

# Online Marketing for Restaurants

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#SLGT

**BLACK2HEEP**

  
**coverboom**

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## Topics to be covered

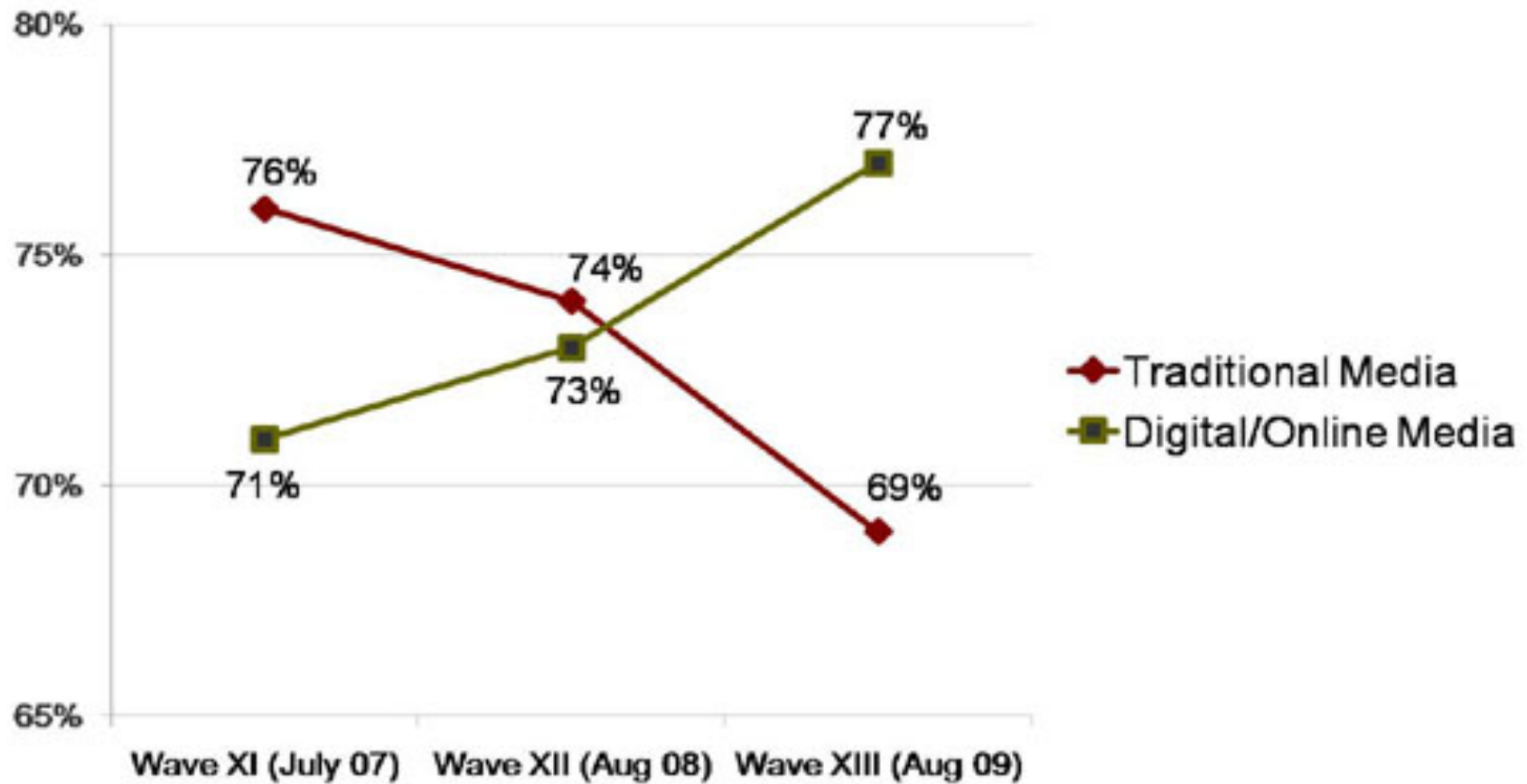
- Why does social media matter
- Users guide to new media
  - Twitter
  - FaceBook
- How to prioritize use of new media
- How changes in media affect small businesses
- Wrap up and questions

# Media 80's style

- Yellow pages
- Print
- Radio/TV
- Signage
- Word of mouth



# Online media



Source: BIA/Kelsey/ConStat

# Online is cheaper

Small and Medium Businesses spend:

- Less on advertizing overall but more on web-based marketing
  - Avg. total decreased in spending 23.5%
  - Increased spending on Web-based marketing by 26.8%

Source: BIA/Kelsey/ConStat

## Consumers are online

- 97% use online media to research local service
- 58% report responding to an online promotion
- 19% made an appointment online
- Use an avg. of 8 different media sources when shopping for local services

Source: BIA/Kelsey/ConStat



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# Money well spent

## The goal is traffic

Traffic is driven by

- Content
- Promotions
- Connections



# Overview of new media

- Websites - one to all
- Email – one to your subscribers
- Blogs – one to your readers
- Directories – one to searchers (internet)
- Social Media – think “social graph”



# 2010 new media strategy

## Elements

- Content
- Promotions
- Connections

## Principals

- Consistent
- Cover your media bases
- Tailor to your medium/  
Audience
- Branding or call to  
action

# Website

- Info must be up to date and accessible
- This is the online medium over which you have total control
- Information driven

# Email

- Must be interesting and relevant to subscribers
- Reasonable frequency
- Balanced in terms of call to action and information
- Reinforce your relationships

# Blogs

- Be an expert in your niche
- Have a 12 month plan
- Mostly informational
- Explain hot topics
- Be professional
- Think about key words

# Directories

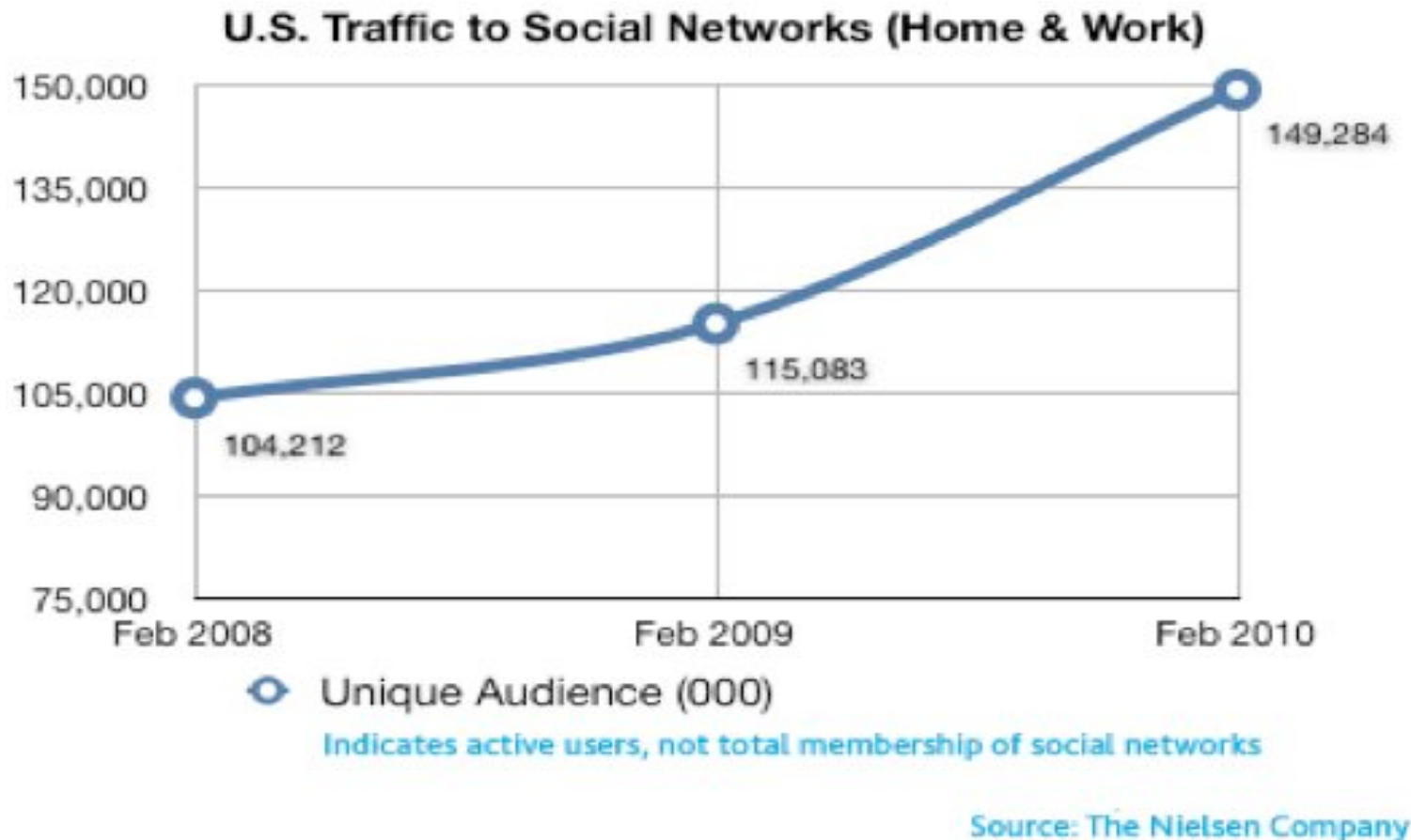
- Manage your online reputation
- Claim your listings
- Respond to review
- Know which directories are active in your area
- Use tools like [getlisted.org](http://getlisted.org)

