EVERYTHING RESTAURANTS NEED TO KNOW ABOUT DIGITAL MARKETING

turnstyle

getturnstyle.com

CONTENTS

INTRODUCTION **3**
I. WHY DIGITAL MARKETING IS ESSENTIAL TO RESTAURANTS **4**
The Perks 6
What to Expect in this eBook 6
II. HOW TO SUCCEED WITH DIRECT MARKETING FOR YOUR RESTAURANT **7**
A New Hope for Direct Marketing 8
Well-Recieved Reach Outs 9
Rewarding Your Readers 10
Two Marketing Birds, One Digital Stone 11
Wi-Fi Marketing - Perfect for Restaurants 12
III. BOOSTING YOUR BUSINESS REVIEWS WITH YELP **15**
Crunching the Numbers 16
It's Not Just Gordon Ramsay's Opinion That Matters 17
How to Boost Your Yelp Reviews 18
IV. TECHNOLOGY TRENDS IMPORTANT FOR RESTAURANTS **20**
Reservations 21
Entertainment 21
Ordering 22
Applications 22
Payment 25
V. WHAT RESTAURANTS NEED TO KNOW ABOUT MOBILE PAYMENTS **26**
Apple Pay 27
Android Pay 28
Samsung Pay 29
What it Takes to Become Mobile Friendly 30
VI. WEBSITE TIPS **32**
The Essentials 32
The Importance of Social Proof 36
Optimizing for Local Search and 38
Mobile Devices 38
VII. SOCIAL MEDIA BEST PRACTICES FOR RESTAURANTS **41**
Great for Advertising 42
Don't Just Advertise 44
Modern Customer Serivce 45
Show Off Your Food 46
Not All Social Media is the Same 48
Time to Get Social 50
CONCLUSION **51**
ABOUT TURNSTYLE **51**
CONTRIBUTORS **52**
SOURCES **53**

Introduction

Running a successful restaurant isn't what it used to be. Provide delicious food and an enjoyable dining experience and your restaurant would flourish. In the past, restaurant's were able to let the food and great service do the marketing for them. With the amount of competition that now exists among the eatery industry, it's just not that simple anymore. Restaurants now need to take extra steps to ensure that customers know they exist and that their food is in fact delicious. The modern day word-of-mouth marketing approach that restaurant's have relied on in the past, has made a jump from people's lips to their device screens and restaurants need to act accordingly.

Prelude

WHY DIGITAL MARKETING IS ESSENTIAL TO RESTAURANTS

In order to *attract new customers, keep the regulars coming back*, and create an *excellent brand experience*, your restaurant needs a solid marketing strategy.

In the eyes of your customers, what separates your restaurant from the hundreds of others in your city?

If they haven't eaten at your restaurant before, then it's not their experience of the food or the service that will persuade them. The published experiences of their peers is one way to persuade them, but there are also other things such as advertisements, a website, social media and new-age marketing platforms to help your cause.

ONLINE MARKETING DRIVES **926 MILLION** RESTAURANT VISITS EACH YEAR

83%
Rely on their phone to help them making dining decisions

67%
Read about restaurants online

64%
Have tried a restaurant based on a mobile ad

43%
Of web traffic is mobile

35%
Have used their mobile device to order

32%
Engage in email marketing

45%
Have made dining decisions based on an email

27%
Use location based marketing (LBM)

71%
Say they would be receptive to LBM

The Perks

- ✓ You can do it yourself
- ✓ It's affordable
- ✓ It's measurable
- ✓ Reach more customers
- ✓ Attract more customers
- ✓ Engage more customers

What to Expect in this eBook

This is a thorough guide to all aspects of digital marketing and is a wealth of knowledge for any restaurant owner or operator.

We cover a bunch of topics that will be useful to anyone in the restaurant industry, including how to effectively use direct marketing, increasing your positive Yelp reviews, important tech trends to follow, what you need to know about mobile payments, optimizing your restaurant's website, and mastering social media, with lots of helpful tips and advice.

We know that this eBook contains quite a bit of knowledge and that's why the table of contents contains quick links so you can jump from section to section scroll-free. Bon appétit!

Section 1

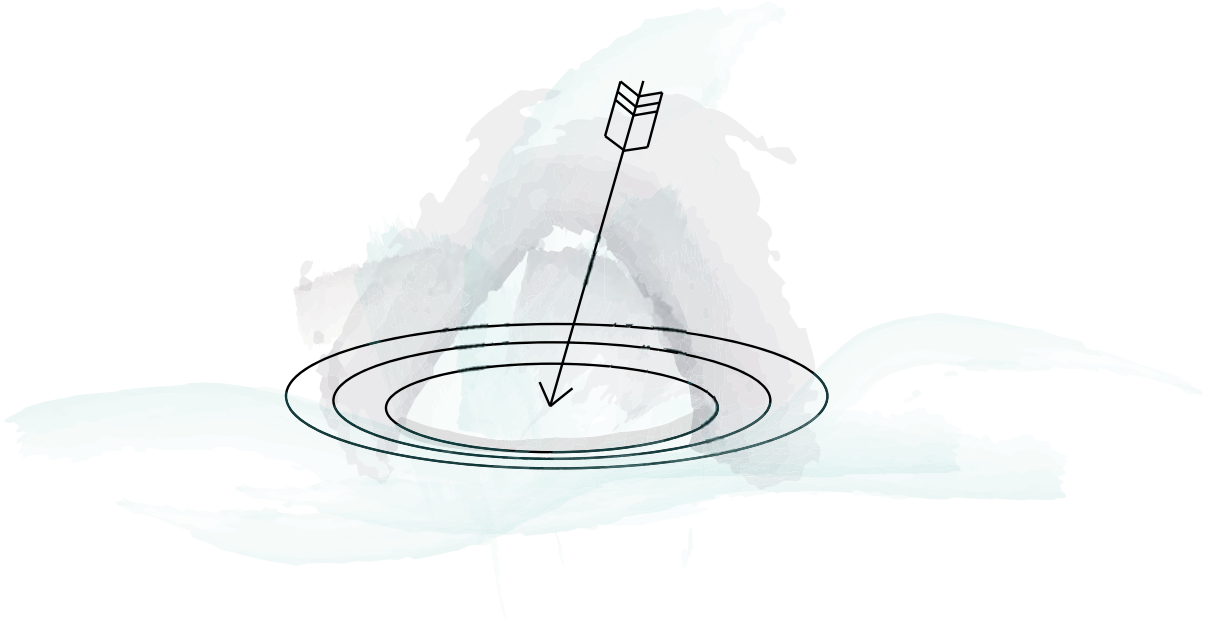
HOW TO SUCCEED WITH DIRECT MARKETING FOR YOUR RESTAURANT

Last year, U.S. companies spent $170 billion on "direct marketing" – junk mail of both the physical and electronic varieties according to the Chief Marketing Officer Council.[1]

And how many of these messages were effective?

As it turns out, only 3% of people bought something as a result! That means 97% of that $170 billion (164.9B) was more or less wasted.

The challenge is figuring out how to turn those 3% redemption rates into 5% + redemption rates. There are several ways to do this.



A New Hope for Direct Marketing
(Building the right audience with opt-ins)

The concept of opt-in marketing is simple.

Instead of you delivering messages to people you think want to hear from you, you deliver your messages to people who actually want to hear from you.

An example would be when you sign up for a newsletter instead of randomly recieving it from a company.

So how can you start taking advantage of this new marketing trend?

Offer something of value to the consumer in exchange for an opt-in to your business's marketing program. In doing so, you are able to connect directly with a devoted customer base.

When it comes to convincing shoppers to share their personal information, discounts and coupons (cited by 72%[2]) are the most popular forms.

Send these promotions to the customer upon opting-in to your business's direct marketing program. This enables you to reach them at the most effective time.

