

# Content Marketing for Restaurants

Brandon Hull, [NextRestaurants.com](http://NextRestaurants.com)

Introduction	p. 2
The Case of Content Marketing	p. 3
The Importance of Discovery	p. 5
Strategy Before Tactics	p. 7
50+ Content Marketing Ideas	pp. 9-64

## Introduction

Thanks for purchasing our first, exclusive eBook, Content Marketing for Restaurants. This is a one-of-a-kind resource and it's been a long time in the making — but I'm just getting started with this first edition. The wonderful world of eBooks allows for me to update and enhance this resource as often as I like. And that's the plan.

Maybe you took a quick look at that Table of Contents and sighed a bit, thinking you've been taken (albeit for less than \$20). Nine pages? That's it?

No, that's not it. Page 9 is where the ideas start, but that's not the point I want to make. The point I want to make is that the value you'll get from this book will far exceed the paltry \$20 you paid, because it's not just a theoretical, hypothetical, strategic book.

It's packed with real-world ideas and real-world examples.

Now, unless you hop off of it at some point, your purchase also put you on my dedicated Content Marketing for Restaurants email list. Don't worry, I will not spam you nor constantly sell you on something else.

I will do this one thing, though: send you periodic updates on the subject of content marketing for restaurants, including new versions and editions of this book. Not too often though. I'm not updating it every week

or anything and I've got two additional resources that will be significant and valuable for restaurants — one regarding Google Analytics and another on Email Marketing.

## **The Case for Content Marketing**

Research tells me that you'll find articles here and there on the subject of content marketing for restaurants, and the authors' hearts are in the right place, truly, but those articles are little more than summaries of content marketing, with nothing restaurant-specific.

At first glance, there's a reason for that.

Restaurants, as a whole, bless their hearts, aren't really into content marketing yet. At least, not when you consider the traditional definition of content marketing.

The [Content Marketing Institute](#) defines it like this:

*“Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.”*

But here's the deal. Constantly pushing coupons and offering promotions erodes your profits and it conditions consumers over time. We're all conditioned. Brainwashed even. The more you send coupons for any occasion, the more likely we are to do little more than raise an eyebrow when we receive them for our birthday — we know we're going to get another very similar offer within a few weeks.

Free dessert with the purchase of a meal. Yawn.

Content marketing the restaurant way has to take a different tack. You're not producing eBooks, whitepapers, infographics, etc. That would be ridiculous. But you do have content out the wazzoo.

*Your menu, your ingredients, your chef's personality, your guest experience, your bartender's expertise — these are just a few examples of your "content."*

This approach to content marketing gives you a shot at attracting new guests and retaining existing customers in the way you've always wanted to beyond the food — through your brand, your restaurant's personality, and through the personal touch you offer guests.



Your restaurant's content marketing reels people in who want to do business with companies that share the same values, the same style, the same flair — maybe even the same sense of humor.

Consumers like it when restaurants are transparent and open about their history, their founders, and especially their ingredients.

So we share these content marketing ideas knowing full well that they won't work for every restaurant. You can't do the same things to build buzz about your secret speakeasy in the same way someone else would their coastal grill.

Think about each of these gems as idea starters.

We'll have ample examples in this eBook of real-world restaurants who are beginning to dabble in content marketing or have mastered it. Learn from them.

Some of these ideas are going to truly push your envelope of creativity, maybe even giving you the heebie jeebies. That's okay. Give the ones a shot that make sense for your sensibility.

## **The Importance of Discovery**

Step one in the process of implementing a content marketing plan is a research step we call Discovery.



Discovery starts with taking a close look at nearby, competitive restaurants — what are they doing with their marketing? What social channels are they pushing content through, and how are they avoiding the over-reliance upon promos and coupons? Do they have a blog at all, and do they frequently post to it or is just a token section of their website?

What kind of voice do they use to communicate with their targeted guests? Serious? Fun? Stuffy? Humorous? Are they formal in their language or casual? How often do they share any form of content? Jot these observations down.

When you stop to do these things — really writing them down, it's power incarnate. Sure, you've always known about *this* Italian restaurant or *that* popular sandwich shop. But trust me, stop and plot this out on paper.

Once you've completed this exercise for most of your competitors, it's time to think about you. Finally. You've been waiting for this moment.

*Honestly assess your own situation.*

You've got to be as honest about your current business and marketing situation as you can.

It's hard, I know.

You bought this eBook because you're optimistic. You're excited about the future and you think some creative things are on the horizon.

But you've got to face the harsh realities right now, too. Stay optimistic and excited, but consider your limitations.

It really helps to have a restaurant brand, first of all. Do you? Being a brand doesn't mean you're big. It definitely doesn't mean you're a chain. It just means the marketplace — i.e., those who eat! — knows what you are, and what you are not.

If your brand were a person, how would he/she think, talk, and walk? What shows what he/she watch? Sports fan? How old would he/she be? What college would he/she have attended? What are some of your restaurant brand's interests?

What assets does your brand have? Location. Food. People. Atmosphere. **YOUR PERSONALITY.**

If you'll take some time to write these answers down, you'll have a great gameplay underway.

Now do the same thing for your targeted client: have a crystal clear picture in your mind of who you're attracting. And then let's move on...

How many other websites link to yours? Beyond Yelp and TripAdvisor — and this assumes you've taken ownership of those outposts — what websites send people your way, like an endorsement? Any mommy bloggers? Any Top 10 Restaurant lists in your community?

Is your website credible from a user experience standpoint? Honestly.

Get someone who's brutally honest with you to answer that question. They don't even have to say a word. Just have them nod or shake their head no. Then get busy.

What kind of TIME do you have available for this sort of marketing? It's new and unique and actually doesn't require more time to execute. It just takes more time to think through before you execute.

## **Strategy Before Tactics**

Once you've completed your in-depth Discovery research, you're ready to build your strategy. (We won't go into this step thoroughly in the first edition of the eBook, but stay with us, we'll get there.)

Most restaurants think almost exclusively about the January through December calendar when planning their marketing strategy.

You're not going to do that with the content marketing strategy we're building.

You're going to evaluate your assets and how you can unveil them to your targeted guests over the course of that calendar.

You're going to evaluate which marketing tools you can reasonably put to use — maybe some for the very first time in your restaurant's 50-



year history. Meaning, which tools from this book can you and/or someone you appoint embrace for the very first time *that make sense for your brand*.

Your strategy — in writing as a standalone document and mapped out on a calendar — needs to come before you rush to more and more tactics. You may choose tactics from this eBook, don't misunderstand, but only as you map it all out as part of a strategy exercise.

And once it's in place, with you being detail-oriented, yet staying as open-minded as possible — so you've got some room for flexibility, creativity, and spontaneity, you're ready to execute with a full front assault.

No dabbling.

Massive action.

And that's where we now are in this eBook. Are you ready for this?

## **50+ Content Marketing Ideas for Restaurants**

I'm going to start easy right out of the gates here, but quickly jump into some more exotic examples as we roll through them.

And, unapologetically, I'll share several examples from the big brands out there — because there's no reason why you can't do much of what they do, better, and locally. There are services out there to do any of these for you.

The most important part is to be open-minded as you start running through the ideas, then close-minded once you've hit about 10-12 ideas that fit for you and your restaurant. Be creative as you brainstorm, then focus on executing once you've got your hit list.

Now, hold onto your butts, as Samuel L. Jackson would say.

### **Start a blog.**

Shack Shake runs a [Tumblr](#). I might have lost half of you with the word Tumblr, but check it out: <http://shakeshack.tumblr.com/>.

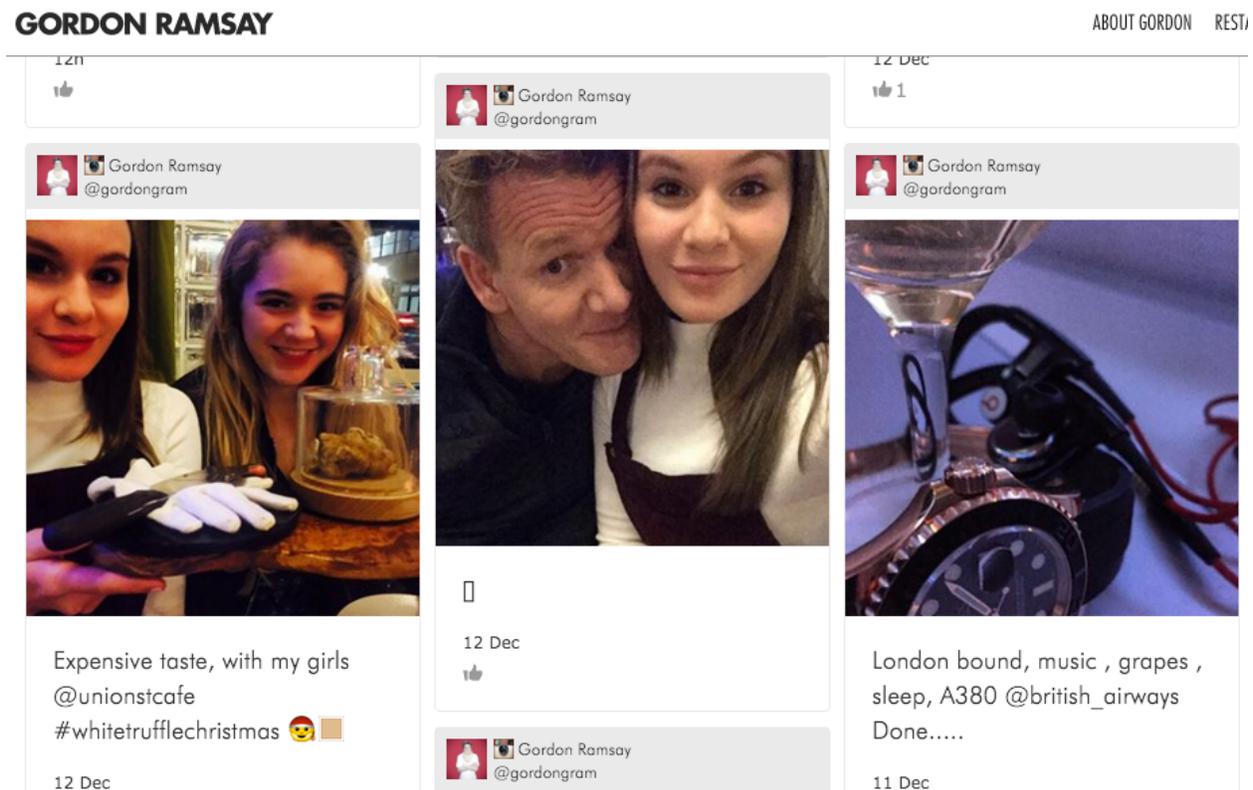
Okay, you say, good for them. They just went public and are worth hundreds of millions. I'm not worth hundreds of millions.

How about [Not Your Average Joe's](#), then? Six locations. They tell site visitors about how choosing the right wine. They talk about their contributions to disabled veterans. They share their favorite seasonal dishes from the menu with why they're favorites. And plenty of those blog posts get comments.

Folks, that's good stuff. That's engagement. There are so many things you can do with a blog. It's your media. You own it. Post what you want — short text posts, long ones, videos embedded, social media photos from your loyal fans. The sky is your oyster. The world is your ocean. Whatever the phrase is.

## Embed your Instagram posts on a permanent page of your website.

[Gordon Ramsay](#) uses the Stackla tool to embed Instagram posts on the home page of his website:



What most people would give to show up on his home page! But how about yours?? Wouldn't your loyal fans love to be featured on any page of your website? You can do this.

Stackla is just one of many tools you can use to embed Instagram posts on your website. Simply do a search for that phrase — “embed Instagram on website” and you'll find multiple options for doing this. Stackla, Postano, RebelMouse, these are just a few.

### **Dedicate one page on your website to user-generated content.**

In 2014, Applebee's turned its Instagram account over to its loyalists. Coining the term "fantographer" and setting up an entirely separate website — [beefantographer.com](http://beefantographer.com) (it's no longer active) — Applebee's generated a tremendous amount of activity.

Here's what Applebee's had to say about this:

That bet paid off. To date, the Applebee's #Fantographer movement has driven over a 500% increase in account followers and while driven an average engagement rate increase of over 25%. The growth of the #Fantographer community continues to be exponential – and is now providing more content than we're able to include in our feeds.

Their game plan was to allow all of their restaurant fans' social posts that were hashtagged properly to be displayed on the dedicated Applebee's website. The dedicated website allowed Applebee's to setup a quick and simple legal opt-in so consumers could give their formal permission.

The engagement was so significant that they had to start getting selective about the posts due to the workload that resulted.

Nice problem to have, huh?

### **Publish a legendary version of your restaurant's story to your blog.**

Check out these stories:



- [Azu](#)
- [The Common Man](#)
- [Snooze Eatery](#)
- [Lillies](#)
- [La Forchetta](#)

You can't not like them, if you're a fan of authentic restaurants with real stories behind them.

Yes, Chili's and Applebee's and Olive Garden all probably have their own "Our Story" pages, too. I haven't looked. Those stories become somewhat irrelevant once you've hit the 500-location mark — except in the case of Chipotle, who nailed the idea of story for a big brand in a way almost no other big brand has in a long, long time.

But YOUR backstory written on YOUR restaurant's website is your chance to tell the story exactly the way you want. Not the way it could end up in a critic's article or on Yelp. You own this moment.

Tell people about your four generations in the restaurant industry. Tell them about how your forebears prepared certain dishes, or cooked all day for family and neighbors on Sundays. Tell them about how you, as the owner, still hand-select your ingredients every morning. Tell them how you inspect your suppliers' farms, or operations, or audit their processes, so that you ensure only the best ingredients for customers.



## Write a blog post about how you settled on your current menu.

Which leads us to [Pescara Fresh](#) in Rochester, Minnesota, likes to tell site visitors about how they take into considerations dietary restrictions and food allergies when building their menu and preparing food.

### Fresh From Scratch

We pride ourselves on being a *fresh from scratch* restaurant. We do our best to accommodate all dietary restrictions and food allergies. Since we create all our menu items from scratch, we are often able to leave out unwanted ingredients. We offer both vegan and vegetarian menu options, and are available to discuss any special diet accommodations or food restrictions that you may have.

Whether you come to enjoy a leisurely breakfast with family, a quick lunch with colleagues, or a relaxing evening meal with friends, we want Pescara to be your restaurant of choice!

Millennials in particular love this sort of transparency. They care not only about the restaurant's atmosphere and vibe and style, but about how it sources and prepares its food. They take this seriously.

[Steel City Pops](#) (locations are in Alabama and Texas) keeps it simple, but still compelling:

Personally, I find their website a bit hard to read, but that could be my eyes are getting old. The menu blurb above is great to read.

Steel City Pops are made in small batches from the freshest all-natural or certified organic ingredients, locally-harvested where possible. We only sweeten our pops with raw, organic cane sugar and never use artificial flavors, colors, or preservatives. Our menu features vegan-friendly fruity choices, and all of our pops are gluten-free and vegetarian. We are always creating new seasonal flavors and ideas, so check back often!

## Shoot short videos of how you prepare

### your top 3 dishes.

Say what you want about Olive Garden. It's a brand in turmoil. That doesn't mean everything they do is poor, however. For instance, you take a single, 1-minute, 21-second video about how to cook scaloppini, and you've got 6,000 views on YouTube.



Olive Garden went at their video with the highest level of production quality in mind, so they probably didn't get much bang for their buck. But honestly, that level of production isn't necessary.



The quality of video you can produce with an iPhone 5S is tremendous, let alone an iPhone 6 or some of the more advanced Android smartphones. The key is to make sure you get high-quality lighting in place, high-quality audio, and focus on video shots with significant close-ups. Don't try to film it all in one take. Mix in shots from different angles.

[We wrote about this type of video production](#) on our site in 2015. If you're really intrigued about leveraging the #2 search engine in the world — YouTube — get started by watching [this mobile filmmaking video tutorial](#) over at Vimeo.

### **Shoot a short video on how to make your signature drink.**

Credit to a single-location bar in Los Gatos, California. [Jack Rose Libation House](#) had a very professional video made of its signature drink.

They got very bad advice on how to optimize their YouTube channel (there's only a link on their About section to their Google+ page, not even a link to their website!) but we'll give them a pass on that. This is a tremendous video.

Again, you don't have to go this high-brow. Get decent video, outstanding lighting, crystal clear audio, and you're on your way.



We've got another example of another restaurant who does this really well later in this eBook.

### **Sponsor an online photo contest.**

[Kabuki Japanese Restaurant](#) has done exactly this. Instagram comes into play here again, though it doesn't have to. You can have the same features of your contest using Facebook or Twitter.

Simple searches on Instagram and Twitter allow for you to track these types of contests where you ask people to use specific hashtags.

There's a company called Postano who also offers a hashtag analytics tool to give you insights on how often your hashtag was used. Good stuff.



**Post a brand-consistent, but otherwise nonsensical poll.**

In one hour and with no money out of pocket for the service, I used [riddle.com](https://riddle.com) to create a silly poll as an experiment (move to the next page in this eBook to preview).

2		KFC	15		Olive Garden
3		Pizza Hut	16		Outback Steakhouse
4		Applebee's	17		Krispy Kreme
5		Burger King	18		Wingstop
6		Starbucks Coffee	19		Baskin-Robbins
7		Subway	20		Chick-fil-A
8		Domino's	21		Hooters
9		Wendy's	22		Red Lobster
10		Dunkin' Donuts	23		Morton's Steakhouse
11		7-Eleven	24		Whataburger

source: huffingtonpost.com

## What Restaurant Brand Are You?

Wondering what restaurant brand most fits your personality? Take our quiz to find out.

[Start](#)

[Create your own test](#)

Powered by  **Riddle**

It garnered over 120 polls completed. That's no great shakes, you may be thinking, but hold on...

I asked a handful of goofball questions and weighted each answer, slanting some answers towards certain restaurant brands, and other answers towards other brands. I only chose five brands, too. That's it. It's not scientific, obviously — just a little fun.

I then spent a measly \$10 on Facebook Ads to boost the Facebook post that featured the poll as a test to see how much more visibility I could generate. The answer: Over 2,200 more views and hundreds more interactions.



And I'm just a guy with a few contributors running a site about restaurant marketing. I don't have anywhere near the visibility you have.

You could do this as well. Just takes a little curiosity and creativity. If you want to throw a few dollars of targeted Facebook Ads at it, all the better. You can use Riddle like I did, or Qzr, an equally powerful and easy-to-use tool.

## **Explore the fabulous world of Infographics**

There's a fun infographic that's too big for me to embed in this eBook, so I'll link to it — [here you go](#).

Let me describe what it covers: 42 different types of pasta with their names. Finally!!!! I get confused, personally, about the types of pasta out there, though I'm sure you don't.

You can embed THIS VERY infographic at your site if you're an Italian restaurant owner. It was placed at the Visually website for that purpose. You wouldn't be stealing it because that's the point of infographics at Visually, although attribution is suggested. You could create your own like it instead, but that would be weird since a great one already exists.

If you [visit this link](#), you'll find numerous food-related infographics that you can place right on your site. You're limited only by creativity. Beers of the world? The advantages of going gluten-free? There are infographics on these.

### **Make some predictions about other notorious restaurant brands.**

Let's be open here. Your target audience, if you're running a chic local restaurant or sports bar, isn't turned on by big restaurant brands. They may eat at one periodically because they have to, but they're probably not brand loyal.

Why not have a little fun on your blog by making some tongue-in-cheek predictions about the more notorious restaurant brands out there: McDonald's, Chili's, Applebee's, Chipotle, Shake Shack, Subway...oh man, Subway. Where will they be in 15 years?

Why would you do this, you're wondering?

It's brand-building. It's showing your target audience that you're like them. You think like them about the big brands. It's building common ground and engaging them.

### **Tell your local fans where the OTHER top hot spots in town are.**

Part of being a part of the local community is...well...being a part of the local community. If you're only goal is to suck people in to eat at your restaurant, you're missing the reality that people don't eat out at JUST ONE RESTAURANT.

We try new things. We explore new places. We ask our friends or do searches to uncover new destinations.

You can jump on this by making a practice of sharing with your local fans where the other top hot spots are in your town, and here's just one way to do it:

Fridays on Twitter there's a routine many avid Twitterers employ wherein they use the hashtag #FF and recommends "friends to follow."

[DowntownRob.com](http://DowntownRob.com) is a website (and companion Twitter account) with multiple contributors that keeps followers in the loop on hot spots to hit in downtown San Diego. The Twitter account has 11,700 followers.

He posts updates like this...and you can too!



**DowntownRob**  
@DowntownRob



**Follow**

Cajun Kitchen on F St between 4th and 5th is now open! I'll be back to do a full feature s...  
[ift.tt/1HI9j6M](https://ift.tt/1HI9j6M)

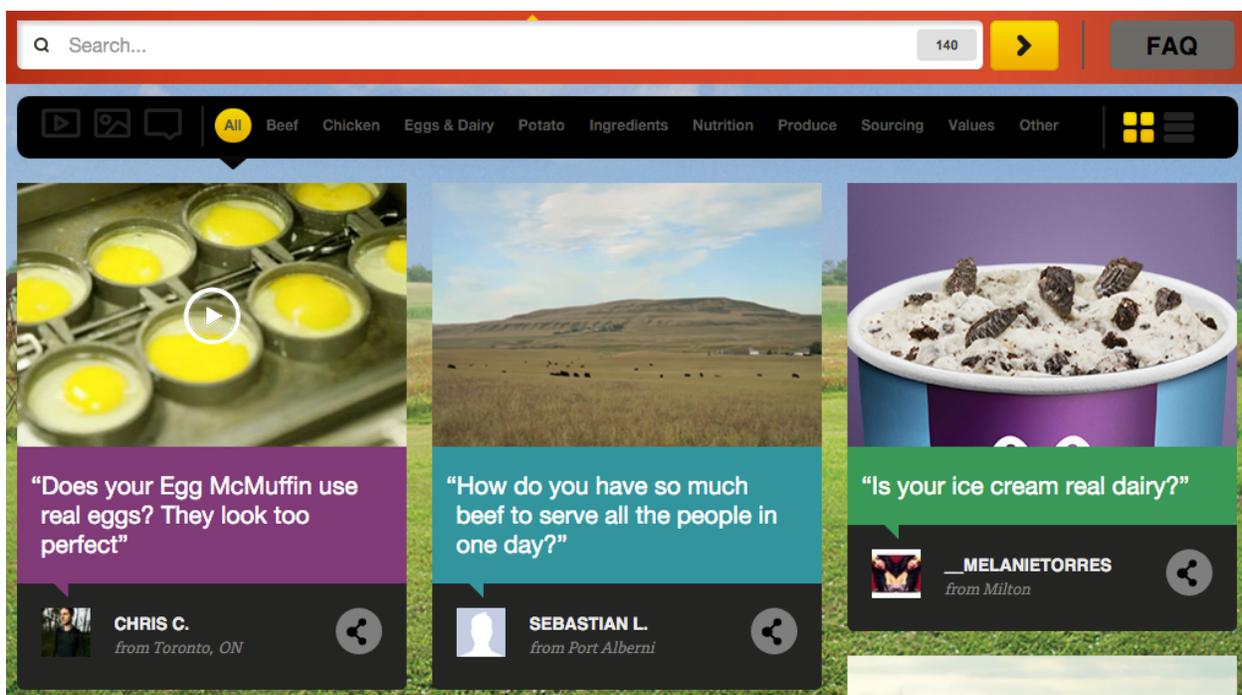
### **Start a massive FAQ on your website.**

Kudos to McDonald's Canada for having featured, on their home page no less, a massive frequently-asked questions list.

I mentioned them in [this post on Content Marketing](#). That post is a must-read if you haven't checked it out. All by itself it could serve as your

starting point for creating a unique, personalized, localized content marketing strategy for your restaurant.

Now, the FAQ has moved from home-page positioning to a less visible, [interior page that's now fully searchable](#). And I have to point out: where the questions *started off* as anything-goes, and McDonald's was transparent enough to answer EVERY question with legitimate thought, that doesn't appear to be the case any longer. Most of the questions that are on display look pretty sanitized now.



Having said that, as consumers we always have questions about the restaurants we eat at. How is the food freshly selected? Where do you get your bread? What's the chef's background? How do you make this mint lemonade, it's incredible!? I was told you no longer serve pork, is that true?

You're doing two things if you add FAQ functionality to your website:

1. You're showing a level of transparency that's rare with small businesses, but highly respected and valued by consumers.
2. You're building out more and more relevant pages to your website, which is something Google (and other search engines) loves.

### **Give your #1 menu item its own website or Twitter account.**

I have not seen this done, but it's a potentially fun way to give one of your most popular menu items its own persona and following. If you already know it's got a loyal band of followers, have some fun with this and let them follow that one single item on Twitter, or Instagram, or Facebook.

You could show that menu item traveling the world. Or post motivational quotes by that item. Or put it in seasonal clothes commenting on the weather. You could have it comment on the local sports team's performance. You could put that menu item, through very bad Photoshopping on purpose, in the hands of celebrities, like this:

Caption: Even Adele loves our Double Angus Bacon Sriracha Burger.



### **Host an AMA.**

AMA stands for Ask Me Anything. It's a popular, key feature of the social site [reddit.com](https://www.reddit.com). Anyone can conceivably host an AMA, but it's particularly common for fringe celebrities to make appearances there, engaging the HIGHLY SARCASTIC AND FUNNY audience there by answering any question about their work or their company.

Now, you're not going to do this at Reddit. The avid users of that website won't know about your local restaurant brand enough to ask you anything. But you could host it via social media if you have a decent following and post it to your website later with that title:

*Chef Arnold Hosts AMA & You Won't Believe His Answers!!*

### **Solicit and post your own curated reviews.**

I recently counted over 75 companies that can help your small, local restaurant monitor and manage your official reviews on sites like Yelp and TripAdvisor, as well as your unofficial ones on social media.

Seventy-five. But that's good, right? There are so many companies with platforms out there specifically aimed at helping you CAPITALIZE on reviews, not live in fear of them like some restaurateurs do.

Of these platforms, some are focused on helping you grab feedback and reviews in lieu of Yelp. The question then is this:

Assuming you have a system in place for gathering reviews, what do you do with them next?

You post them to your site, that's what.

People make decisions based on social proof, that has been proven. So add a Reviews or Testimonials page to your website and add those reviews you've intercepted. You can limit the reviewer's name to their first name and last initial to protect their privacy.

### **Master the art of the catchy tweet or blog headline.**

BuzzFeed got to where it is today through headlines:

*This is What Happens When you Reunite with Your BFF!*



*Parents are actually using drones to pull out their kids' teeth!*

*14 New Year's Resolutions We're Still Working On!*

*What Happens When a Soldier Comes Home*

*15 Ridiculously Irresistible Ways to Eat Oreos*

*This is What It Feels Like to Have ADHD*

*What Does Your Blood Type Say About Your Personality?*

BuzzFeed continues to blow up because of the power of supremely interesting and curiosity-building headlines that follow a consistent brand voice. You know what you're going to get.

See, there's a difference between marketing and content. Sure, we combine those two to a certain degree, but fundamentally they're different things. BuzzFeed has stated that they have one primary aim with the bulk of their content: fun.

Though they are now pursuing news that is more journalistic in style and tone, fun content drives their views and social media shares.

They go nuts, nuts, nuts with lists. You may not always realize it as first glance, but that's what a majority of their articles consist of. And because of the way they've set you up to start devouring them, it's very probably you're going to devour that entire list, not just the first item or two.

But....



It all starts with the catchy tweet or headline that ropes people in.

Check out this article on the [BuzzFeed Guide to Writing Blog Headlines](#) by Erika Napoletano. The key takeaways from her article: your headlines are more persuasive:

- When they involve humor
- When they are related to pop culture
- When they invite the audience to learn

### **Newsjack: Act in the moment to capitalize on positive news trends.**

Newsjacking is the art of publishing content that capitalizes on the latest memes or news — you build YOUR story off of those current events.

Read the tabloid and traditional news with your newsjacking hat on. Setup Google Alerts. Subscribe to a few daily headline and entertainment newsletters daily. Boom. There are your sources.

The secret mojo with newsjacking, then, is to act in the moment with a blog post, a social media post, or an email/SMS out to your list, which takes advantage of a sensational news story.

You'll likely want to steer clear of controversial subjects like politics, tragedies, or social customs that are under fire, but nearly everything else is fair game.



[Blaze Pizza](#) has featured photos of customers in line for their restaurant and made reference to how much shorter they are than lines of new iPhones.

DiGiorno Pizza (not a restaurant, I know) tried to be witty on Twitter but accidentally chose a hashtag that was focused on the sensitive subject of domestic violence. They didn't realize it was tied to domestic violence and had to issue an embarrassing apology a short time later.

The point? Jump on the the funny, inane, goofy, ironic, and sensational, celebratory activities going on in your neck of the woods.

A multitude of restaurants in Kansas City did this when the Major League Baseball Royals won the World Series in 2015. Over 800,000 Kansas Citians attended the parade and rallies in town, making for a tremendous way to take part in the community and snag a little fair attention.

### **Let your staff take guest photos.**

Sometime back there was an article highlighting a restaurant who was prohibiting its staff from taking guest photos due to the slowdown it caused on service.

Understandable to an extent from an operations standpoint. But clearly at that restaurant the Operations mindset won out over the Marketing mindset.

Because, if it were my restaurant, I'd do the opposite. I'd encourage my staff to take guest photos. I'd equip my staff with iPod Touches, even, so they could take a second photo of each guest or group for upload to my social accounts.

**You know those wonderful coloring pages kids have a hey-day with in your restaurant? Start a Tumblr with them.**

[C3 is an agency](#) in Kansas City that specializes in helping brands connect with families and children. You know the casual brands who hands your children an activity book and four crayons? They create the characters, illustrate the activity books, and sell the crayons.

As a father of five (yes, five), I've always loved these activity books. They've kept my young kids occupied in the early going while we wait for our food.

But today everything is social. And there's an opportunity to engage further with those parents and families by featuring their children's creations online.

You don't have to give the family's full name and address, for Pete's sake. I'm not encouraging you to turn this into a privacy disaster. But it's a pretty cool thing for a kid to see their handiwork online. Makes them feel important.

I wouldn't use my social network for this, though. Those posts are too fleeting. Dedicate a page online to show those kids' creations. If you're able to coax your web developer to enable sharing of individual photos, parents may jump all over that on their own.

### **Shoot your own parody commercial.**

Burger's Priest in Toronto just did this in 2015. Granted, their version is pretty epic — it was [professionally shot and edited](#) — but it's picked up over 28,000 views, and we're talking about a single-location restaurant with only 16,000 fans on Facebook, 6,000 followers on Twitter, and 5,000 followers on Instagram.

Clearly their video is getting expanded reach.





One minute and twenty three seconds of pure personality and humor. I will eat at this place if I can ever get to Canada again soon. If the restaurant staff are anything like the characters in this video, it's going to be a fun place to eat.

And that's how you should be thinking about your potential use of YouTube. If you're on a budget — and isn't every restaurant on a budget? — you can check out the [Photojojo mobile filmmaking gear video](#) with its recommended equipment for good-enough mobile videos.

### **Highlight your chefs (and other staff) in blog posts.**

Chef John Besh maintains his own personal [blog](#). So surely you have time for it as well, right? But your blog doesn't have to be someplace where everyone rights — not everyone has that talent.

Your restaurant blog can be a place where you feature your chefs and other staff, further adding to that human touch with your restaurant and how you engage guests.

If I were a wine connoisseur, and you told me one of your servers was particularly expert in pairing your wine offerings with your entrees, I'm intrigued.

### **Create and publish gifs of your restaurant.**

For the unaware, a gif is a very short, sometimes choppy, constantly looping video that requires no play button. They're all over the Internet right now, typically as part of a moderately funny Internet meme.

There's a quirky one circling the Web that's a snippet from a recent Applebee's commercial that includes three guys dancing:



No, not “gifts.” That’s not a typo. I did mean “gifs.”

In my agency (Main Path Marketing in San Diego) we celebrate birthdays through endless reply-to-all emails with ridiculous Happy Birthday gifs. You know, it’s for fun. From Ryan Gosling, to Snape from Hogwarts, to Funniest Home Video moments, everything is in play.

I think this sort of idea is best-suited for the irreverent restaurants out there. The misfits. And sports bars.

Join the fun.

**Publish your own list of top restaurants in town and put yourself #2 on that list.**

As mentioned elsewhere in this eBook, “Top Restaurants in [Insert City Name]” are highly trafficked web pages. They dominate the search engine result pages (SERPs) when you’re legitimately looking for a great new place to eat. You don’t find restaurant websites when you search for “top restaurants” in your city. I’ve never encountered that.

You find Yelp’s, TripAdvisor’s, Zomato’s, and a variety of other websites’ Top 10 lists.

But if you’ve got a well-optimized website from an SEO standpoint, with a blog, you can capitalize on this with your OWN Top 10 list. I would just caution you to avoid the obvious choice of putting your restaurant first. If you can be even somewhat humble about this, I’d recommend putting another restaurant — one that does not compete directly and has a different service model — at the #1 slot. Then put yourself. Then add whomever you like.

If you’re feeling particularly long-winded you can add 3-4 sentences about each in your blog post. I’d suggest writing sufficiently to get to 400 or so words at the least.

### **Send your favorite menu item on a road trip.**

The “[Summer of Fridays Road Tour](#)” was TGI Friday’s effort at sending a food truck out on the road across America. I’ll save you one click on that, by the way — TGI Friday’s, like so many other unwise big restaurant brands when it comes to SEO — took down their page featuring the road trip when the tour was over.

Such a bad decision, that. Just because a promo has ended doesn’t mean you can’t capitalize on people looking into that promo! Don’t KILL the page(s) that featured the promo!

On a related/unrelated note, they do run a killer [Tumblr archive](#) that’s social media overload — with embedded images, gifs, and more, including snapshots from their food truck road trip.



**Do you like winning stuff?  
We've got a contest for you.**



We're giving away some choice handcrafted goods from the makers we met on our summer road tour, and they've got your name on them. All you have to do to enter is post and tag a photo from your favorite summer moment on Tumblr, Instagram or Twitter with the hashtag #ShareYourSummerContest.

### **Have you gone gluten-free? Non-GMO stance? Tell the story.**

When Chipotle went GMO-free, it was major news. Taco Bell and Pizza Hut tried to newsjack that moment, though in my opinion that effort went poorly.

When Chipotle does anything, it does it big.



In typical Chipotle fashion, they've got a [dedicated section](#) about this on their website.

If you're non-GMO, organic, low-calorie, sourcing-conscious, you've got to make a big deal about this. It's not a time to be meek or humble!

Get the word out about your special menu. If it's a big deal, promote it big.

### **Let your customers take over your Instagram account for the weekend.**

Applebee's dominated with this strategy in 2014, as mentioned elsewhere in this eBook. And as lamented in another place of this eBook, they've taken down the website where follower-submitted photos were

hosted ([beafantographer.com](http://beafantographer.com)). What a missed opportunity. Yes, the promotion is over and yes they continue to repost hash tagged photos on Instagram.

User-generated content is still hot. The photo below garnered over 1,100 likes on Instagram. Others have pulled in over 2,000 likes. That's free visibility.



### **Live stream your next promotion via the Periscope app.**

Periscope is a really intriguing channel. Owned by Twitter, it's a way to immediately stream live video. People can watch that video via the smartphone app or the [Periscope website](#).

Let's play a game of Guess Who. I'm thinking of a brand. They're trying to take down McDonald's. They are very innovative when it comes to social media. They sell tac— that's right, you guessed it! Taco Bell.

You won't be surprised to know that Taco Bell jumped all over Periscope when it launched. They did exactly what I'm talking about here. They announced their Cinco de Mayo promotion via Periscope.

Sometimes you use a platform because of their existing audience that has flocked there, like Facebook. But sometimes you use a platform because of the uniqueness of the channel and how it can be used to engage early adopters of that platform. Such is the case with Periscope.



## Write a blog post series about all that goes into running your restaurant.

You may think that only other restaurateurs care about how you run your restaurant, but that's just not true.

[Read this article about Millennials](#), first of all. In it, you'll appreciate just how in-tune Millennials like to be with the *hows* of the companies they give their money to, not just the *whats*. Does that make sense to you?

They crave the stories behind the companies. And it's because they're subconsciously on the lookout to hand over their business to brands and companies who share their values. This generation ties their money to their beliefs more than any other previous generation.

Chick-fil-a dedicates a fully interactive section of their website to this kind of education.



From their lemonade, to their biscuits, to their bread and chicken, they tell you in text and in videos because it's important to them that you know they're a company of integrity.

But let me repeat what I've said elsewhere so you're not intimidated. High production quality is a blessing and a curse. For all the effort Chick-fil-a put into creating this section of their website, I'm willing to bet they don't get that much visibility there — because they are a massive, national brand.

You, on the other hand, are a local purveyor. You are a part of your local community. You have a story to tell that's more personal and more local than the Chick-fil-as of the world can ever tell.

Are you telling it, though?

Check out [Good Eats](#) if you're intimidated by Chick-fil-a's approach but turned-on by the prospect's of telling your story.

### **Reach out to a podcaster to be interviewed for their show.**

Podcasters are in constant seeking mode — looking for entrepreneurs, business leaders, creative thinkers, people who have started and grown their own enterprise — to bring onto their show.

Undoubtedly, there are podcasters in your home town who'd love to interview you. Do a Twitter search for your city name and “podcaster” and you may very well find them.

I interviewed the CEO of Yoshinoya, the co-founder of Stacked, the founder of Rubio's, the now-VP of Marketing for Freebirds, and others, merely by sending those restaurant leaders an email and letting them know my motives. They didn't ask about my audience size, nor what my questions were going to be in advance. They were just open with telling their restaurant story.

And that's one more way you can make your brand human in your local community, in a digital way.

### **Share the top 5 things to do within 10 miles of your restaurant location.**

People are constantly searching for things to do and places to go when they're from out of town. They turn to Google and sometimes they perform searches like "things to do in Galveston, Texas" before they've even arrived.

Use your blog to write exactly those types of posts. Maximize your chances of getting great social media sharing by including the known highlights and hidden gems that only the locals like you will know about.

I never see restaurants do this, you guys are just too focused on your own four walls sometimes.

But people are doing these searches and you can own the traffic at your site...while drawing easy publicity for your restaurant to those out-of-towners.

### **Host a weekly local news quiz on your website with real rewards.**

Is your restaurant website built on the Wordpress platform? I ask because the Boombox system allows you to embed different types of engaging, interactive content within a blog post.

Quizzes, surveys, polls, you name it. Ask whatever questions you like, provide interesting content within your answers. Add images to the questions and answers.

#### Magazine

## **Quiz of the week's news**

🕒 11 December 2015 | Magazine

**It's the Magazine's weekly news quiz - have you been paying attention to what's been going on over the past seven days?**

**7 days 7 questions**

The example above is pulled from the BBC.

Similar to newsjacking, you can capitalize on local news searches for hot topics by adding a neutral poll or survey, gauging local consumers' knowledge of and interest in the local news headlines AT YOUR WEBSITE.

### **Enlist the social media expertise of your Millennial employees.**

I could share countless examples of this if I knew all the restaurants who have basically handed off management of their social networks to their younger employees.

It could be a smart play for you. If you're disinclined to check Twitter once per hour, or Facebook, or Instagram, then setting some ground rules and "insourcing" this to your most-social employees might be your meal ticket. You might be surprised at the employees who'd love to do this.

Of course, after all we've talked about regarding your brand's voice, the importance of research/discovery, and of creating a formal strategy, you don't want to rush into this carelessly. Crafting those rules of engagement formally is a must.

What comments deserve a response? How should they handle customer complaints? What about the trolls who constantly badger your account with only negative things to say which have nothing to do with your restaurant whatsoever?



## **Setup surprise, pop-up restaurant locations and publicize their whereabouts on Twitter.**

Check out this headline from Huffington Post:

### **Study Shows That People Are Getting Even More Obsessed With Pop-Up Restaurants**

The Huffington Post | By Alison Spiegel   

I love the idea of this in principle, but before you buy the equipment (especially the food truck, if that's the way you want to go about this), make sure you've got a strong enough following that your pop-up restaurant will see ample traffic out of the gates.

The best food trucks in Los Angeles get fair traffic to their websites, but tremendous followings via Twitter. The reason for this is the ability to setup your notifications in Twitter, as a user, to get interrupted when specific accounts you follow post new tweets.

Meaning, you can follow your favorite food trucks as they gallivant around town — and hit them up when they're nearby.

Obviously, though, you can only do this if you've setup a Twitter account for your pop-up restaurant (or food truck). You don't want to gum up your standard Twitter feed or Facebook page with messages about your truck or pop-up's whereabouts.

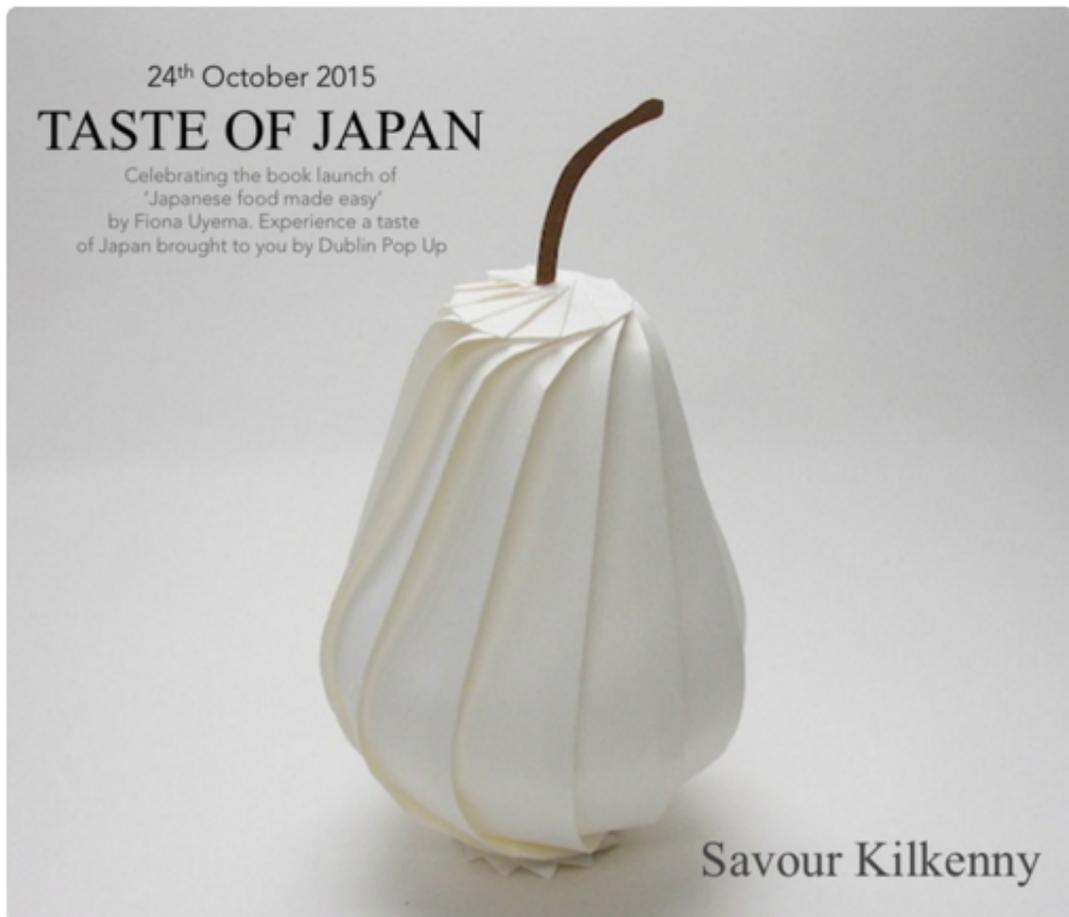
You want that to be more focused, so the people who follow are more able and apt to take action.

Here's how it's done in Dublin, Ireland:



Dublin Pop Up @DublinPopup · Oct 14

Upcoming event with @fionauyema  
@SavourKilkenny. Tickets available now.



## **Let a mid-level, local podcaster host his or her weekly podcast live from your restaurant.**

John and Ken are co-hosts for a very popular talk show on KFI/640 AM radio in Los Angeles. They talk politics, LA news, and American cultural subjects in general.

It's common for them, like many radio news shows, to do live remotes. Sometimes these command big gatherings. Most times they're modest. The biggest opportunity, though, comes in the exposure, as the hosts mentions multiple times where they're conducting the show that day — "John and Ken Show, KFI 640. We're live at Restaurant X in downtown Los Angeles..." after every station break.

Local podcasters are always looking for ways to get their podcast noticed, and they take up very little space. Why not give them a booth to setup in, during off-hours, in exchange for them mentioning that they're at your restaurant on the show?

Randy Lopez (former VP of Marketing for Buca di Beppo, Del Taco, and others) and I once [recorded a podcast episode at Stacked in Cerritos, California](#), while we interviewed one of its co-founders. What a great experience, without any disruption to their operations, and fun/free exposure for them.

**Run your own live weekly podcast, featuring interviews with your staff, other restaurateurs, even local leaders.**

[The Mitchen](#) is a weekly podcast that's hosted as a regular food panel, with multiple participants.

One of the primary two, however, is Head Chef Mitchell Orr of Acme in Sydney, Australia. What do they talk about? Food and restaurant news, naturally. It's hilarious and authentic and addictive to listen to.



What's so cool about this podcast is that it's pretty standard for Mitchell to bring on other chefs from neighboring restaurants. Over 800 people have liked the Facebook page of the podcast alone. Podcast listener numbers aren't publicized, but what a creative approach to own your brand in a living, breathing way.

Warning: very harsh language in this podcast.

**Publish a weekly video series on YouTube.**

[Smokey Bones](#) has done some great stuff with video. You can see they like to test different video ideas.

Videos featuring staff in general. Videos featuring staff making specific drinks. Videos featuring staff introducing promotions. Videos featuring their CEO introducing new menu items. I like it. I like it a lot.

And then there's this three-episode gem:



Safe to say it's low-budget. And they clearly cut the cord after three episodes, like any self-respecting TV network would do.

BUT...kudos for the effort. Each video did pick up a minimum of 500 views. That's not terrible when you consider the cost was merely a little bit of time.



## **Turn your in-location trivia nights into digital trivia nights and feature the winners on your site.**

I worked at Buzztime (NTN) for a three-year stretch. We had field marketing coordinators throughout the country who would help independent sports bars create and execute trivia nights to generate more new guests, while causing loyal guests to stay longer and spend more. For the bars who fully embraced this night each week, it turned otherwise weak nights into profitable nights.

Live trivia events are a compelling element as well, and far more bars employ this tactic than use Buzztime.

Whether you go with a fully digital approach or a traditional, human-powered live trivia night, the power comes in how these events can enable you to stretch the value of that one night beyond...that one night. You can create leagues, show standings, share photos of winners on social media and your website, display photos in-venue on your screens.

I find that most sports bars stop with the single night because they think the other stuff is too much work.

*But that's how you build momentum with those nights!*

People love the notoriety and attention that come with seeing their name and photo online for doing something well. Give them that recognition for more than their 15 minutes the night of.

