

# CREATIVE RESTAURANT MARKETING IDEAS



## REACH NEW CUSTOMERS



With 387 million Instagram posts tagged #food, social media is where consumers go to see, share and comment on what the world is eating — which presents a huge opportunity for you to reach new customers.

## MARKET TO YOUR CONSUMER



Meet your customers where they are and give them what they want - your delicious restaurant quality foods off-premise. Starbucks does a great job with this; the Starbucks App is directly responsible for an impressive 22% of the company's overall sales? To increase sales connect with consumers where they are and in the connected age, that's through their smartphones, social media and online.

## GET ONLINE REVIEWS



Ask for reviews — from loyal customers, your email list, and those who order online. When people talk about you online, that signals Google and other search engines you're a business that they should pay attention to — which leads to higher rankings and more traffic. Include a card with their bill asking them to review their experience on Google or send them a text link if they pay online or via mobile.



## GRAB THEIR ATTENTION ONLINE

Make your website stand out to visitors. According to Facebook's 2019 Restaurant Trends and Insights Reports, "90% of guests research a restaurant online before dining — more than for any other business type. And 57% of those guests viewed a restaurant website before selecting where to dine." The report also stated that, "86% of millennials will try a new restaurant after seeing food-related content online."

## SUBSCRIPTION SERVICES



Let customers sign-up for a recurring order based on their individual preferences. It could be something as simple as one dinner a week, or as involved as three meals a day. Provide them with each day's or week's prepared offerings and let them choose which meals they would like for that time period.

## DINING BONDS



Allow customers to purchase gift cards now to be redeemed at a specified later date for a higher value. Not unlike old wartime tactics, issuing these gift cards to help keep your business operating now and your customers coming back later. Get started at [www.diningbond.com](http://www.diningbond.com).

More marketing ideas can be found in our [How to Market Your Restaurant During Recovery Guide](#)

[contactus@asmwaypoint.com](mailto:contactus@asmwaypoint.com)

We care about your business and we are here to help.