> *What we see is that consumers are prepared to share personal information in order to get personalized benefits. 56% of respondents prefer discounts or deals to be proactively sent to them, with those aged 18-35 wanting these discounts to be highly personalized and relevant.*
>
> *– Patricia Walker, Senior Managing Director at Accenture*

By requiring customers to opt-in, you can filter out those who are not interested. The best part? You're not wasting any money or resources on those who simply do not care.

A recent shopper survey by Accenture showed, 51% of consumers are willing to share personal info with retailers in order to receive discounts[3]. The growth in this area is increasing, as that number is up 18% from last year.

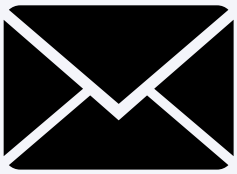
This statistic proves that it is becoming more popular with consumers to use ***digital coupons***. While 24% of those surveyed revealed they are unsure whether they would participate, the upside of this opportunity is clear.

The ability to sway those who are unsure is becoming easier, as sharing info to receive deals becomes the norm.

Well-Recieved Reach Outs

The process of carrying out a hands-off, direct digital marketing strategy is simple and straightforward. For those skeptics who want to see immediate results, ***email*** and ***SMS (text message)*** programs' success can be measured in minutes rather than months.

E-mail (cited by 53%) and SMS (cited by 49%) are the best methods.[3]



E-MAIL

According to the Digital Marketing Association (DMA)[4], ***email marketing*** yields an average of 4300% ROI for businesses in the U.S. This is due to its low cost and high reward. That staggering percentage represents a marketing trend that is hard to ignore.

The average open rate for emails is ***21% with a 3.5% click through rate*** (CTR)[5]. Email is ideal for giving users something that they can go back and reference later, such as login information or a discount code that can be applied in the near future.

Email can also be used to deliver interruptive messages like real-time coupons. An attention grabbing headline is imperative if you want people to open their emails as soon as possible. Emails are not the best practice for urgent messages or promotions with a small window of redemption time.

32%

Engage in email marketing

45%

Have made dining decisions based on an email

turnstyle
getturnstyle.com

On average, ***SMS*** has the ***highest open rates and CTRs*** with 99% and 36% respectively.[6] This means that SMS is best for delivering critical information that should be read immediately.

Messages must be clear and concise, since they are limited to 160 characters (including an opt out link) and cannot have images. If your message contains content that customers need to retrieve at a later date, such as a receipt or post-purchase voucher, SMS is not the best option, as it will be difficult to find that specific message later.

Rewarding Your Readers

Digital coupons are the best way to reward your customers for opting-in to your marketing program. They are also highly effective at driving additional actions. When it comes to technology enhancing the in-store experience, the recent shopper survey by Accenture revealed that consumers ranked digital coupons the highest.[3]

You don't have to break the bank with these promotions either. The majority (87%) of shoppers are enticed to purchase an item by discounts of 20% or more.

Two Marketing Birds, One Digital Stone

To succeed in today's tough market, you need to take full advantage of the ***useful technologies*** available.

You can build your direct marketing database and offer enticing digital coupons to customers easier than ever before.

By applying this digital direct marketing strategy, it creates a win-win situation for customers and the participating businesses.

It also provides the chance to kill two marketing birds with one digital stone.

MOBILE RESTAURANT STATS

30% +

of visits to mobile pizza sites result in a call to the restaurant

70%

of the smartphone users use their devices while out shopping

40-47%

increase in mobile traffic to restaurant sites in the last 5 years

Wi-Fi Marketing - Perfect for Restaurants

WHAT IS WI-FI MARKETING?

Wi-Fi marketing platforms give your standard Wi-Fi superpowers! It allows you to do waaaay more than simply offer free wireless internet.

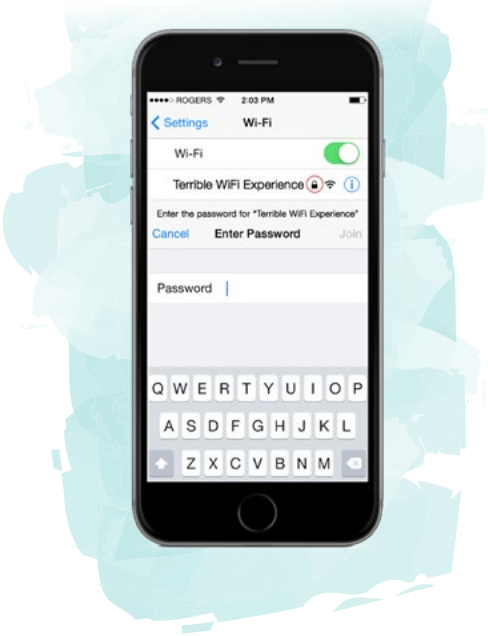
In a nutshell, it's a really easy way for you to collect emails and build a customer database in exchange for the free Wi-Fi that you provide for guests, but that's just the beginning.

What good is having a bunch of emails if you can't do anything with them? Perhaps you already engage in some form of email marketing? If so, that's great! You can export these emails into your current system on a daily basis and carry on as usual.

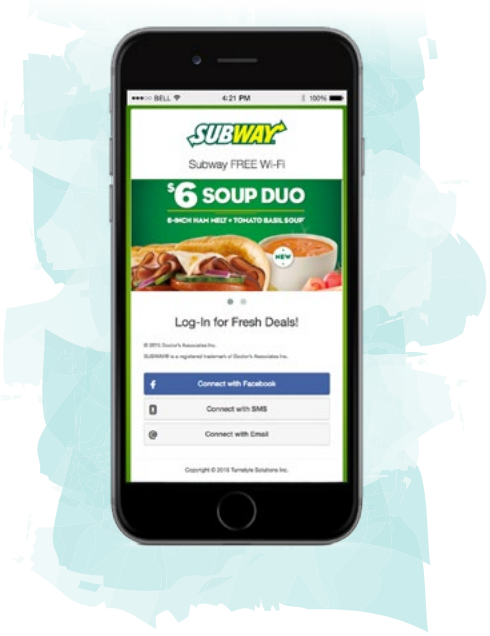
But maybe you don't do any email marketing and maybe the thought of taking on another project makes you cringe. Well the good news is that Wi-Fi marketing takes care of all the headaches associated with setting up and learning email marketing.

Plus, it delivers results!

TRADITIONAL METHOD



WI-FI MARKETING METHOD



HOW IT WORKS?

Instead of signing in to your Wi-Fi with a password, guests sign-in with their email (or phone number, facebook profile, twitter handle, etc.).

Once they successfully sign in, they get the free Wi-Fi that they're looking for (yay!) and you get their contact info - which is another way of saying, you get an easy way to communicate with them and get them to visit more often which makes you more profitable!

Finally that Wi-Fi that you have been paying for every month can start to make you money!

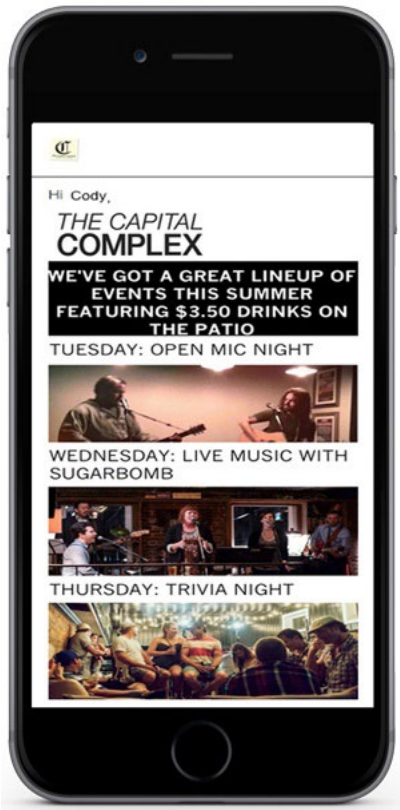
WHAT CAN IT DO?

