

5 Keys To Online Marketing Success for Busy Restaurant Owners

If you're like most restaurant owners, you understand that your online marketing can have a huge impact on your business, the problem is you're just not sure where to start. The to-do list can seem endless: websites to claim, places to log-in, and ever changing social media outlets to manage. Marketing your restaurant doesn't need to be complicated – here are 5 keys to help busy restaurant owners successfully maintain their online marketing.



1 Mobile-Friendly Website

Creating an adaptive website is the best place to start when it comes to your online marketing. It's extremely important that your site looks great on mobile devices, tablets, and computers. Nearly 70% of visits to your website will come from a mobile device. Not only are your customers on mobile, but Google is too. Google recently announced that if you don't have a mobile friendly website, it will discount your website in its' search results significantly.



2 Email Marketing

In the midst of the seemingly endless online communication mediums available, it has become very clear that email is one of the most popular. 92% of online users use email, and it is estimated over 200 billion non-spam emails are sent each day. While email marketing might seem a bit exhausted with the increased popularity of social media, it has actually become more effective as options for online communications continues to increase. The restaurant industry has seen an up-tick in almost 5% open rated year by year.



3 Social Media

Social media is the best place online for you to interact with customers as well as display your restaurant's personality, brand & culture. With the significant number of social media outlets available, you may be wondering which networks work best for your restaurant. Some of your deciding factors should be determined by your target customers, however, Facebook, Instagram, and Twitter are always highly recommended.



4 Online Reputation

Let's face it: consumers wield a remarkable amount of power over restaurants these days through online reviews. Sites like Yelp & Trip Advisor have revolutionized the way consumers talk about and discover restaurants. Review sites can either be a wonderful thing for your restaurant, or a major deterrent of business. Instead of being a bystander, embrace and encourage online customer feedback. The best way to accomplish this is through a medium you can control – your website. Make it simple for your customers to provide you feedback through your site, keep the negative feedback internal, and encourage positive reviewers to share their feedback on other review sites.



5 Marketing Calendar

Once you have an adaptive website, email marketing, and social media set up, you'll need to have a strategy. Keeping your strategy on a marketing calendar will allow you to be clearly outline what, where, and when you're going to communicate with your customers. The best practice is to plan your marketing 30-60 days in advance.

Restaurant Logic is a multi-platform internet marketing engine built for independent restaurants.
See how Restaurant Logic can help you increase foot traffic - Schedule a demo: