

# **Jumpstart Your Business Scalability With Blink's Ultimate Guide To Social Media Marketing For Restaurants**



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Social media marketing for restaurants encapsulates tons of strategies - - and that too, in different verticals. Sadly, the abundance of such strategies also leads to a 'hit or miss' situation where even the most revered marketing experts often don't get it right.

That's where Blink comes in.

Owing to the success of our social media marketing for restaurants and Search Engine Optimized content generation, we regularly receive tons of queries from eager online visitors. The questions are usually:

- **How to set up a restaurant's social media profile?**
- **Is there any roadmap to success on social media as a business owner?**
- **Location-based social media optimization and advertising for restaurants.**
- **Analyzing progress using previous months' data-driven metrics.**

As a leading online restaurant order management portal, Blink is rolling out a blueprint for digital media success. This eGuide is a result of extensive research on social media marketing for restaurants curated with over decades of accumulated experience.

This guide is a collection of different social media marketing strategies for restaurants. It is created for the ease of complete beginners, so you can expect handholding through deep-level instructions and a simple-to-understand walkthrough for each step.

# Social Media Marketing for Restaurants To Usher In a New Era of Scalability



371

Million posts with the infamous food hashtag variants



41

Million drink-related hashtags



1

Billion Instagram Users

There are **approx-371 million** posts containing some hashtag variant of food. There are also **41 million** drink-related hashtags floating around online. This is a testament to the kind of ‘stir’ businesses are creating on social media.

When we talk about millions of reposts, retweets, and reshares, every single company owes it to their customers. A few thousands of these customers help spread the content, and then it snowballs into viral fame.

If we talk about Instagram alone, the platform has **around 1 Billion users** today. People are posting content all the time. As a business owner, you need to start controlling your narrative.

2022 is already off to a rocky start as far as businesses are concerned. Despite COVID-19 making things difficult again, food and beverage companies were able to bounce back by going digital. The more people stayed at home, the more active they became on social media. Social media consumption has only grown over the last 3 pandemic-ridden years.

## Social is the new normal

When the worldwide population was under lockdown due to healthcare legislation, social media networks witnessed a spike in user growth. That's because people had no other way of remaining in contact with each other or conducting their business.

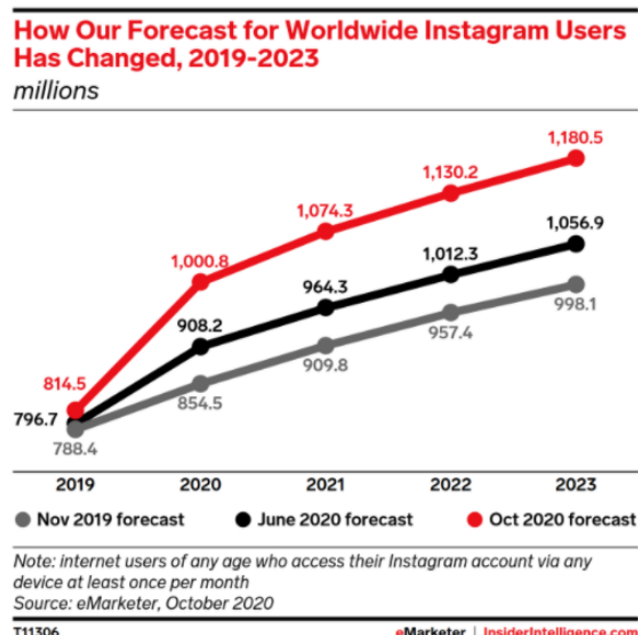
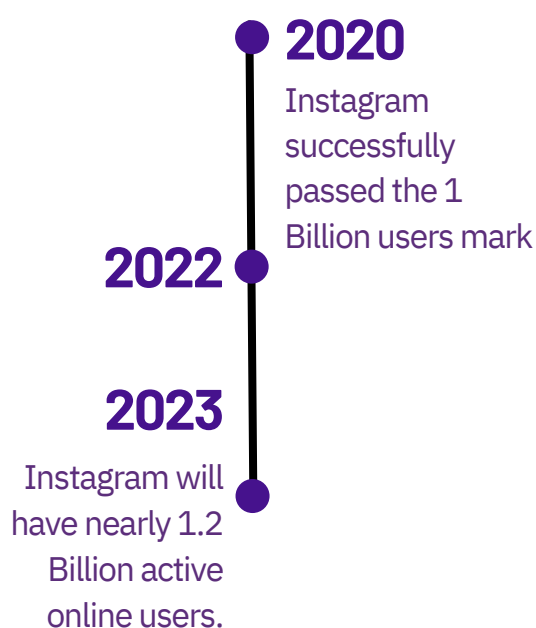
In this guide for social media marketing for restaurants, we will touch on different aspects of your business's online scalability. We'll go over each section step-by-step.

For now, let's see what else is there to the overwhelming importance of social media marketing for restaurants.

## As a Food Business Startup Owner, Can I Choose NOT To Be On Social Media?

**By all means, yes, you can choose not to be on social media.**

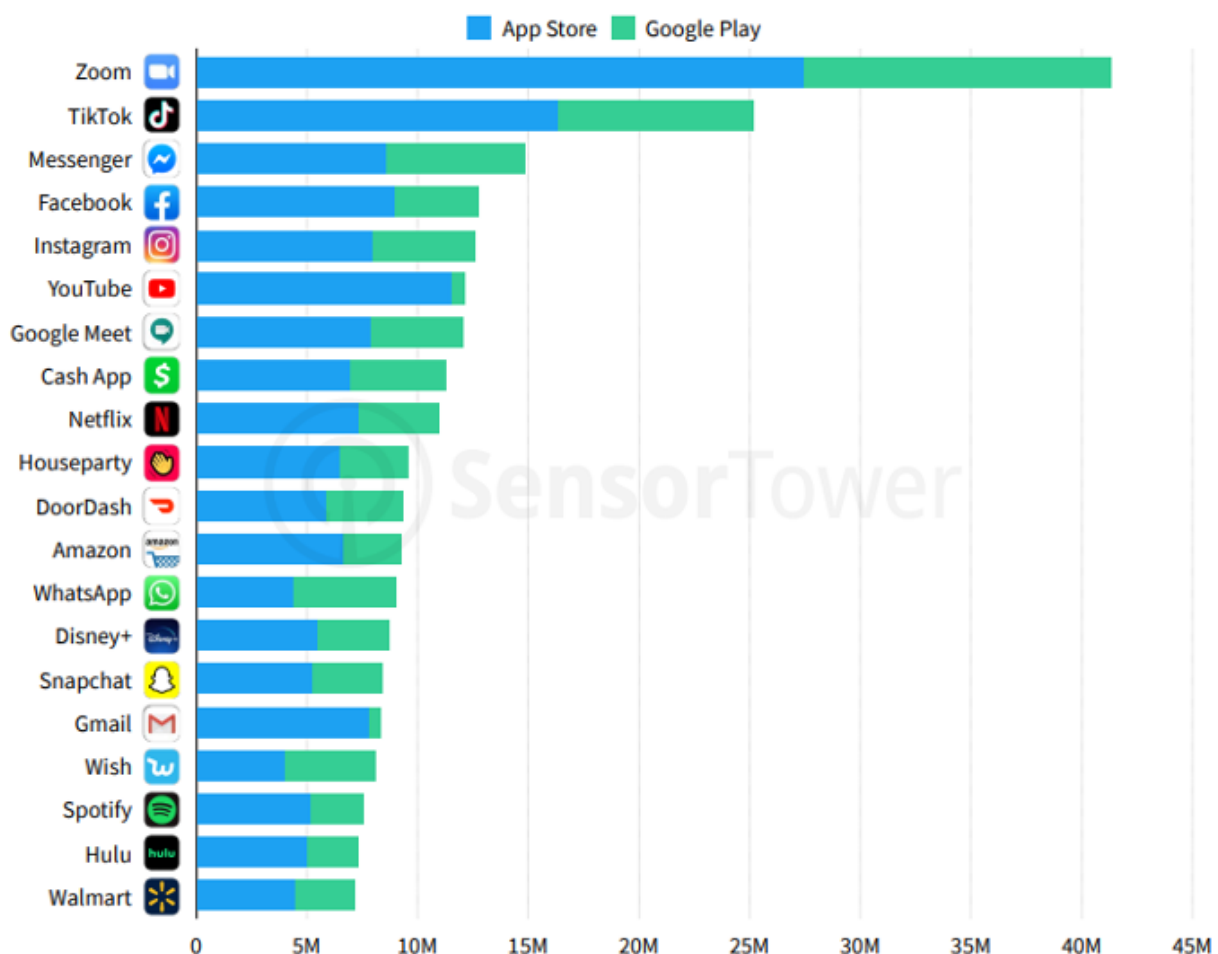
But then again, you'd be missing out on millions of opportunities in post outreach, connectivity with customers, online marketing, etc. There's more to social media marketing for restaurants than just posting pictures.



# Why is Social Important?

With millions of food and drink terms-related hashtags floating around, are you willing to give up on those daily opportunities?

That's just one side of the story. We have only discussed Instagram as an example of social media marketing for restaurants. Here's how many users are active on the following social platforms.

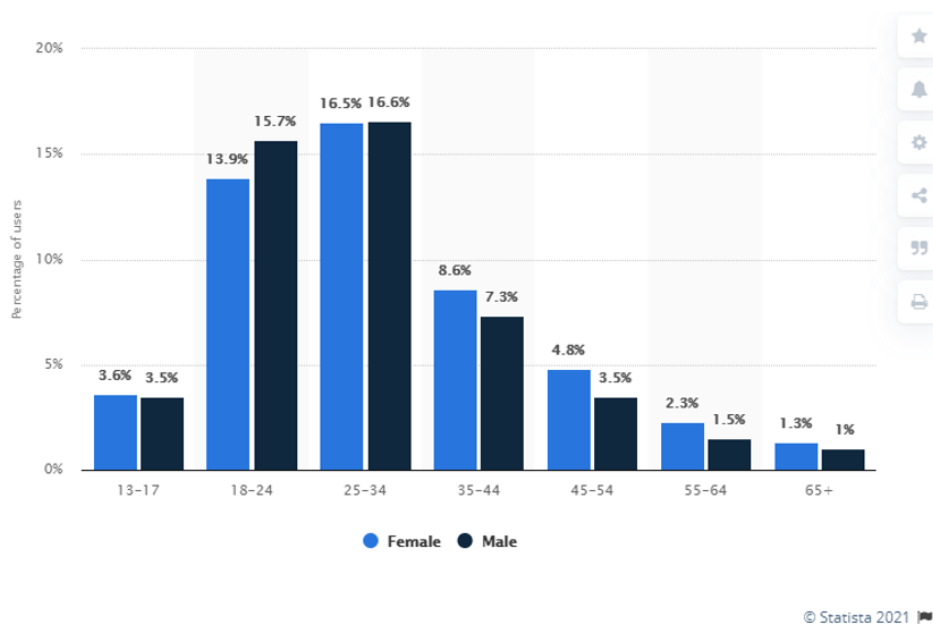


## Q2 2020 Apps by U.S. Downloads

The above image highlights the active number of downloads against each application in 2020. That number will be significantly larger by now. Even if you ignore Zoom as a business solution, the accumulated user base on the other apps is too massive to ignore.

Consider Tiktok, Messenger, Facebook, Twitter, and other networks. Their active daily users are in multiples of millions. These are all potential customers to your online restaurant business. While we can't expect all of them to convert into your customers, but if you get even 2% as a bare minimum, you are still looking at a massive influx of new customers.

### Distribution of Instagram Users Worldwide as of October 2020



Social media's average user base comprises Gen Z-ers and millennials. We see a healthy 16% cover from people in the 25 – 34 year age bracket. Then there's the 19-24 year age group that makes up for another 16% online social media users these days.

The trend points out the numerous opportunities that online collaboration platforms present to an average business owner. Also, 88% worldwide online shoppers are easily influenced by the opinion of social media influencers.

**16%**

25-34 Year Age Bracket

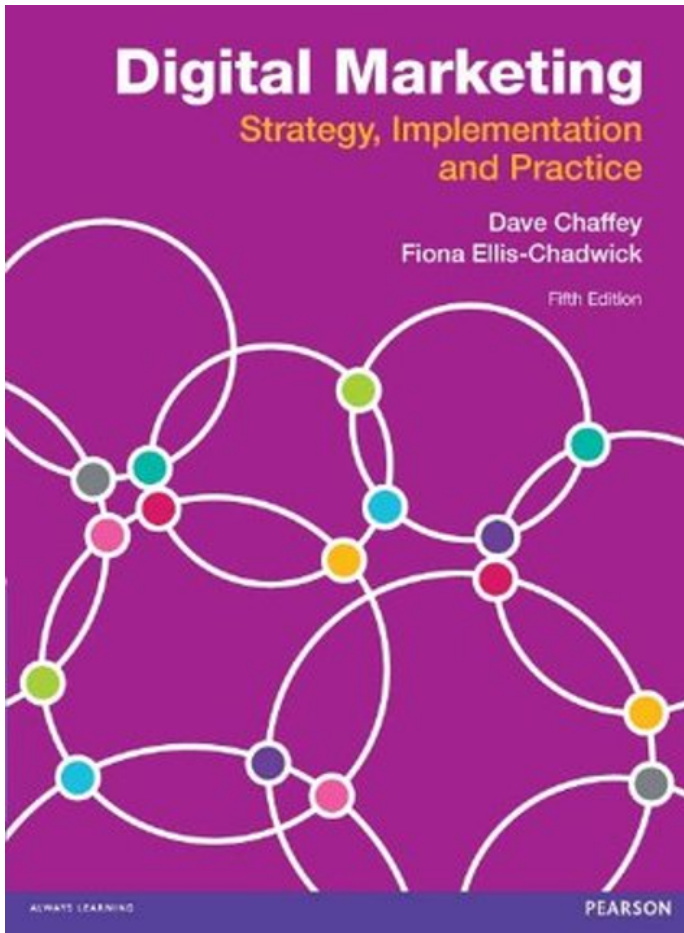
**88%**

worldwide shoppers are easily influenced by the opinion of social media users

**16%**

19-24 Year Age Bracket

# Where Does Social Media Marketing for Restaurants Guide Fit In?



Online users are more than likely to purchase something based on the opinion of someone with authority or influence on the internet.

## **Do you see what we're getting at?**

If you are a restaurant owner, you could easily collaborate with social media influencers as part of your social media marketing strategy.

**Not to worry, we will expand on all these strategies.**

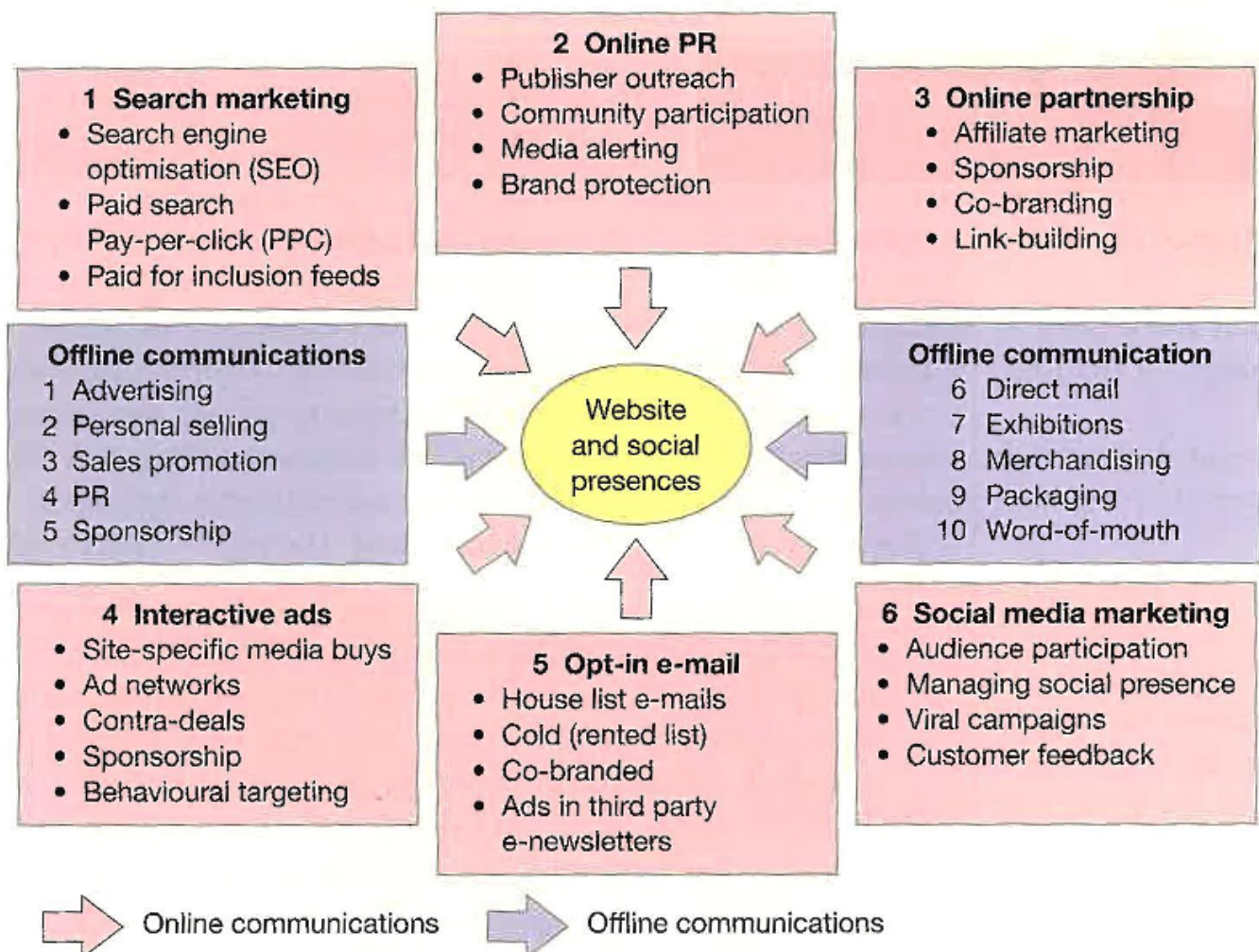
Social media marketing for any business fits under the digital marketing umbrella. Ellis Chadwick and Dave Chaffey, authors of the renowned title: 'Digital Marketing: Strategy, Implementation, and Practice,' claim that any online marketing strategy is part of the digital marketing realm.



We use different forms of communication in marketing to scale up your business. Food businesses are no different as they require effective mass communication to help spread the word.

Social media strategies can be planned in a silo, but you have to use other digital marketing strategies in real-time to see how they hold up in the real world.

**If you are interested in services other than social media marketing for restaurants, here's what works best:**





## **Search Engine Marketing**

Search Engine Marketing is the term used for paid advertising on a search engine. For restaurants, this means redirecting visitors to your mobile food ordering app, your website, or any other online food order management tool.

SEM is when we pay search engines to divert traffic to our target site/link/app/business. We pay them for every click, or Pay-Per-Click (PPC). PPC ad campaigns run hand-in-hand with Search Engine Optimization. SEO does not require any payment to the search engine. SEO means optimizing your site and content such that it shows up on the first page of the Search Enging Result Page (SERP).



## **Online Public Relations**

PR is the umbrella term for all promotional activities, digital marketing falls under this term. The idea is to spread the word out to potential customers and have them flock to your business.

There have been cases where the order volume became so high due to successful PR campaigns that restaurants had to put a temporary hold on entertaining new customers, as they were running out of supplies.



## **So, how do things go viral through online PR strategies?**

Let's say you have a restaurant that dabbles in public welfare during a natural disaster. This could be picked up by local news, after which it could spread over social media and suddenly your business is in the public eye.

Parallel to the news, you run your our marketing by posting news updates about your work on different social media channels. This way, your target audience hears more about your operations and engage with your business.

As a result, a buzz is created that goes viral and further leads to increasing your restaurant's customer base.

In the example, you used social media campaigns on your food business's social media to maximize the effect of earned PR coverage.



## Social Media Collaborations

Collaborations result from mutual partnerships between online social media influencers and your restaurant. They can be done through:



**Email communication with the influencer's management team**



**Influencers' social media profile**



**Influencers' contact information is available on their social media page**

**You take charge of collaboration operations by offering some sort of incentive to influencers.** These incentives could be in the form of special , or limited-time discounts, loyalty coupons, or a traditional financial trade.

In exchange, the influencer promotes your restaurant to their followers. Based on the influencers' online user base, you get access to new customers. You can follow up on engaged customers through email marketing, special promotions.

Collaborating with social media influencers is an effective part of a successful social media marketing strategy.



## Social Media Marketing

Social media marketing for restaurants consists of a dozen customer engagement strategies on your social channels. Whether you are running paid ads or executing organic/free social media marketing campaigns, the idea is to increase referral traffic to your online food ordering portal.

**Some of the popular social media marketing for food businesses platforms are:**



**Facebook**



**Instagram**



**Twitter**



**TikTok**



**Snapchat**



**Pinterest**

We also have LinkedIn, but it is more B2B focused and does not directly correlate to a traditional spike in internet traffic.

LinkedIn is a network to connect with different business professionals. Online food businesses most definitely use LinkedIn to reel in new business partnerships, clients, and other people who could help to expand the business's marketing potential, but not for direct customers.

# Underrated Social Media Marketing Strategies

Social media marketing isn't just about using Facebook, Twitter, Instagram, or other networks to reach grow your customer base. Different forms of this marketing technique are often either underrated or sometimes even unheard of. Some of them are:



## Buzz Marketing/Hashtag Monitoring:

When done through popular social media marketing channels, buzz marketing is a method to keep tabs on popular hashtag searches related to:

- **Your food brand**
- **Competitors' food brand**
- **News websites that are talking about your business or competitors' business**

The next step is to engage with people involved in that specific buzz sphere. Your main goal is to convert them into leads or paying customers. This is overlooked, because this requires a human touch and can't be trusted to software tools



## Viral Marketing:

Creating effective social media content, either through videos, or text, with the intent that it goes viral. You can only create this content, but cannot control it.



## Community Marketing:

Engaging with different online community groups related to food and beverages. Fan clubs and discussion forms are part of this social media marketing hub where you can help convert window shoppers into paying customers by taking a hands-on approach.



## Influencer Marketing:



Finally, we have influencer marketing. This is where you collaborate, as a restaurant owner, with different authoritative online influencers from within your target domain. Before starting any collaboration, make sure they are servicing your niche. You wouldn't want a fast food influencer to promote a fine dining establishment, or vice versa.

**There are three main types of influencers to collaborate with:**

### **Mega Influencers:**

They have follower count in multiples of millions

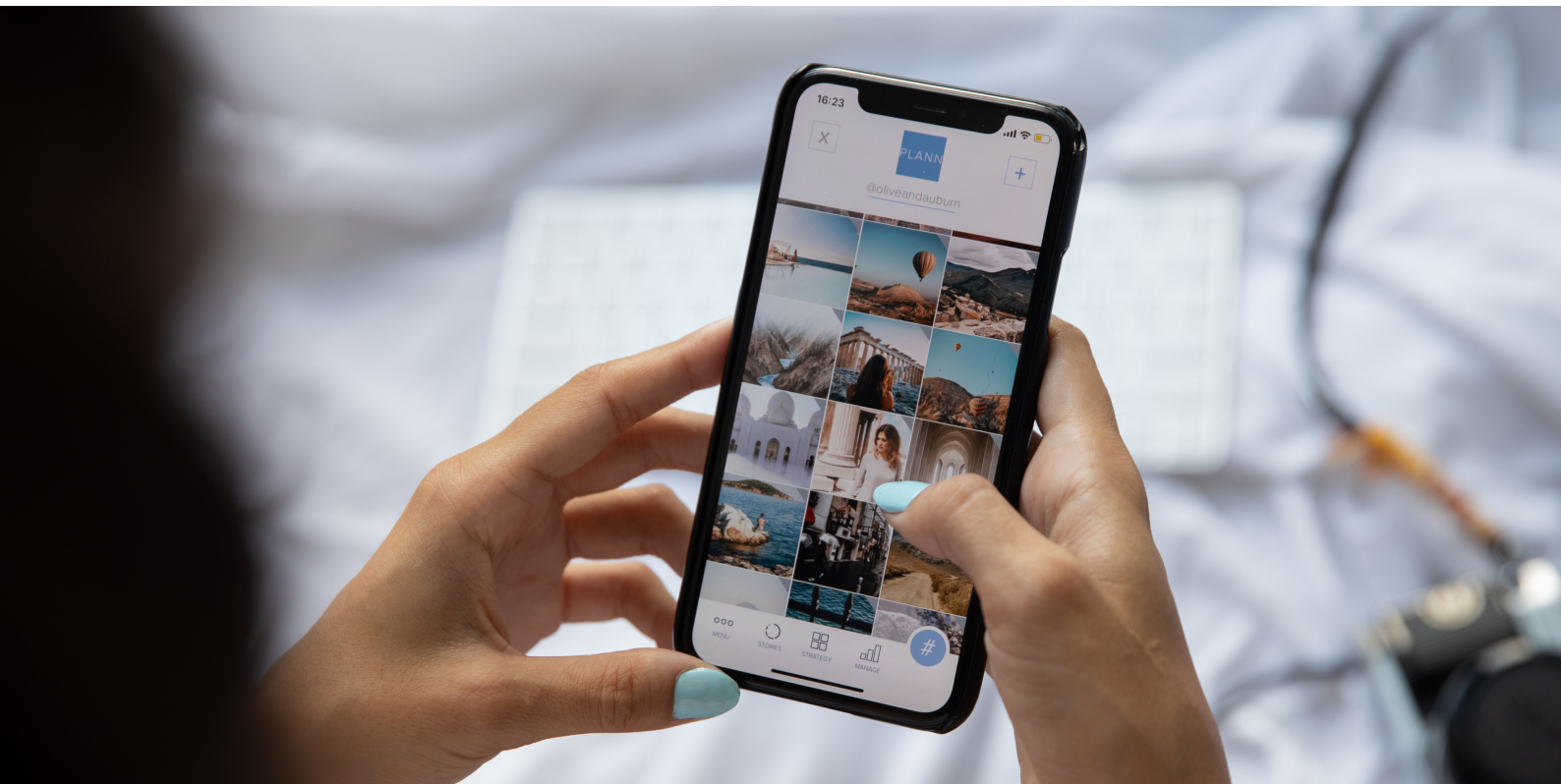
### **Micro-Influencers:**

They have a follower count up north of 55K - 100K

### **Nano Influencers:**

Starter level social media influencers with followers up to 10K - 20K

**Depending on the level of the influencer, the cost structure and response levels vary.**



# 5 Steps To Outline Your Restaurant's Social Media Marketing Strategy

1

**Analyze Your Target Market**

2

**Set Up a Proper Digital Plan and Goals**

3

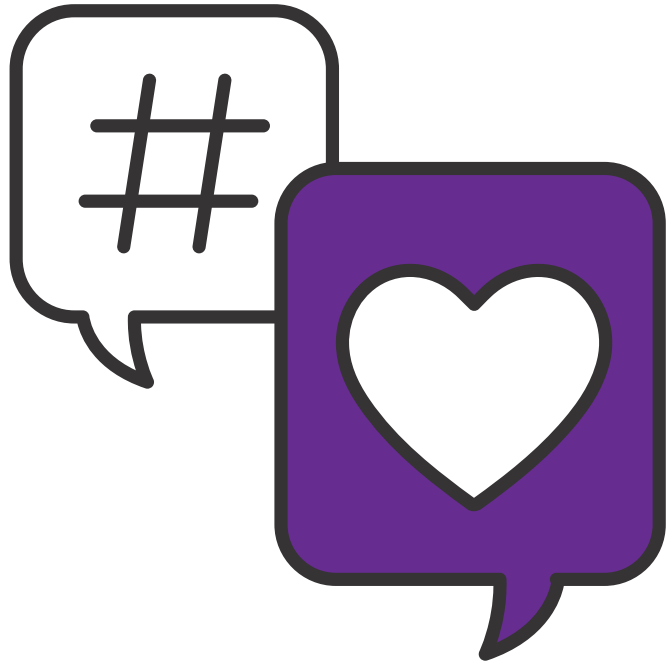
**Create Proper Customer Segmentation On Social Media Networks**

4

**Create a Customer Experience Through Social Media**

5

**Setup a Complete Social Media Timeline**



Moving on, for most of this social media marketing for restaurants guide, we will be focusing on a select number of outlines. This will help you hit your core audience for maximum conversion.

You will need to test each strategy to understand what works for your business and customers, when you find the right results, you can lock it in and go full throttle.

For now, you need to focus on the following tips for maximum results.



## Analyze Your Marketing Environment

If you are new to digital marketing, avoid spending too much money on ads to begin with. You want to set up a few different campaigns and see how they are performing in the Ad Manager (all social media channels have ad managers to make things easy for you).

This approach is not recommended in the long-run because at this stage, you will be working off of assumptions, not research-driven data. However, at the end of this experiment, you will be in a position to make better informed decisions.

A sound plan is what leads you to reap fruitful results from a social media marketing campaign at any level.

### Start with market analysis:

- **Deep industry-level competition**
- **Your local food business competitors**
- **Your target audience**

After your analysis is complete, several opportunities will present themselves. That's where you can engage your target audience through targeted social media posts + ad campaigns.

According to any digital marketing bible, analysis, monitoring, and plan execution should be preceded by a SWOT Analysis.







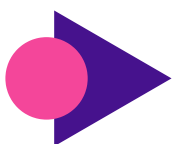
## **Planning Without Goals & Objectives Is Planning To Fail**



Planning without setting proper goals can lead to your company's early demise. An essential part of planning and goal setting for medium to large-scale restaurants is financial disposables.

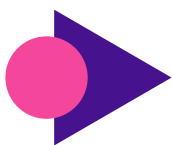
Since money is practically indispensable on marketing strategies that are carefully planned, you need to figure out what type of opportunities work for you.

To approach social media marketing budget management for restaurants, there are 2 - 3 main approaches.



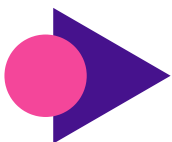
**Analysis of ad spend percentage on your low Pay-Per-Click (PPC) ads on social media networks**

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**Estimate your competitors' budget and strategy**

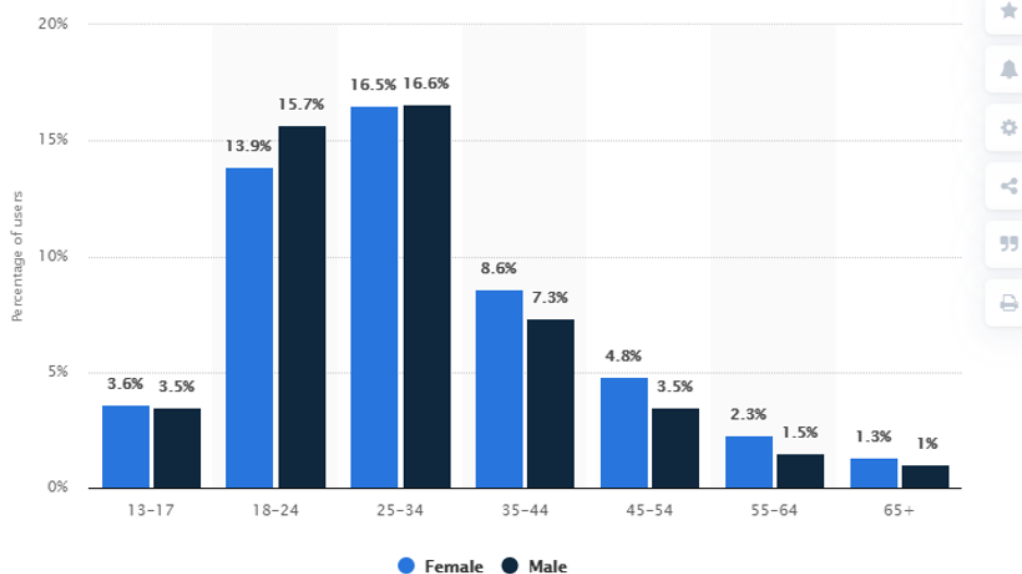
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**What's the estimated cost to run a social media marketing campaign towards successful completion in your niche?**



## Customer Segmentation On Social Media Networks



© Statista 2021

Audience segmentation plays a vital role in determining your exact customer base. There are nearly millions of users on different social media networks. However, all of them cannot be converted into paid customers.

## Why can't everyone be our customer?

Social media demographics are segmented (as seen on Page 7) into multiple age groups. Users between 10 - 15-years of age are unlikely to represent your target demographic as they don't usually have disposable enough income yet.

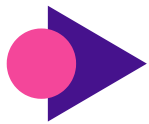
Your target age bracket is Gen-Z and Millennials, and those are the ones you should be targeting paid and free social media marketing strategies. Depending on how many of those are within delivery/dining range and have a preference for your cuisine, the overall number dwindles.

Ideally, you will be using a mix of 'Operational Vehicles' to power up your social media for restaurants' customer segmentation.

# Your strategy is 4-tiered:



**Social media publishing**



**Engaging potential customers through food groups, online foodies communities, etc.**



**Social entertainment aspect through restaurant video and text posts**



**Social commerce integration - a piggyback method that depends on Q-commerce for restaurants to allow quick payment and order fulfilment processing**



## **Analyze Your Marketing Environment**

Customer experience involves different strategies that help your existing and potential customers remember and identify with the restaurant's brand.



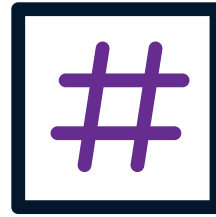
It means that your restaurant will have its branding kit, to begin with. Engage with your online social media followers through unique messages and statements related to your restaurant's visual brand identity.

Social media marketers often constantly interact with existing customers and potential leads on different social media networks to remind them of the restaurant's brand image.

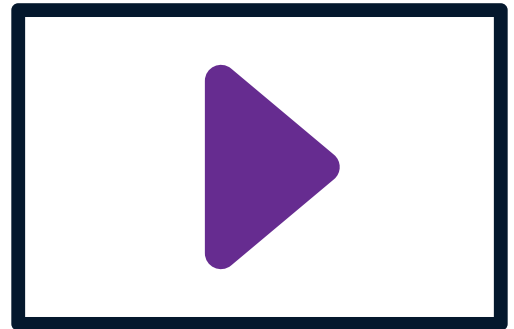
Soon enough, people are able to immediately recall your restaurant at the slightest hint of a Hashtag, logo, or some sort of quirky statement that only your restaurant would use.

## **A Never-Ending Social Media Campaign Timeline**

This step is unlikely to be a part of any marketer's social media marketing stack. The never-ending campaign timeline just isn't typical because it requires 24/7 consistency.



However, understand that no conversation on social media is ever truly complete, and that you have to keep the ball rolling. Keep posting regularly - daily. That way your message is consistently sent to your target demographic whenever they are online.



Many brands successfully maintain their presence on all kinds of social media networks. They have people working on a clock to connect with customers through engaging posts. A growth story through social media marketing is a never-ending phenomenon.

As a potential small business owner, you don't need to hire someone full-time to manage your social media marketing campaigns. During the early stages of your business, you can do it yourself, but will need to get someone as business starts to grow.

**To create visually stunning posts with a panache, hire a designer to get started.**



## **Don't Forget Results Monitoring**

Whichever social media campaign you will be running, it will garner results. Restaurant owners are often not equipped to interpret metrics, but much could be understood over time.

You can hire 1 - 2 social media marketers to help you with data analysis. When a social media campaign isn't successful, you can always check the results of your previous campaigns to understand where things went wrong.

If your last few campaigns were a hit on social media networks, you will know if mistakes were made in your current campaign. You could have selected the wrong audience, the wrong time, or there could have been an issue with the copy.

In short, data-driven metrics are crucial to outlining your long-term success as a food business owner on the internet.

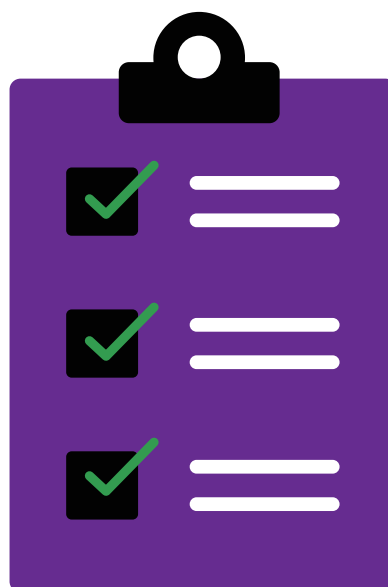
## Employ These Social Media Marketing Strategies For Your Restaurant

Whichever social media campaign you will be running, it will garner results. Restaurant owners are often not equipped to interpret metrics, but much could be understood over time.

It's time to lay out a simple but effective social media marketing strategy for your online food business.

We aren't pitching any grassy fields with unicorns grazing the pasture. However, if you remain consistent and improvise according to your restaurant's niche, you will find success.

### Consistency = Success



# Here are 11 steps to help instantly grow your restaurant's social media:

- 01** Make sure there's a post on your restaurant's official website. Even if you have all the information filled out in the About section of your food business's social media profile, do the same for a regular post and pin it to the top of the newsfeed reel.
- 02** Post about different kinds of food with stunning photography.
- 03** Post about different types of food items you offer.
- 04** Feel free to post about your restaurant's facility and architecture through powerful images.
- 05** Don't forget to create and share regular posts about your vegan food menu.
- 06** Highlight the use of biodegradable material if your food packaging is environmentally friendly.
- 07** Post about your restaurant's souvenirs that customers can acquire through reward and loyalty program campaigns.
- 08** Talk about advance table reservation and online food ordering through a social commerce integration tab on your restaurant's social media page (s).
- 09** Talk about your restaurant's latest blogs by posting links to them on your restaurant's official social media page.
- 10** Any post related to your restaurant's cultural values and history can be a part of your social media calendar - every once in a while.
- 11** Introduce your team members. Make it interesting through videos. Highlight your restaurant's staff by taking a creative approach.

# What Else Do You Need To Do To Execute a Social Media Marketing For Restaurants Strategy?

We have talked about social media marketing for restaurants on Blink's official blog. Check out these two posts for extensive knowledge on social media marketing for restaurants in a silo formation:



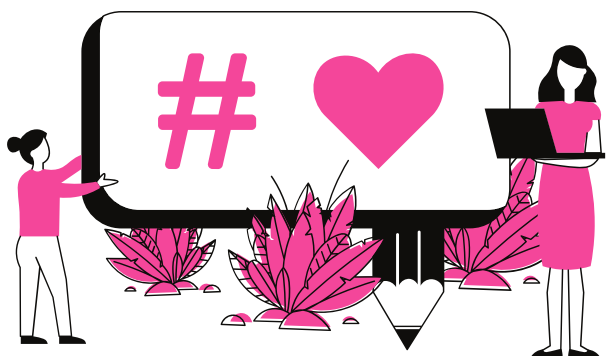
[Social Media Marketing for Restaurants](#)  
[\(\\*New Guide\)](#)



[5 Best Restaurant Social Media Marketing Strategies For New Businesses](#)

## 1. Start With Filling Out Your Business Profiles

Filling out a restaurant's business profile on social media pages is the first and foremost step. Ideally, the fewer clicks it takes to find your contact information is better. This keeps customers on their toes to convert into repeat business opportunities.



- **Use multiple restaurant locations in your Bio section - i.e., if you have an extensive food setup running already.**
- **Use Instagram's limited bio space to mention that you have more than one restaurant location.**

- **Use Facebook Pages to input all your information regarding:**

- **Restaurant's opening hours**



- **Restaurant's address**



- **Helpline contact information**



- **Support email**



- **Use a Book Now button if your restaurant takes online reservations**
- **Upload your digital food order menu and post a link redirecting customers to your food ordering platform.**
- **Talk about your food ordering app through social media posts to redirect online visitors to the app.**
- **Add a reviews section to enable people to share positive customer reviews.**

## **2. Set Up Multiple Restaurant Locations On Social Media Pages**

Multi-location setup is a bit of a pain to begin with, but it's worth it.

The good news is that it's relatively easy to do on Facebook pages for restaurants or for any other business for that matter. Your main page will be the umbrella Page, whereas other locations can have their relative Page information.

Doing so will help your restaurant customers to locate the business closest to their proximity in real life.

For different locations, you can run paid ads on social media networks. Each page will attract customers from the local vicinity to accumulate revenue by quarter's end.



Other benefits of multi-location and multi-page set up are:

**1.**

**Customers are easily able to post location-based restaurant reviews for your food business.**

Negative reviews for any location will help pinpoint problems specific to that location only.

