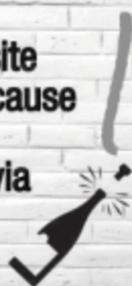


10 MARKETING TIPS

to Stand Out in the World of Restaurants

1
Make sure your website rocks on mobile - because more than 50% of all searches take place via smart devices.



2
Targeted Facebook advertising will ensure you stay top of mind with loyal customers and hungry hunters.

3
Become an expert on Yelp and show off: awesome customer engagement, smart CTA's, strategic ad buys, etc.

4
Sample, sample, sample. Participate in local events to get your tasty grinds in the hands of potential customers.

5
Off-premise opportunities exist. Maximize profits by seeking out catering opportunities with local businesses, sales reps and events.

6
Your customers are your connectors. Get to know each and every one of them. Biz opportunities are in your restaurant EVERY day.

7
Loyalty is valuable. Set-up a simple, easy-to-use, loyalty program to reward those most loyal to you.

8
Community! Get involved. Partner with local organizations and support their causes. It matters.

9
Your Team is everything. Take care of your staff with easy-to-enter games, recognition prizes and bonuses. Efforts will payoff tenfold.

10
Food Bloggers have clout. Invite them in to try a few delectables and to write a review. On the house of course.

SANT STREET

A Social Engagement Agency

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