

# Rothman Food Group

## Social Media Marketing

### Ideas & Notes

**1. Photo Contests:** Have customers upload pictures to Twitter or Instagram using a hashtag (Ex: #FishBarContest) It's a fun way to interact with your social media following and it gains you publicity.

**2. Picture Ideas:**

- Food
- Interior
- Employees
- Drink Specials
- Chef's/Cook's Prep
- Customer's Pictures
- Customers Enjoying Themselves

**3. Be Engaged:** Post specials and special events, as well as "fun" posts, like silly national holidays. Create a platform for you and your customers to engage.

**4. Newsjacking:** Taking breaking news stories or widely publicized current events and report on them in such a way that relates to the given company's own ideas and personal agenda. (Ex: *Tide used a simple, compelling image in their power outage newsjack of the Super Bowl 2013 blackout. They tweeted a photo with the caption, "We can't get your #blackout, but we can get your stains out. #SuperBowl #TidePower."*)

**5. Good Accounts to Keep an Eye On:**

- Buffalo Wild Wings
- Arby's
- Taco Bell
- Coolhaus
- Grilled Cheese Truck
- Sprinkles
- Kogi

**6. Educate Customers:** Educate customers with "How To" posts related to your restaurant. *Become a resource and help them out in their own kitchen with tips on time-saving, food freshness, food prep, complimentary food combos. This could especially be helpful on Pinterest or blogs.*

**7. Build Your Customer Database:** Get the e-mails of your potential customers that you can send weekly offers/specials and occasional exclusive coupons to.

**8. Offer Social Media Exclusive Promotions:** Ex. 1 - *Offer a complimentary appetizer with a purchase of any entree to the first 5 people to "like" your Facebook post.* Ex. 2 - *Offer a "secret" discount to only those who mention a codeword from a specific Twitter/Facebook post.*

**9. Giveaways:** Have a bowl and slips of paper at the front Host/Hostess desk where people can fill out their name, e-mail, town/city of residence and phone number to enter a monthly drawing. *Prize Examples: Free Appetizer, Free Entree, Free Dessert, \$15 gift card to the restaurant, etc.* More than likely people will spend more than they win when they come back to redeem their prize and it's a great way to get customer's information.

**10. Birthday Club:** Many people dine out on their birthdays, and people often buy dinner for their friends or family members as a gift. Create a birthday club that gives customers free or half-price dinners, a free glass of wine, dessert, or another benefit that will make dinner at your restaurant an experience, not just a meal. Allow customers to sign up for the club so you can send them a courtesy email or a reminder phone call the week before. This once again, is another great way to get customers information!

**11. Digital Coupons:** Digital coupons sites, such as Groupon, offer small restaurant owners an opportunity to effectively reach specific audiences. Groupon users want to purchase dinner promotion deals, and will even print their own coupons, which will decrease the restaurant's advertising expenditures. Digital coupon users have the option to either print their coupon or display it on their mobile device to receive the discount.

**12. Loyalty Cards:** Depending on the type of restaurant, this could range from a simple "buy 10 sandwiches, get the next free" punch card for a sandwich shop to a sophisticated bar-coded card your servers can swipe. Search online for "gift cards" and you'll find companies that offer a range of loyalty card options.

**13. Serve Your Community:** Find a way to make a personal difference in the community you serve and it pays dividends in customer good will.

**14. Partner With Others:** Partner with hotels, spas, local attractions and other complementary but non-competing businesses to spread the message about your restaurant. You can place flyers, rack cards, brochures and business cards on countertops; or you can go in together on a romance and beauty package or family fun package.

**15. Fun Social Media Contests:** A fun contest to run online is "Guess What This Is"? This is where you post a close-up picture on your social media website of an object and your fans have to guess what that object is or what it's used for. The first person to get it right wins a small prize. Another is "Finish This Phrase" or "Caption this Picture". This one can be a fun way to get your followers involved. Post either a phrase with a blank (similar to the game AdLib) or post a funny picture and have a "Fill In The Blank" or "Caption This Picture" content. Make the phrase or picture related to your restaurant so fans have to think about your business and its services.