**2.**

**It is easier to post content on one page and cross-post it to other pages.**

**3.**

**Location-based restaurant digital food menu can be promoted quickly through this setup.**

### 3. Create Relevant Posts

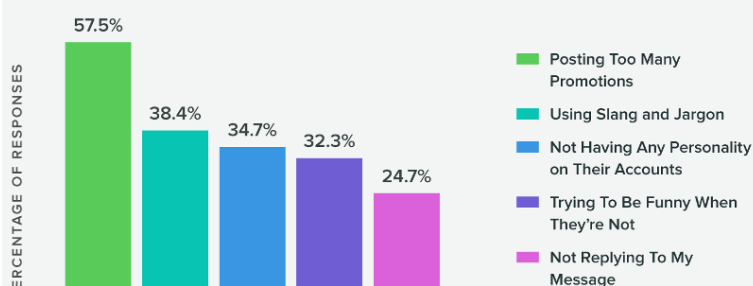
**Post relevancy is essential for any food business owner.**

The image highlights all the annoying things that startup food business owners do during the initial course of their online business.

Keep the instructions mentioned above in mind when posting content on your restaurant's social media pages.

**Annoying Actions Brands Take on Social Media**

Q2 2016



sproutsocial

sproutsocial.com/index

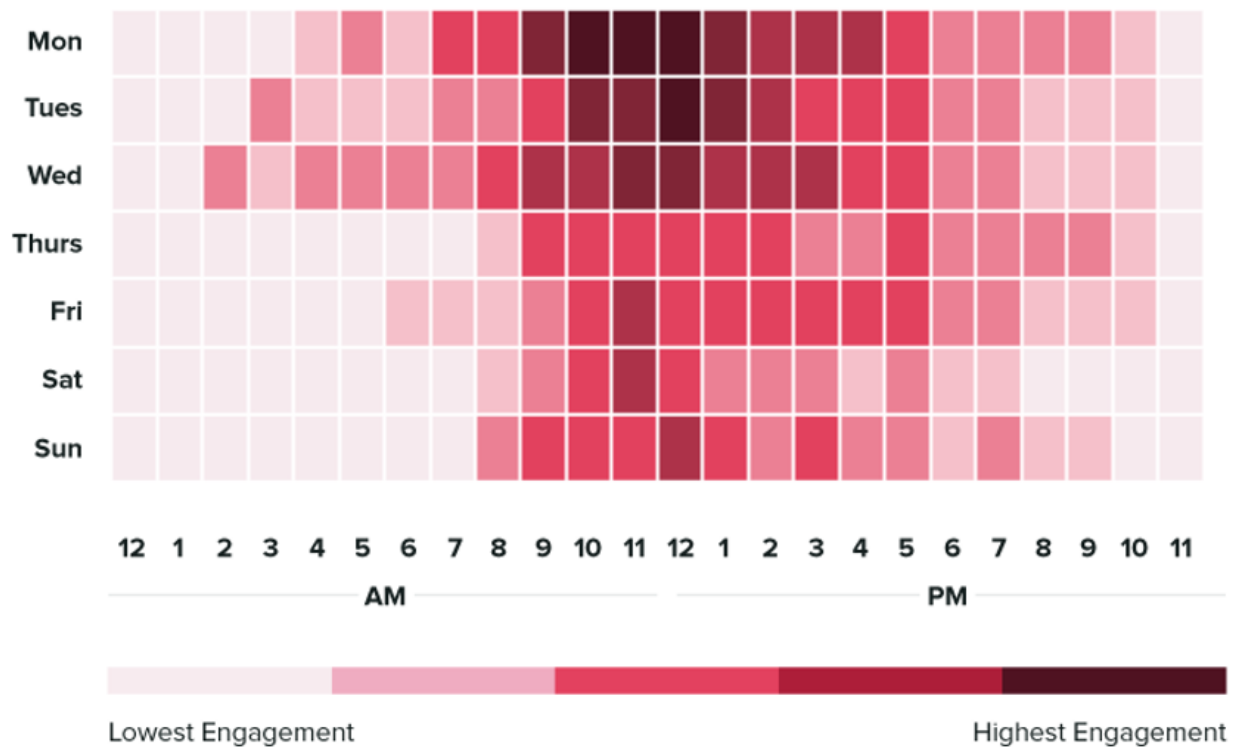
Twitter is a different platform because it is focused towards microblogging. Blatant marketing in every other post can dissuade customers easily, but there are ways to make your content more human-centric.

## 4. Beware of Post Timings

Posting about the breakfast menu before your restaurant is open isn't going to yield results on location-based pages. Take time to analyze your current traffic and determine the best time to reach your customers.

### Instagram Restaurant Engagement

sproutsocial



According to a recent Sprout Social survey, the best time to post food business content on social media pages is between

## 5 AM to 11 PM

Of course, post relevancy matters because you're supposed to talk about different menu options relevant to other time slots.

While you are at it, create content that's easily digested. Slangs, jargon, and complex English are as good as boosting your lead marketer's linguistics. Other than that, customers have a brief attention span. Reel them in through content that's easy on the eyes.

## 5. Location-Based Advertising

Location-based advertising for food businesses doesn't only apply to multi-location setups. If you are looking to run paid ad campaigns for different locations in the vicinity, you don't necessarily need to have a restaurant branch working in that location.

The idea is to target the audience in a given location, preferably within a

### 2 - 6 miles' radius

If an online food order comes in, dispatch a rider to fulfill that order. Here are some interesting facts about location-based food business advertisements.

Your restaurant's visits are likely to increase by **80%** through mobile ads. Smartphone ads convert best when set up to target your restaurant within a **2.5 - 5 mile radius**.

The average conversion rate is expected to be around **24%**.

## In Short

Whatever your strategy, whatever you plan, make sure you do it consistently, and you will see results. Blink is here to help you accomplish all your restaurant's social media goals.

## Let's join hands and grow!