

Manage Social Media to Grow your Business



For many consumers, the ability to comment on, and share their experiences of a meal, is a key part of the eating out experience. By encouraging consumers to comment, you might earn a repeat visit, or a new visitor.

Recent research shows that nearly 3 out of 4 customers (72%) have used recommendations on Facebook to choose which restaurant to eat out in.

Try these top tips to grow your on line presence:

1 Don't make it all about YOU!

Your social media presence should balance content which is engaging (that is interesting to your followers) and promotional (that encourages them to take action).

A good rule of thumb is to have a ratio of three engaging posts per one promotional post.

A promotional post might highlight a new menu item, today's special or your latest deals and special offers.

An engagement post could be a recipe, a quote, an interesting fact, or a photograph of a "behind the scenes" kitchen scenario.

2 Respond to Your Customers

When a customer shares a photo, or writes an outstanding review, don't let it go unnoticed. At the very least you should like the post, but a witty comment or a thank-you goes much further.

Engaging with feedback in a timely manner—while their experience is still fresh in their minds—could earn you a repeat customer.

This is especially true if the feedback was negative: It's vitally important that complaints and issues posted on your site are addressed. Inactivity on your part will appear as though you're trying to ignore the issue. A response that illustrates respect and understanding for customers' concerns will indicate your intention to rectify any problems and goes a long way in developing your reputation.

3 Share Your Hours & Location

Make sure you include your address and hours of operation directly in your account profile. This will prevent potential customers having to click through to your website for more information.

4 Offer Exclusive Deals & Info

An offer that's limited to social media followers gives them a reason to continue to listen to, and engage with you..... but it doesn't have to be a discount to keep them captivated.

When you consistently share information, for example new menu items or daily specials, customers will know where to turn to stay abreast.

An obvious time to offer a perk to your followers is when you hit a major milestone, like 5,000 followers on Instagram. Thank your followers for achieving the milestone with a discount code.

5 Take Advantage of Hashtags

Try to keep track of what's trending on sites like Twitter and Instagram, and then see if you can use them to your advantage.

If Chinese New Year is approaching then #ChineseNewYear would be appropriate to publicise a new menu or #DiwaliSpecial.

Don't forget to add a location-based hashtag as well. Add your city or neighborhood to each photo and you just might be discovered by hungry locals

6 Encourage Check Ins on Facebook

Offer a small discount (£1 off the bill) or a free dessert that if customers check in on Facebook so that their network can know about your restaurant.

3 out of 4 used recommendations on Facebook