# Social media

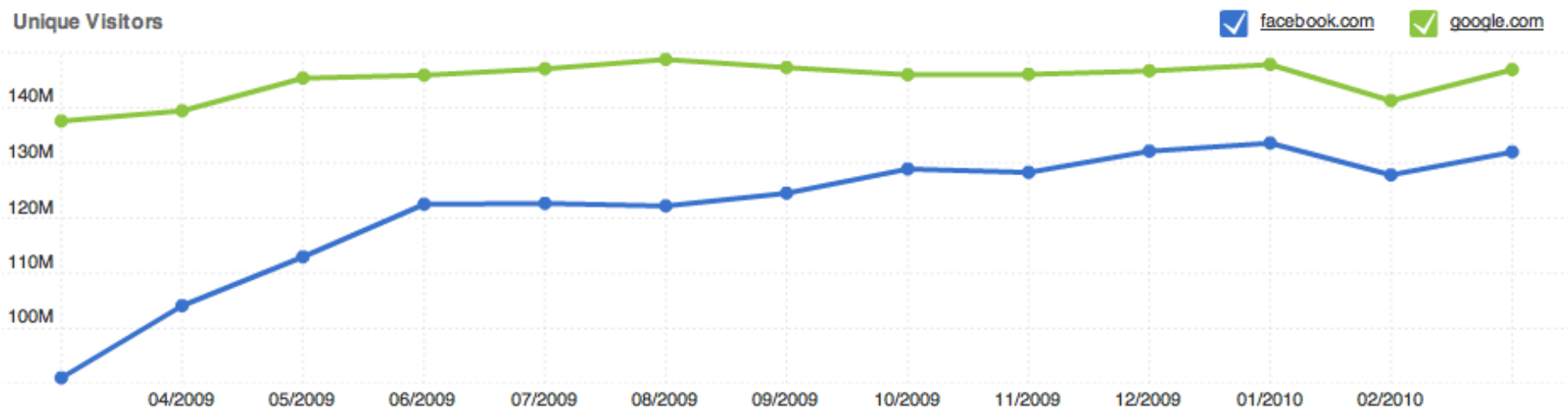
- FaceBook
- Twitter
- MySpace
- LinkedIn
- BuzzYouTube



# Social media use



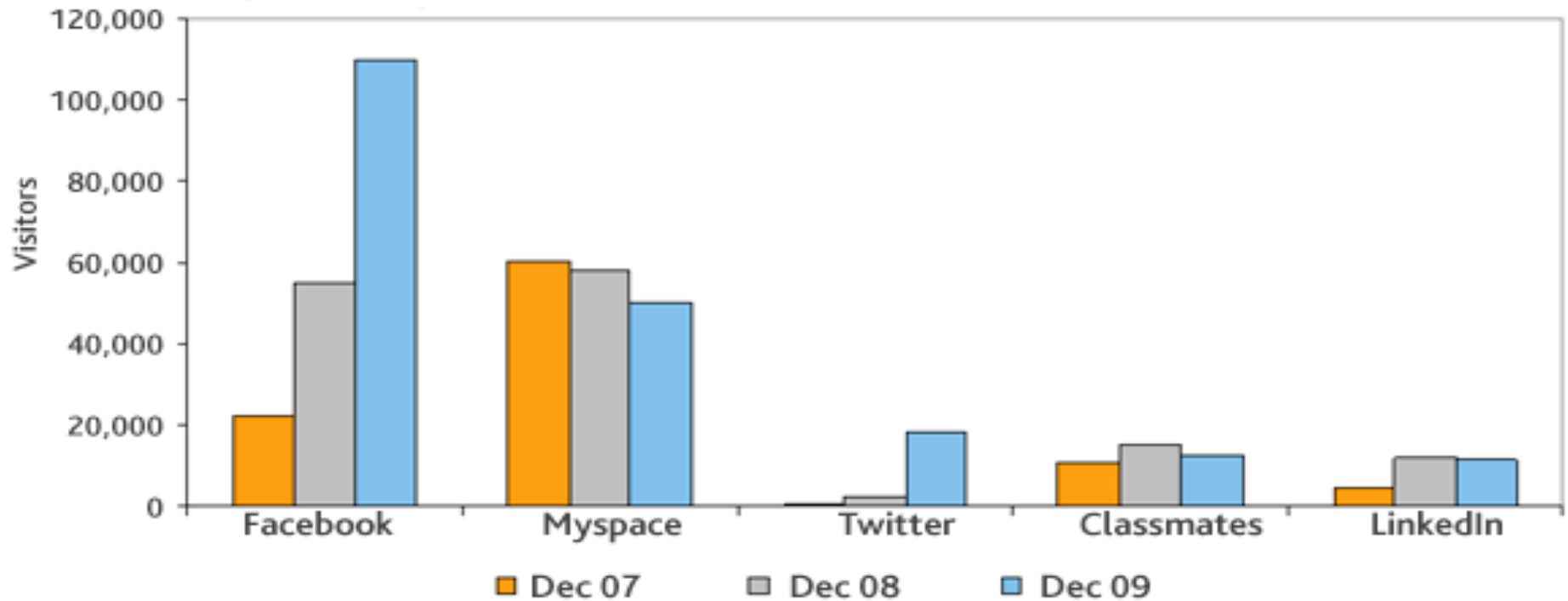
# Why social media matters





# Which social media matters

Top U.S. Social Media Sites: December 2009



Source: The Nielsen Company

# Local Search 1.0



good, reliable, yard service in Abq.

Search

About 94,900 results (0.47 seconds)

[Advanced search](#)

Everything

More

Show search tools

[TruGreen® Lawn Experts](#)

[www.TruGreen.com](http://www.TruGreen.com) Professional Lawn Care w/ TruGreen® Schedule Your Free Lawn Analysis.

Sponsored link

Sponsored links

[Lawn mowing service](#)

Find Five-Star Rated Garden Pros Backed By Our **Service** Guarantee!