### **Add a calorie comparison calculator to your website. Compare an entree at your restaurant to a meal at McDonald's.**

You can find calorie calculators all over the web. But can you find calculators on the web for your menu items?

If you run a Wordpress-built restaurant website, you can implement a form tool such as Gravity Forms or Ninja Forms to create simple calculations based on user input.

For instance, you could create a form that offers a list of menu items from a drop-down selection box. When visitors select a menu item, you can display the calorie count for that menu item — and if you're particularly creative, you could compare it to something from the McDonald's menu, or some other restaurant's menu.

Great idea if you're running a health-conscious restaurant (whether you use one of the form tools I'm mentioning or just have it custom-built for your site). Maybe not a great idea if you're providing comfort food in large portions!

### **Turn your promotions into multimedia events.**

You can teach or you can invite others to teach, but this is a great way to engage a loyal following. [Paint Nite](#), for instance, is increasingly popular as a unique getaway for couples who want to do something fun and different, but plan on enjoying a dinner out as well.



Of course, you'll promote these nights as you always do. That's nothing ground-breaking. What turns these events into content marketing, however, is in how you market your marketing.

Marketing your marketing is a hidden secret that many restaurants haven't caught the vision of just yet.

Here's an example: You can relatively easily stream video of the Paint Nite promotion at your restaurant to YouTube. Will people watch that live stream? No, they won't. But after the video is posted to your YouTube channel, you'll go into the YouTube post itself, edit the title, tags, and description to precisely state what your Paint Nite is all about.

**YouTube Video Title:** Paint Nite at Albuquerque Restaurants

**Tags:** restaurants, restaurant, albuquerque events, things to do in albuquerque, [your restaurant name], cool ideas for albuquerque, date night, chef john doe, paint night, paint nite.

**Description:** What restaurants host paint night in Albuquerque? [Insert name of restaurant] does! Thursdays at 7:00 pm in our Painted Dessert banquet hall, you and your companion can enjoy a fun and creative night of painting along with an exquisite dinner prepared by Chef John Doe.

Does this sound a little off the beaten path for you? Don't get hung up on the paint night theme, you can do this with just about any theme, including the trivia night theme we've already mentioned.

It's even easier to pull off without the live streaming, obviously. But if you knew you could garner a few hundred views of the event using just your iPhone and YouTube account, would you do it? One restaurant in Montreal did:



Here's my final take on this: If you're going to hold any event ANYWAY, shoot video of it, post it to YouTube and OPTIMIZE the title, tag, and description along the lines of what I shared above.

## **Write an ongoing blog post series themed “Things you need to know about [Insert City]...”**

This is a pure SEO play. By that I mean you don't do this to generate restaurant guests the day, week, or month after you've posted it to your restaurant blog. It doesn't work that way.

You're doing this for what we call “long tail searches.” Occasions when someone outside of your area conducts that very search (and variations on it) before traveling to your city. It's a clever way to garner search traffic from tourists. In fact, you could post numerous blog entries that are different angles on this:

- Things to do in [Insert City]
- Things you need to know about [Insert City]
- Cool places to explore in [Insert City]
- Things most people don't know about [Insert City]
- Fun places to eat and go in [Insert City]

### **Post your events to local news and community websites.**

This, too, is a longer-term SEO play, though it may garner some visibility for specific events as well.

[Chandler's Restaurant](#) in Carlsbad, California, which sits inside the Cape Rey Resort, recently nailed this. They had a single event upcoming

and reached out to a dozen San Diego websites that feature local events and attractions in the area. With just three hours' worth of work, they were able to get a listing and link back to their site from 10 of those sites. No cost.

#### Live Music At the Fire Lounge

Dec 17 @ 4:30 pm – 7:30 pm



Join us in the Fire Lounge, the best place in town for live music happy hour! This beautiful outdoor space in the perfect festive setting to kick off the week-end, with stunning Pacific sunset views and delicious food and drinks. Guests can enjoy a vast selection of cocktails and appetizers, or even have a full dinner at any of our outdoor seating.

#### Scheduled acts:

- December 11th – Nathan James
- December 12th – Gipsy Menco
- December 18th – Whitney Shay & Robin Henkel
- December 19th – Gipsy Menco

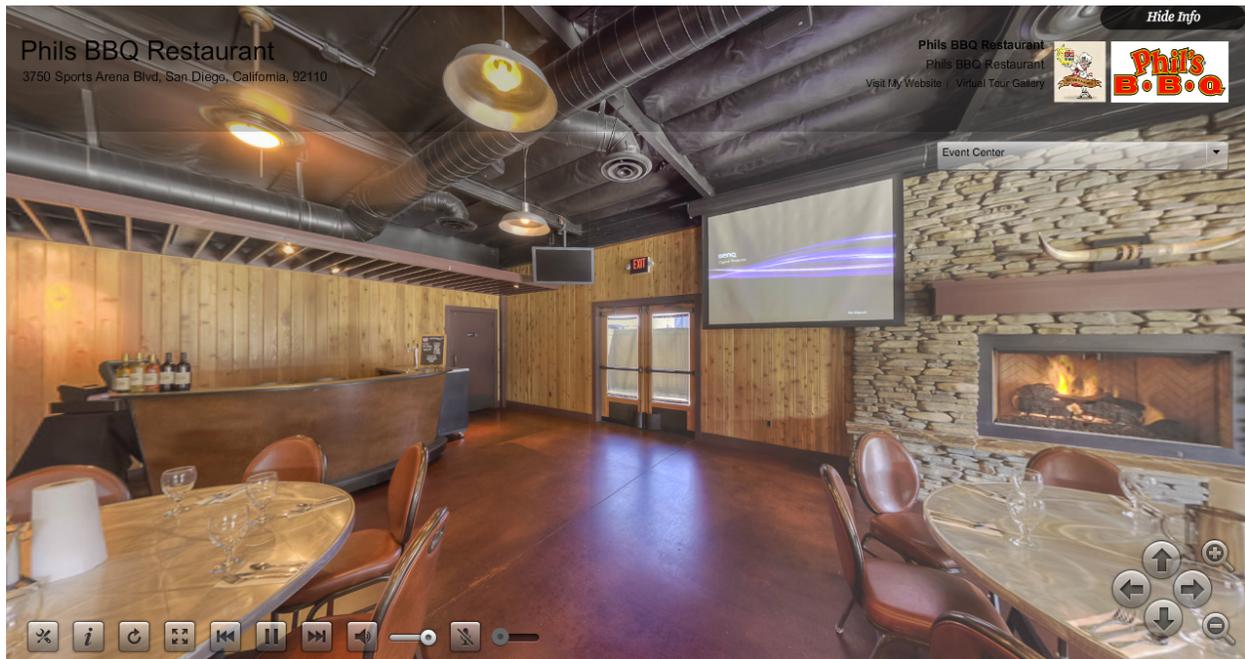
Sometimes you just need to ask. Your content (i.e., your events, your amenities) is valuable to other websites who crave information to share with their audiences. When those other websites' audiences align with yours, you've got SEO magic.

### **Embed a recent live stream or virtual tour of your restaurant.**

Double-edged sword here, so I don't know that it always make sense to do the live stream approach. But again, your busy patio, bar, or club is content that can absolutely attract guests. No one wants to see a live stream from a dead, boring destination, obviously.

If I owned a sports bar I would be all over this idea, however, particularly with any kind of Sunday sports crowd. In fact, I'm surprised destinations like Buffalo Wild Wings don't do more of this.

While I don't have a specific example of this from a live perspective, I will hearken you back to Phil's BBQ, mentioned elsewhere in this eBook. Phil's website includes a link to a "virtual tour" of three of their locations.



If you can't capture the audience via live video, you can capture that vibe via recorded video. And you can demonstrate the size and the style via virtual tours.

There's a little-known service offering from Google called Business View, which is a small part of their Street View and Maps offering. With it, you can be connected to "trusted photographers" who will, for a fee, take

stunning internal photos of your restaurant so that people exploring places to eat after starting their search via Google Maps, can get breathtaking, 36-degree, navigable views of the inside of your restaurant.