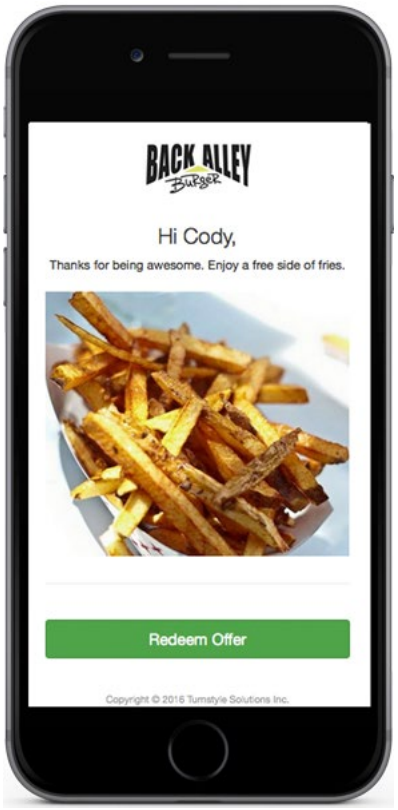
We mentioned that it makes it really easy to collect emails and build your customer database, which is great if you already have an email marketing program set up. For those of you who don't have an email program set up, have no fear. Wi-Fi marketing lets you easily set and forget a series of email messages.

For example, let's say it's Monday night and you have 15 minutes of spare time. You can write a single email to promote your Thursday night wing special, schedule it to go out on Thursday at 5pm (right when people are looking for a place to eat that evening) and then hit save. On Thursday at 5pm, as you're prepping for the night, hundreds of potential customers will receive your email that you scheduled days before.

You could even take it a step further and entice them with a digital coupon placed right inside of the email message. Pretty neat huh?

(Check out some other automated email campaigns people have created with WI-Fi Marketing here)





Who Uses It?

Almost any business that offers guest Wi-Fi stands to benefit from Wi-Fi marketing, however, restaurants, bars, nightclubs and cafes get the most value from it.

To give some context, Subway Restaurants is currently using a Wi-Fi marketing platform across 700+ locations and have seen that customers who participate in the WI-Fi marketing program, visit twice as frequently than those who do not.

Below is a what the process looks like for you and your customers:

Customer enters restaurant with a Wi-Fi enabled device

Restaurant offers Wi-Fi as a value-add and presents customer with a branded Wi-Fi login page

Customer joins Wi-Fi network via email, SMS or social profile

Restaurant grows a smarter contact list

Automate emails to retain and reward your customers

1 Key Takeaways

- *Wi-Fi doesn't have to cost you money, it can actually make you money*
- *Wi-Fi marketing makes it easy to collect email addresses for your customer database*
- *Wi-Fi marketing is effective, easy to manage and a perfect fit for restaurants*

Section 2

BOOSTING YOUR BUSINESS REVIEWS WITH YELP

Online reviews = word-of-mouth marketing = more business!

Businesses have just started to recognize the importance of **online reviews**. Have you heard of this thing called *Yelp*? Here's a little bit of background on them for those of you who have been living under a rock for the past decade.

yelp IN A NUTSHELL

Yelp.com was one of the first and foremost websites to build a community of these **user published reviews**. The crowdsourced reviewing website has been around since 2004 and has racked up some pretty impressive stats in that time.

The site provides a means for customers to review the products and services of local businesses, in order to help the online community get the inside scoop.

Many old-school businesses may not understand the reasons to embrace customer reviews or feel the need to manage their image on these customer experience forums. But, studies show that unfavorable or no reviews on Yelp.com, lead to poor sales and worse traffic.

90 million reviews of restaurants & other service-based businesses

2.1 million local businesses listed

142 million monthly visitors who both read and write reviews

Crunching the Numbers

Harvard ran a study which combined Yelp reviews with sales for every restaurant in Seattle, WA, between 2003 and 2009.[31]

THE RESULTS:

A one star increase on Yelp

5-9%

lead to a 5-9% increase in sales

Of Seattle restaurants

70%

70% are on Yelp

Seattleites were quick to realize that Yelp was a valuable free resource.