[www.1800Contractor.com](http://www.1800Contractor.com)

New Mexico

[Clines Corners Landscape Services in Clines Corners, NM | DexKnows.com](#) ☆

When second best isn't **good** enough! - Kincaid's Premium **Services** is a locally owned lawn and tree care ... Making **Albuquerque** beautiful, one **yard** at a time! ...

[www.dexknows.com/local/real...services/.../c-clines\\_corners-nm/](http://www.dexknows.com/local/real...services/.../c-clines_corners-nm/) - Cached

[Albuquerque Lawn Care | Local Lawn Care Albuquerque Lawn Care ...](#) ☆

Lawn Doctor Local Lawn Care **Services** in **Albuquerque** provides prompt, **reliable** customer **service** that keeps **Albuquerque** lawns healthy, beautiful and pest free. ... Lawn Care **Albuquerque** Organic Lawn Care; **Yard** Care **Albuquerque** **Yard** Care ...

[www.lawndoctor.com/albuquerque-lawn-care-albuquerque-new-mexico-nm.htm](http://www.lawndoctor.com/albuquerque-lawn-care-albuquerque-new-mexico-nm.htm) - Cached

[Albuquerque Landscape Contractor, Maid O' Matic: Albuquerque ...](#) ☆

We have been maintaining landscapes in **Albuquerque** and the surrounding cities. Here is a list of some of the other **services** that Maid O' Matic offers. ...

[www.maid-o-matic.com/clmado/additional\\_yard\\_services/index.asp](http://www.maid-o-matic.com/clmado/additional_yard_services/index.asp) - Cached

[Labor Moving Services » Craigslist Albuquerque NM : rss.wslib.com ...](#) ☆

Lawn/Yard Care 505 328 4781 (**Albuquerque** NM). Full **service** of your **yard**. ... **Good**, honest, **reliable** landscapers! We take pride in our work and customer ...

[rss.wslib.com/CraigslistAlbuquerqueNM/LaborMovingServices](http://rss.wslib.com/CraigslistAlbuquerqueNM/LaborMovingServices) - Cached

[Albuquerque Area Lawn & Garden Services | Albuquerque Area Service ...](#) ☆

Browse our **Albuquerque** Area Lawn & Garden **Services** listings to find ... **Albuquerque**

[Albuquerque Yard Service](#)

Albuquerque landscaping **services**. Find local businesses on DexKnows.

[www.DexKnows.com](http://www.DexKnows.com)

New Mexico

[See your ad here »](#)

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# Local Search 2.0



**Leah Blaugrund Sandman** is looking for a good, reliable, non-overcharging yard service in Abq.

Yesterday at 1:58pm · Comment · Like



**Maxwell Kagan** I've got a guy he is great. I'll email you and Todd later.

Yesterday at 2:11pm · Like



**Leah Blaugrund Sandman** To answer Lonnie AND Susan, Todd has been doing it this year (what a guy) but it's just a pain so we're going to hire someone. I might use Tran, but I want to get some other prices and see what they will do. I don't think Tran is cheap for what he does, although he's very reliable so I like that. :)

Yesterday at 4:10pm · Like



**Maxwell Kagan** Gave Todd the # to our guy. Very reliable.

Yesterday at 4:29pm · Like

# Example Home Page

*Bistro*  
fine dining & wine bar

[Home](#) [Instant Gift Certificate](#) [Menu](#) [Contact Us](#) [CoverBoom](#)

**CoverBoom Bistro**  
317 Commercial St. SE  
Albuquerque, NM 87102  
(800) 940-0451  
[Email](#)

**Cool Summer Dining** [Share](#)

Warm weather and long days make later dining a real treat at Cover Bistro. Local tomatoes are in season along with many incredible herbs for our network of organic farms. Enjoy a light summer menu with a crisp, cold glass of Sauvignon Blanc or our award winning Gruet Chardonnay.

[Instant Gift Certificate](#)

[Reservations](#)

**Happy Hour**

Join us on the patio for a wine flight and tapa sampler.

