, localized SEO content and using retargeted ads
- **Transaction:** Using branded paid search, holding sales, increasing organic rankings through SEO content and implementing email marketing strategies



**Tip #3: Optimize your
restaurant's website**

Getting high-quality traffic is essential to your website's success. But if people visit your restaurant's website, and leave without making a reservation or visiting your restaurant later, it's time to optimize your website. Here are some things to keep in mind when updating your web pages:

- Take ownership of local keywords and relevant search terms around your company's name and the cuisine you serve
- Make sure to include updated hours, current menus and location information
- Consider adding online ordering, curbside pick-up options and information on special menus or services
- Increase your site's rankings and domain authority by adding a blog
- Make sure your landing pages are current and up-to-date
- Use high-quality photos and videos to show off your culinary skills





**Tip #4: Make social
media a priority**



Reach your audience where they're spending their time the most by creating a social strategy that engages with your customers on the platforms they frequent with copy and visuals that resonate best. Your restaurant should be active on the following platforms:

- **Facebook:** This platform allows you to keep your restaurant's profile well-rounded by giving you the ability to post a mix of video, image, status updates and linked content. Facebook is also an excellent platform for making customer interactions and the perfect place for posting content that drives people to your website.
- **Instagram:** This platform lets you write long-form captions and post images or stories to showcase the dishes you serve. It's a great platform for holding contests, increasing brand awareness, and attracting food bloggers and new customers through hashtags.
- **YouTube:** This platform allows your restaurant to increase its visibility by creating a unique channel for your business that's open to millions of viewers. Try adding tutorials, special event announcements, or customer testimonies to increase brand awareness.

- **Pinterest:** This platform lets your restaurant highlight your plates and culinary skills visually. Pinterest has become a terrific platform for business owners to engage with other restaurateurs while showing off their culinary skills to future guests.
- **Google My Business:** This platform helps your restaurant by improving your local search volume. You can use it to post restaurant updates, blog content or special announcements to boost your local SEO rankings and increase map positioning.
- **Twitter:** This platform let's you directly interact with your customers and potential influencers. It's also a great social media network for organic and word of mouth promotional strategies.
- **Yelp:** This social network works by recommending and sharing restaurant information. Restaurants should use Yelp because it improves your local SEO and provides you with a platform to communicate with your customers directly.



Best Practices for Google My Business and Yelp

Google My Business and Yelp aren't traditional social media networks. However, they are essential because they make it easier for customers to learn more about your restaurant and improve your local SEO so you're more discoverable on search engines. They also make it easier to collect customer reviews that boost consumer confidence. Here are a few best practices for using both:

1. Maintain a complete profile with correct business information
2. Share high-quality photos of your plates
3. Upload current menus
4. Respond to all reviews and customer interactions - even negative ones!
5. Optimize your pages to take advantage of culinary and local keywords
6. Make them a priority as you scale your social media marketing plan



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**Tip #5: Make your digital
marketing experience cohesive**



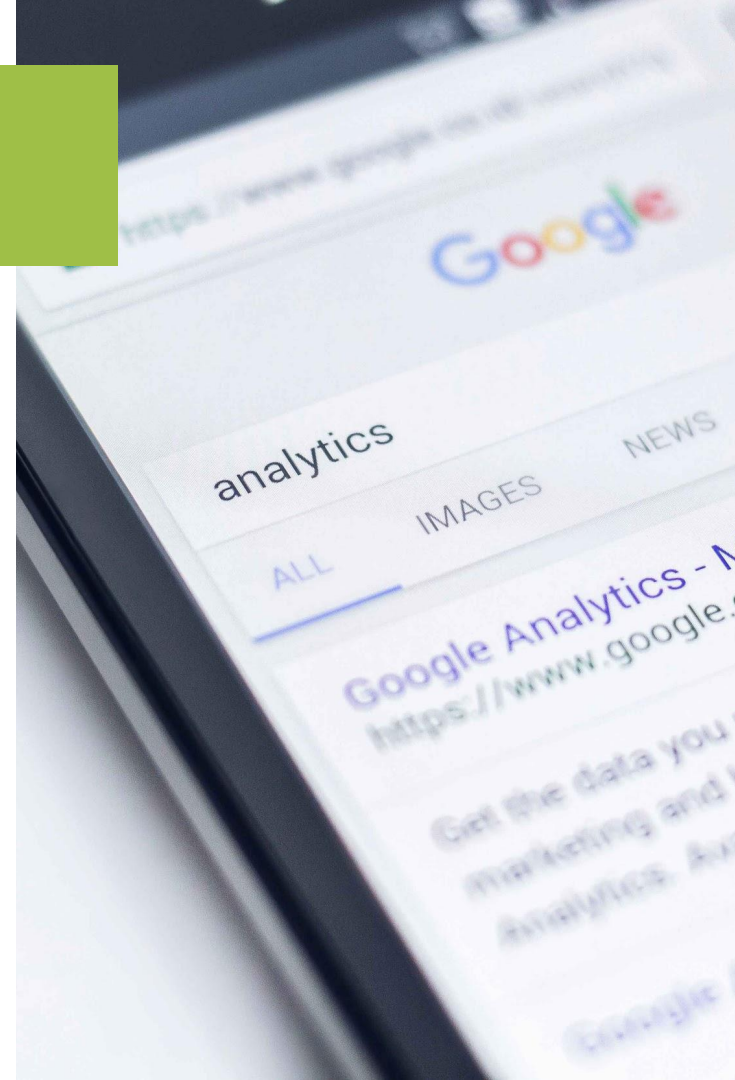
Every experience your customers have with your restaurant online should feel familiar, so it's essential to make sure your messaging and branding are cohesive across all digital marketing channels. Here are some things to consider when creating a consistent brand experience:

- Develop brand guidelines you can use across all of your digital marketing platforms
- Approach all of your content with consistency
- Use similar video or design elements across all of your digital marketing channels
- Make a content calendar that carries themes
- Serve branded content that aligns with what your customers want

How to measure your success online

Tools like Google Analytics offer valuable insight into your website by providing performance metrics. Here are some key performance indicators (KPIs) to keep in mind:

- Organic Traffic
- Overall Website Traffic
- Conversion Rates/Goal Completions
- Click-Through Rates
- Average-Time on Page





Every social media platform also offers a dashboard that makes it easy to measure the success of your content through insight reporting. The metrics you'll want to look at to gauge the success of your social media content are:

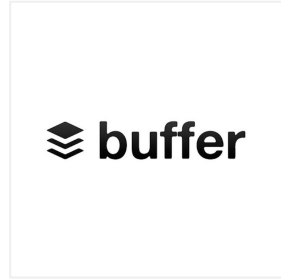
- Engagement
- New followers
- Total page views
- Organic reach
- Click-Through Rates

Free digital marketing tools and resources



Google Analytics

An essential tool that lets you measure your advertising ROI as well as track site performance, run paid ads & much more to learn how people are interacting and reaching your website.



Buffer

A straightforward social media management tool that lets you schedule posts and increases engagement across multiple platforms all in one place.



Answer the Public

A keyword tool that provides a list of common search terms you can use to optimize your on-page SEO content.



Google Trends

Another excellent resource that highlights top search queries and rising search terms your restaurant can use to increase its organic rankings.

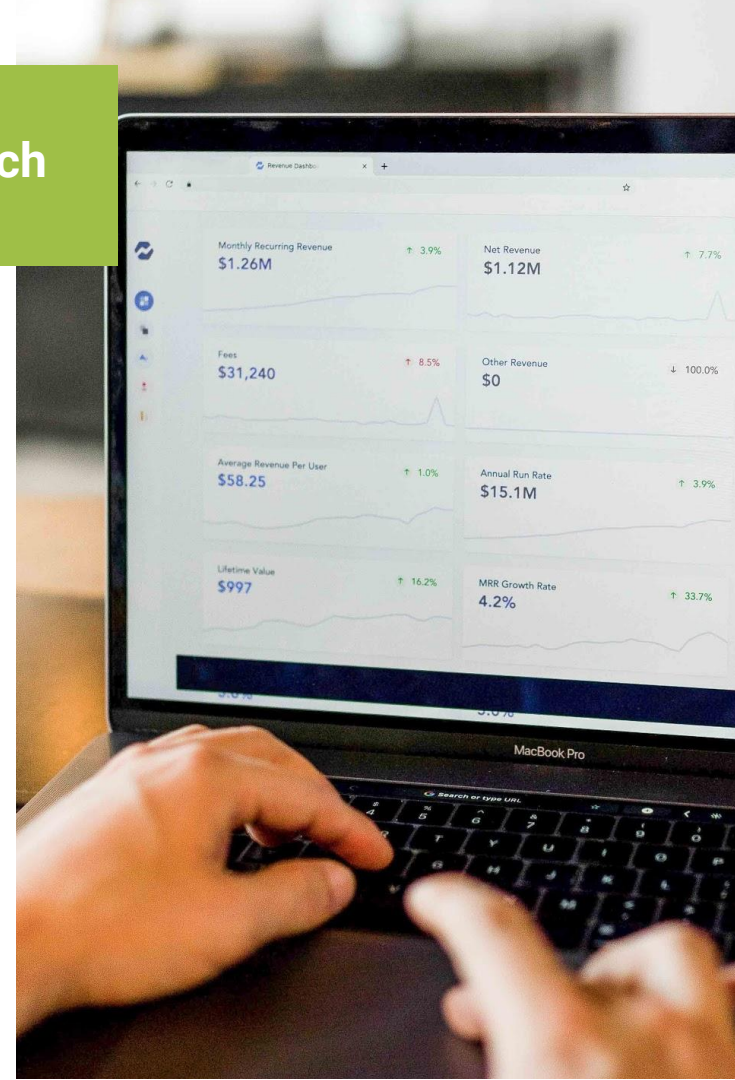
General tips from digital marketing experts

Here are some additional tips that may lead to even more success online by Mad Fish Digital:

1. Don't forget to optimize your website for mobile users!
2. Keep your website and your online presence professional
3. Vet the digital marketing agency you decide to partner with and learn why it's important to work with a professional ([READ MORE](#))
4. Test new things and stay current
5. Invest in tools that inform you about your website's performance
6. Embrace socially conscious messaging - don't be afraid to promote your values

Things to consider for a more advanced approach

- Add a paid media strategy on Google and Bing
- Expand your local listings beyond Google My Business and Yelp
- Invest in social media advertising
- Use tools like DeepCrawl or Screaming Frog to do a technical SEO audit
- Optimize the user experience through a website user audit with heatmappings and recordings
- Build personalized email marketing campaigns





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