Another study done by ***UC Berkeley*** looked at 148,000 Yelp reviews for 328 restaurants in the San Francisco Bay Area on Yelp.com.[32]

THE RESULTS:

A half-star rating increase translates into

19%

19% greater likelihood that a restaurant will be full during peak times

A half-star rating increase for restaurants without established reviews

27%

resulted in a 27% greater likelihood in filled seats during peak times

It's Not Just Gordon Ramsay's Opinion That Matters

It may seem like everyone's a food critic today and well - that's because they are! A flattering Yelp review can go a long way. 10 flattering Yelp reviews can go even further.

And it's not just Yelp anymore. **Facebook** and **Google** are putting more focus on customer reviews to deliver the right type of messages to their users. Online consumer reviews are the new way to ***build your reputation***.

Building a solid foundation of Yelp reviews (and Google and Facebook) should be a top priority. Getting positive reviews (and lots of them) WILL get you more business. The best part is good reviews have a snowball effect. New customers will be inspired to write reviews and in turn your business will thrive!

Bonus Tip

Online reviews not only affect your business's reputation, they also boost your ***local SEO***. Drive more traffic to your Yelp page and increase your reviews by sending customers emails powered by Wi-Fi marketing. Learn more in our Wi-Fi marketing section.

How to Boost Your Yelp Reviews

In a nutshell, Yelp discourages businesses from directly asking customers for reviews.[7] However, there are measures you can take to **make the process easier** for your customers.

Yelp's website suggests doing the following 3 things:

1. Use their **review badges** link to your Yelp listing on your website. They provide the code and your review stats will update automatically for all your web visitors to see.

2. Place **Yelp signage** in your business. You can request for signage like stickers to be sent to you from Yelp.

3. Add a link to your Yelp listing in your **email signature**.

The common theme of these 2 tips is that they **create awareness** and **remove any unnecessary steps** getting in the way of leaving a review.

Removing **friction points** between your customers and a desired action - whether that be an online review, purchase, or subscribing to your e-newsletter - is the best way to increase your chances of getting them to complete that action.

Bonus Tip

Share your reviews on social networks like Facebook and Twitter to increase awareness even more. You can do this in the reviews section of your account. Don't be afraid to include a negative review here and there either. No one is perfect, and having a mix of good and bad reviews will build trust and credibility.

2 Key Takeaways

- *Online reviews boost your reputation*
- *Online reviews increase your local search presence and SEO*
- *Asking for reviews is discouraged, but creating awareness and removing friction points are totally fine!*

Section 3

TECHNOLOGY TRENDS IMPORTANT FOR RESTAURANTS

As a restaurateur, you know food, drinks and people. You can talk appetizers for hours or debate craft beers with the best of them. You probably have extensive knowledge of what your customer base is looking for and a knack for turning first-timers into regulars. But, one area where you might feel lost, is technology.

In the past decade, technology has made leaps and bounds in regards to innovating the many aspects of different consumer industries. But restaurants have remained one of those markets reluctant to change. Despite the new tech available to restaurant owners, restaurants have been very slow to adapt. From free guest Wi-Fi, to tablet based ordering and payment systems, restaurants have plenty of technology at their disposal to upgrade their business.

The following aspects of the restaurant experience have all faced significant innovations that you may want to consider.

Bonus Tip

Restaurant Wi-Fi is a necessity to power most of these new technologies. Check out our section on Wi-Fi marketing to learn about the other amazing benefits it can provide.

Reservations

The days of calling a restaurant in advance, praying that there will be a vacant table are in the past. **Online reservations** through a restaurant's website has become popular in recent years. But, this convention has been improved even further. Third-party reservation services have made this possible.

These services allow restaurants to **outsource** the handling of reservations and give customers a convenient way to reserve a table. They can assist restaurant staff with seating customers, tracking table statuses and checking spending data by reservation and guest.