Wine flight specials change daily and are accompanied by

CoverBoom Bistro shows the award winning cuisine of chef Michael Armstrong, inspired by his native Italy. We offer a refined and unique dining experience and marvelous food that is exceptional and delicately balanced. Each ingredient is chosen to emphasize unmatched flavor and refined taste.

CoverBoom Bistro strives to assemble classic cuisine from carefully selected ingredients to create standout dishes to satisfy the soul. All the ingredients Chef Armstrong uses are gathered from local organic farms to deliver fresh cuisine and bold flavors.


Our menu and event information is constantly changing and updated on our web site so we encourage you to visit often for the very latest news about us. You are invited to like us on Facebook, follow us on Twitter, make reservation, register for our e-mail news letter or access our instant online gift certificates as well.

CoverBoom Bistro excels in exceeding guests expectations in all areas of dining, from business lunches, special events, intimate meals or corporate dining we invite you to contact our events coordinator for options and scheduling.

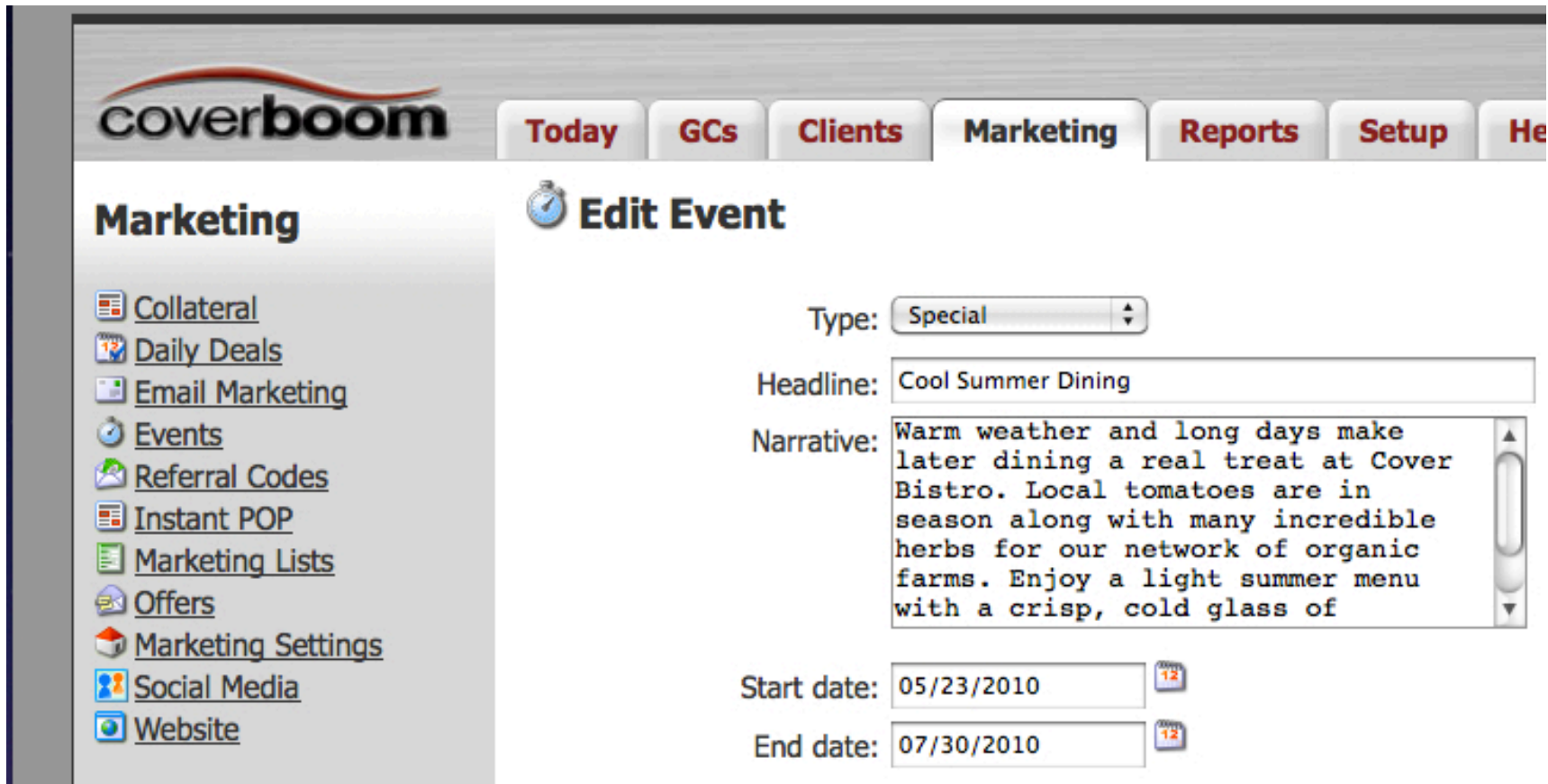
[eventscoordinator@coverboombistro.com](mailto:eventscoordinator@coverboombistro.com)