These aren't just high-definition photos. These are true, virtual tours.

### **Post a secret menu to your website with clues to access it available via social media.**

In California, our beloved In N Out Restaurant chain is famous for its hidden menu items. You can Google it easily to learn about them.

They're really only secret in that they aren't posted in-venue at In N Out locations. But countless websites share them. Truth is, even the [In N Out website](#) features them...off of the main menu of course:

**Urban myth or just plain excellent customer service?** Ok, you've heard the rumors, wondered what was on it, maybe even felt a little left out of the loop. But in reality, we don't have any secrets at all. It's just the way some of our customers like their burgers prepared, and we're all about making our customers happy. So here are some of the most popular items on our not-so-secret menu.



*Not-So-Secret Menu*

<b>Double Meat</b> two 100% pure beef patties hand-leafed lettuce, tomato, spread, with or without onions, stacked high on a freshly baked bun	<b>3 x 3<sup>®</sup></b> three 100% pure beef patties, hand-leafed lettuce, tomato, spread, three slices of American cheese, with or without onions, stacked high on a freshly baked bun
<b>4 x 4<sup>®</sup></b> four 100% pure beef patties, hand-leafed lettuce, tomato, spread, four slices of American cheese, with or without onions, stacked high on a freshly baked bun	<b>Grilled Cheese</b> two slices of melted American cheese, hand-leafed lettuce, tomato, spread with or without onions on a freshly baked bun

The concept of a secret or hidden menu is brilliant. I don't think restaurants do enough to have some fun with this, or to turn it into a marketing adventure, however.

If you're just getting your restaurant brand going, that is the best time to start teasing your secret menu. As you build your social following by reaching out to local foodies and taste influencers, you can give them clues to tease their following with.

Tweet: "Our menu in San Diego features just 10 major entrees — but ask your server about #13!"

Facebook Page: [Insert image] What item on our menu is this? Great question — it's NOT on the menu. Ask your server if you want this delicious secret special!"

### **Test the potential viability of future menu items by seeking feedback on social networks.**

If you've got an engaged following on Facebook or Twitter already, you can do this regularly. Transparently share with your audience what you have in mind and ask for the feedback. They WILL give it. Facebook, Twitter, and Instagram are the no-brainers here, obviously.

But I want you to check out the amount of interaction this simple request (one the next page) from a hotel restaurant leader received on LinkedIn, of all places.



**Julian D'Souza** 5d  
Venue Manager, Stones Corner Hotel at ALH Group

Layered with fillings like pulled pork, bacon, mac 'n' cheese and chorizo crumbs, you won't be short on inspiration to name our newest burger beast. Put your bun puns to the test and name our burger with the lot – the winner scores two... show more



Like • Comment • Share • **709** **2399**

Show previous comments

	<b>Francisco Orozco</b> The Hmmmmm burger.	26m
	<b>G. Mick Smith, PhD</b> Big Mouth	25m
	<b>Cameron LION Miller</b> <INSPIRED Stock Trader 5000+ > Supermans Burger!!! Quick Connect here: <a href="mailto:cmiller858@gmail.com">cmiller858@gmail.com</a>	25m
	<b>Cameron LION Miller</b> <INSPIRED Stock Trader 5000+ > "BBB" or Trip "B" - Big Belly Burger!!!	23m
	<b>Francisco Orozco</b> My Super Cool Burger.	16m
	<b>Francisco Orozco</b> The long happy road burger.	15m
	<b>Jeffrey Ang</b> The OTT Burger (Over The Top)	13m
	<b>Jeffrey Ang</b> "The Heart Stopper"	12m
	<b>Roger Keynes</b> The "me and my big mouth" burger!	12m
	<b>Chris Dye</b> The Clogger	12m
	<b>Jeffrey Ang</b> Eating For Two burger	11m
	<b>Oliver Bull</b> Cardian Runner, side of fries and a diet coke	10m

Add a comment...



Remarkable, isn't?

My theory on why this is, is because LinkedIn is a business social network focused on people, as much as it is about companies.

If you build a significant network of colleagues — whether they're in the industry or not — you've built a tremendous feedback and publicity vehicle as well.

Over 2,300 comments on that post. Wow. Nearly all with constructive or humorous feedback on that menu item he shared with them.

**Schedule (and let people pre-register for) a live event where you unveil your next season's new menu items.**

I'm still waiting for this idea to catch on, I'll admit. I caught a glimpse of it in an [article at Nation's Restaurant News](#) over a year ago.

This is an incredible idea for you popular local restaurateurs who tout your email list as a VIP Club. Invite those subscribers to your restaurant after you close or to one of your banquet rooms.

And then let them tour the room, sampling a variety of test recipes and new, known menu items you're getting ready to debut. Get their feedback, but also encourage them to share their experiences on social media.

The pre-registration piece is a unique addition to this because it enables you to plan more precisely with the number of staff you'll need. Oh by the way, you're also testing your "VIP" loyalty, aren't you?

## The latest quick service trend: fancy parties

by Bret Thorn in Food Writer's Diary

Jul 28, 2014

RSS 

 EMAIL

 SHARE

 Tweet

 G+1

 Recommend

9

COMMENTS  1

Popeyes threw a cocktail party to introduce its latest limited time offer: Tear'n Tenderloin



Here's a trend in quick service restaurants that I haven't written much about yet: Throwing parties in New York City to launch new menu items.

**Feature live (positive) posts about your restaurant on your in-store televisions — that guests will see before they order.**

One of the great advances of digital signage in recent years hasn't been simply in the new way you can display menus and videos on-premises. And it's certainly not in showing boring advertisements from local companies.

No, one of the great advancements in digital signage is the ability to feature your most-favored menu items, your most profitable menu items, and your best guests' testimonials.

Enplug is a newer company that helps with this sort of thing (though they're not the only ones who do so). I wrote [a piece for Foodable on this subject](#), in which Elton Keung, owner of Boba 7, raved about the ability to show guests' own words on-screen.

Postano also provides a highly professional version of this. Your screens will be unlike any other restaurant's if you deploy their system, let me tell you.

Or you can go low-tech. [Phil's BBQ](#) in San Diego is legendary for its long lines at lunch and early dinner time. Seriously, the lines are so long they used to feature a line cam on their website.

The lines extend out the door and around the sidewalk, oftentimes. What's a guest to do while they wait? Watch Phil's BBQ content, that's what. Menu recommendations, guest testimonials, social media posts that

have been carefully selected (curated is the hip new word for this) from their fans and followers. And up until recently, they did this by, basically, pushing what amounts to a custom PowerPoint presentation on a constant loop to specific screens.

## Summary

Our goal with this eBook is to light a fire under you and your team to rethink your restaurant marketing for a digital, sharing age.

We knew going into this project that we'd share some ideas that are proven, some ideas that are clever but rare, and some that are quite "out there."

We don't believe in throwing good money at bad ideas. But we do believe in testing and learning. The great thing about digital marketing versus the way restaurants have always marketed themselves in the past is that every dime can be tracked. And every tactic can be targeted.

Where do we go from here?

Well hopefully your wheels are turning on a few of these ideas. Hopefully you appreciate that the research/discovery work and strategy-building are vital BEFORE you fully commit to specific ideas.

On our end, we're already working on our second edition, as well as two other premium resources: Google Analytics for Restaurants and Advanced Email Marketing for Indie Restaurants. Look for those in 2016.

If you've got feedback for us on this eBook, we'd love to hear it.

Email me personally at [brandon@nextrestaurants.com](mailto:brandon@nextrestaurants.com) with your take:

### **Love it?**

Please send me your testimonial via email. I'd love to feature it as I build our marketing for the second edition and for my future premium resources, if you'd be so kind.

### **Ho hum about it?**

Let me know how I can improve it? I tried to provide a litany of examples, but it's difficult to vet every single one with a full ROI report. Hence, our emphasis on these being idea starters.

### **Hate it?**

Email me, I'll refund your money quickly. Sorry if you feel it was a waste of your time.