Entertainment

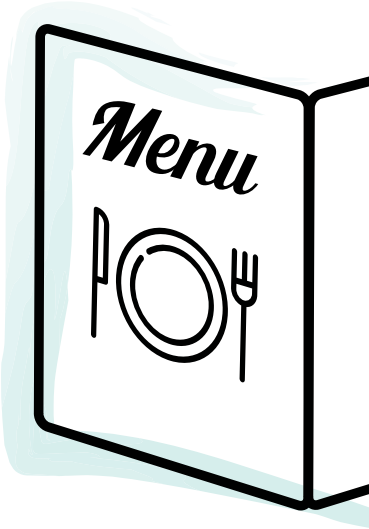
Keeping your customers entertained throughout their meal is a task that each restaurant undertakes differently. It's important, because it can make or break your customer's experience and their opinion of your restaurant. Most restaurants provide ambient background music to compliment their meal, while others feature TV's to amuse guests while they wait for their food.

Forbes magazine reported that an emerging restaurant tech trend is to offer guests a variety of entertaining games to pass the time while they wait for a table or their food. These games can be played using the same tablets used by customers to view the menu and order food. Ideal for families with children, these multi-functional gaming platforms are a great way to distract the kids while they 'patiently' wait for their meal.

Ordering

Once your customers have been seated, they usually have to sit and wait on a server to come take their order. This is another aspect of the restaurant experience that has seen an overhaul, thanks to technological innovations.

Instead of having a server taking customer's orders, some restaurants now provide each table with a set of tablets with **interactive menus.** The idea of replacing a human with a screen is not an original one, but it is a concept that has proven effective in other roles. By providing customers with a means to order their own food, the eating process is streamlined and the amount of employees required is reduced.



Rather than making your customers wait for their server to visit their table or awkwardly lock eyes as they walk by, speed things up with a **self-service menu**. The tablet ordering system is always available to your customer and their dining needs. It has been proven that this ordering method is gaining popularity with both owners and customers.

Buzztime Business reported that more institutions than ever are placing tablets at tables, where people can use them to order.[8] A survey by QSR Web revealed that **47% of customers** would use self-service technology to customize orders, while viewing item details ran a distant second with 26%.[9] According to Software Advice, **71% of 18-34 year olds** prefer to order for themselves from a table-side tablet.[10]

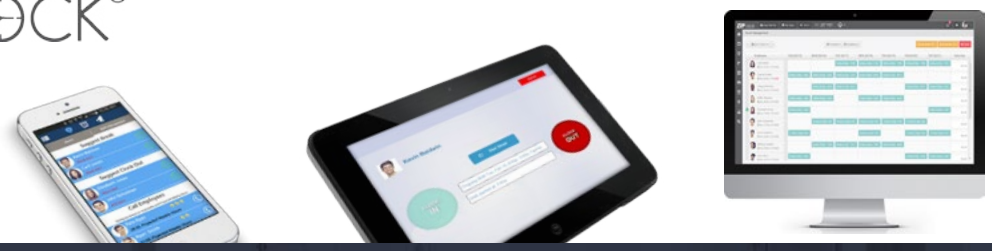
These services can also suggest additional items to order, and there are reports that they can cut 7 minutes off the average customer's stay. Tablet based ordering apps allow restaurants to provide faster service, and serve more tables per night.

Applications

While new technologies are helping restaurants become more efficient, reliable and profitable, there are applications constantly being made to have the same impact. Looking at the technology available, we can highlight certain apps as tools to improve many tasks in your restaurant, both internal and external.

Four of the most popular applications include:

ZIP clock®



Zip Clock - *Manage HR in a more effective way*

Effectively managing your restaurant's HR is key in order to save money and keep your employees happy. This app helps you to control different issues involving your staff members and it doesn't matter whether your restaurant has 2 or 200 employees, you can adapt it to your business.