“Bistro’s “cool”, “full-of-energy” dining room is a “pleasant change” from the “Snobby dining scene” just blocks away”  
—Zagat 2010, Food 23, Decor 21, Service 22

“Upon arrival, I felt why the restaurant received 5



# Example event



**coverboom** Today GCs Clients Marketing Reports Setup Help

## Marketing

- Collateral
- Daily Deals
- Email Marketing
- Events
- Referral Codes
- Instant POP
- Marketing Lists
- Offers
- Marketing Settings
- Social Media
- Website

### Edit Event

Type: Special

Headline: Cool Summer Dining

Narrative: Warm weather and long days make later dining a real treat at Cover Bistro. Local tomatoes are in season along with many incredible herbs for our network of organic farms. Enjoy a light summer menu with a crisp, cold glass of

Start date: 05/23/2010

End date: 07/30/2010

# Example Event on your site

*Bistro*  
fine dining & wine bar

[Home](#) [Instant Gift Certificate](#) [Menu](#) [Contact Us](#) [CoverBoom](#)

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317 Commercial St. SE  
Albuquerque, NM 87102  
(800) 940-0451  
[Email](#)

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[eventscoordinator@coverboombistro.com](mailto:eventscoordinator@coverboombistro.com)

“ Bistro’s “cool”, “full-of-energy” dining room is a



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# Post to Twitter & Facebook

Send to Social Media? [Help](#)

Initial Post:   at  [Content](#)

Tweet:

You have 41 characters remaining. A link to your event will be automatically added.

