



Restaurant Marketing Road Map - Starter Kit -

5

EASY STEPS
TOWARDS MORE
CUSTOMERS



ADAM CHRISTOPHER
CEO - RestaurantConnect

Your 5 Easy Steps Towards More Customers

In about ten minutes, you'll be able to generate more revenue through greater customer reach.



1. Website Essentials

This may sound obvious, but within the initial visible portion of where your website first loads, your contact information should be readily available.



6 Must Haves for Your Restaurant Website	
01	 What do you offer? Sushi, BBQ, Farm to Table, etc
02	 Your Contact Number
03	 Where You Are Located and How To Get There
04	 Quality Images and/or Video
05	 Your Menu <i>With Prices</i>
06	 Call To Action What do you want them to do?

**I Need My Website Updated
Call 877-234-8783**



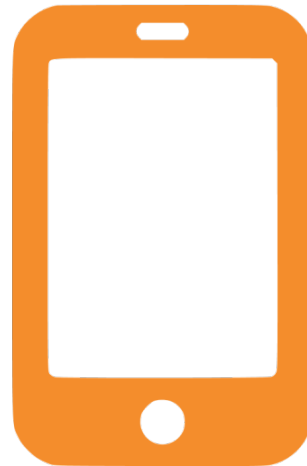
2. Website Page Speed – Mobile First

If it doesn't load fast, they're gone.

Make sure you're not accidentally slamming the door in your customer's face—especially on mobile.

This quick test will show you what's working, and what needs improvement:

<https://developers.google.com/speed/pagespeed/insights/>



3. Leverage the Power of Story with Video

Now more than ever, with broadband Internet speeds and mobile devices everywhere, people want engagement. There's simply too many statistics to ignore.

Here's a full list of video statistics:

<https://www.insivia.com/28-video-stats-2018/>

People don't expect Hollywood production. They want a real, authentic peek at your life, your business, and how things are going behind the scenes. Why? Because it builds trust, familiarity and emotion.

Ultimately, it makes it easier to see themselves in your restaurant with their friends & family.

Use your phone to take some quick videos (under a minute) of what's unique and special about your business. What emotion can you capture? Fun? Romantic? Exciting? Healthy?

Here's 3 examples of how video can bring your restaurant's story to life.



**M.E.A.T.
Eatery and
Taproom**








**Fortina
Restaurant**



Sunset Grille

Video Is Critical!

- 01**  **92% of people share videos online**
(Rendrfx)
- 02**  **Video is shared 1200% more than text + images COMBINED**
(SmallBixTrends)
- 03**  **64% of consumers purchase after watching branded social videos**
(TubularInsights)
- 04**  **Picture = 1,000 words?
60 second video = 1.8 million words**
(Forrester Research)
- 05**  **2019: Video accounts for 85% of US internet traffic**
(Cisco)



4. Install your Facebook Pixel

If it's not already on your website, get it there – today! This represents one of the most powerful opportunities to exponentially grow your business.



Your web developer should be able to easily get you setup with the Facebook Pixel on your website. Here's more details:

<https://www.facebook.com/business/help/314143995668266>

**I Need My Facebook Pixel Set Up
Call 877-234-8783**



5. Email Marketing

One good email address of a customer can be worth more than \$15. This makes email your most valuable marketing tool. Once you have a database built up of customer emails, you have a doorway to virtually free business – if you know how to use it right.

Sounds simple right? You and I both know that's not the case.

Email marketing is a constant grind. It can be costly, stressful, and tedious. Most restaurants don't have any way of knowing if it's even working.

Email marketing can be a real pain!

Let us handle the marketing, you take care of the marinating.

Get the content you need to attract guests.

Get the reports you need in order to see real results.

5 Email Marketing Musts

01



Have a catchy subject line

02



Be mobile friendly

03



Have clear contact info at the top AND bottom

04



Keep it simple—don't be wordy

05



Have a clear invitation with a desirable offer

**Call Now For An Instant
Marketing Quote**