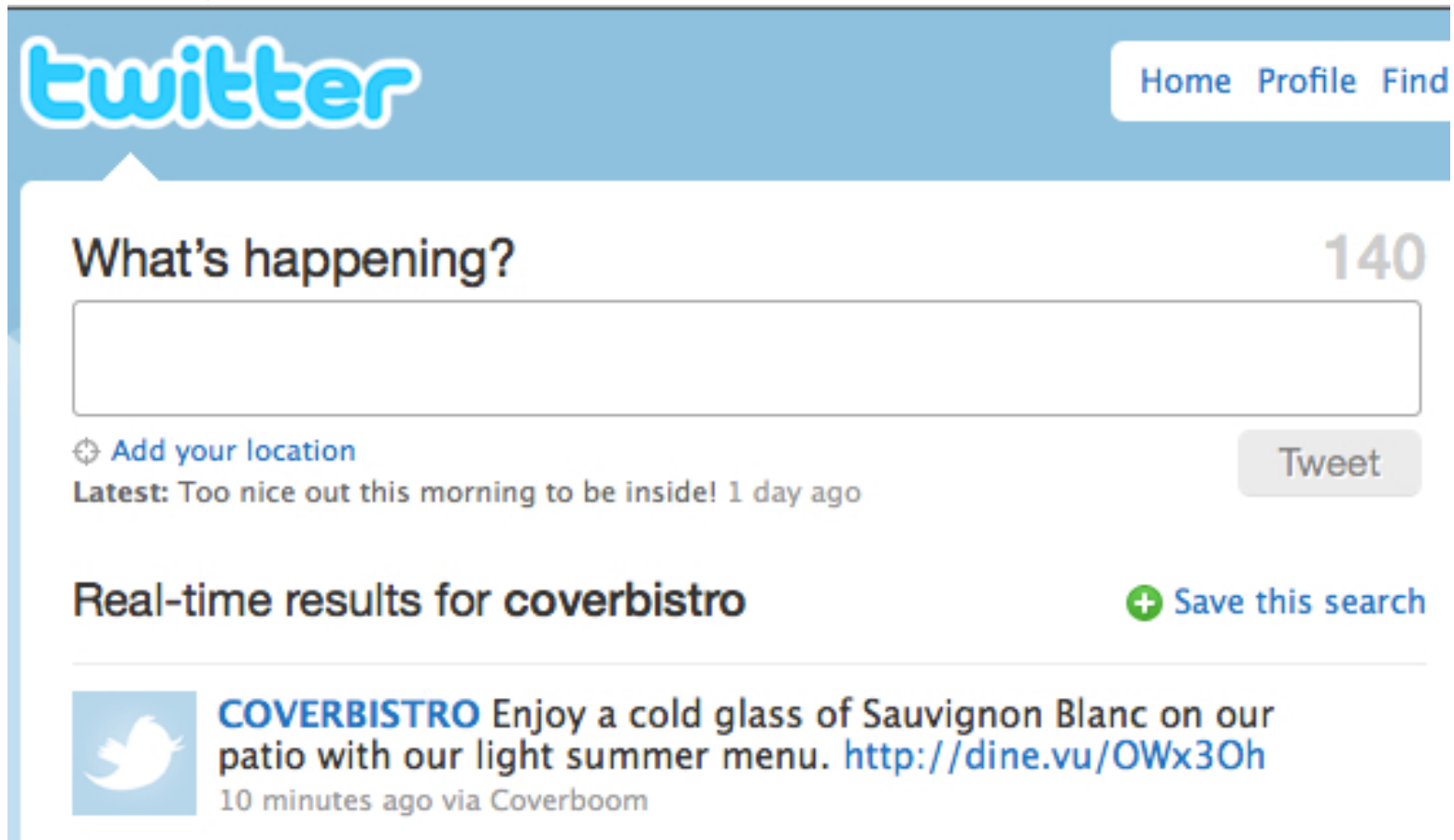
Facebook Headline:

Facebook Post:

Links to your event and home page will be automatically added.

Reminder Post:   at  [Content](#)

# Example tweet



The image shows a screenshot of the Twitter homepage. At the top left is the Twitter logo. To the right are navigation links for 'Home', 'Profile', and 'Find'. Below the logo is a text input field with the placeholder 'What's happening?' and a character count of '140'. Below the input field is a link to 'Add your location' and a 'Tweet' button. Below that is a search result for 'coverbistro' with a '+ Save this search' link. The search result shows a tweet from 'COVERBISTRO' with a link to a menu and a timestamp of '10 minutes ago via Coverboom'.


twitter Home Profile Find

What's happening? 140

[Add your location](#) Tweet

Latest: Too nice out this morning to be inside! 1 day ago

Real-time results for **coverbistro** [+ Save this search](#)

 **COVERBISTRO** Enjoy a cold glass of Sauvignon Blanc on our patio with our light summer menu. <http://dine.vu/OWx3Oh>  
10 minutes ago via Coverboom



# The future of online marketing

- Broadcast your message across multiple mediums
- Consistent messaging tailored to the medium
- Content, promotions and connections
- Use the right tools
- Seamless integration

# Contact

To learn more about integrated marketing tools and special conference pricing come to our booth or contact:

- [Michael.gonzales@coverboom.com](mailto:Michael.gonzales@coverboom.com)
- [seth.gardenswartz@coverboom.com](mailto:seth.gardenswartz@coverboom.com)
- 800.940.0451