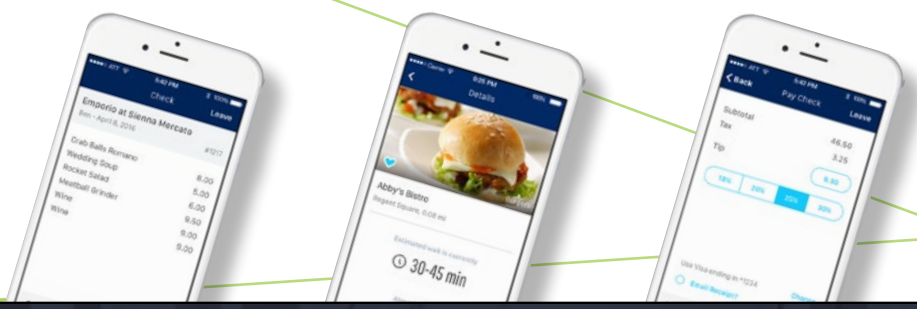
You can create timetables for each staff member and allow them to exchange shifts with their co-workers, with the app updating the schedule in real time. Additionally, you can extract data such as the hours that each employee worked and analyze the profitability of each staff member. This is a useful tool to assist with tracking the analytics of your restaurant's employees.

CRUNCHTIME!

Crunch Time - *A data driven tool*

No doubt you have a lot of data that your restaurant generates every day, but, do you put this data to use? If not, then CrunchTime is a tool for you. It helps you to convert data into insights, in order to make better decisions. It includes different dashboards to track relevant business information and has alerts in place to notify you in case your efficiency declines.

nowait

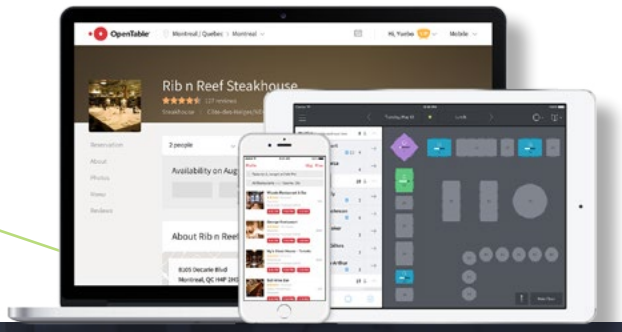


NoWait - *Manage your waiting list*

How do you deal with the peaks and valleys of your restaurant's wait times? NoWait is a tool that helps you with this task, allowing customers to add themselves to the waiting list and alerts them when their table is ready with a text message. The app also assists with the collecting of customer feedback, as at the end of the meal, the customers can evaluate their dining experience and provide you with information on how to improve it.

Think of your restaurant as an entity that periodically needs to be fed with new types of food; the food being technology. If you use the correct technology, you'll discover that your restaurant appeals to younger, more tech savvy generations of customers. By introducing some of these apps, you can take your restaurant to the next level and optimize each process of the dining experience to become more profitable.

OpenTable®



Opentable - *A Data Driven Tool*

Opentable is an online real-time restaurant-reservation service that provides reservations for over 31,000 restaurants worldwide and seats around 15 million diners a month. The service allows users to search for restaurants and reservations based on parameters including times, dates, cuisine and price range. Opentable also allows restaurants to replace an existing paper reservation system with an Electronic Reservation Book (ERB) and reward users with points after dining.

Payment

People are increasingly security conscious with their credit cards, but one of the most appealing features of self-service payments is the ability to **split the bill** (39%) and to **coordinate multiple payments** (31%)[11]. Self-service POS tablets allow customers to pay when their ready and without the assistance of a waiter/waitress, improving the experience for those customers eager to leave.

Many of these tablet based POS systems are NFC enabled as well, so customers are able to pay with their mobile payment app. This is a trend that will continue to see tremendous growth in popularity.

3 Key Takeaways

- *Explore your options for online table reservation software*
- *Consider upgrading your table-side technology to allow for self-ordering*
- *The latest entertainment and POS systems can greatly improve your customer's dining experience*
- *Try out useful apps to assist with all aspects of restaurant management*

Section 4

WHAT RESTAURANTS NEED TO KNOW ABOUT MOBILE PAYMENTS

Nowadays, people have two things on their person at all times outside of their home; their **wallet and their smartphone**. Doing what tech giants do best, Google and Apple began to contemplate how to combine the two essential items and make them better. Samsung, being the electronic experts that they are, also decided to throw their hat in the ring.

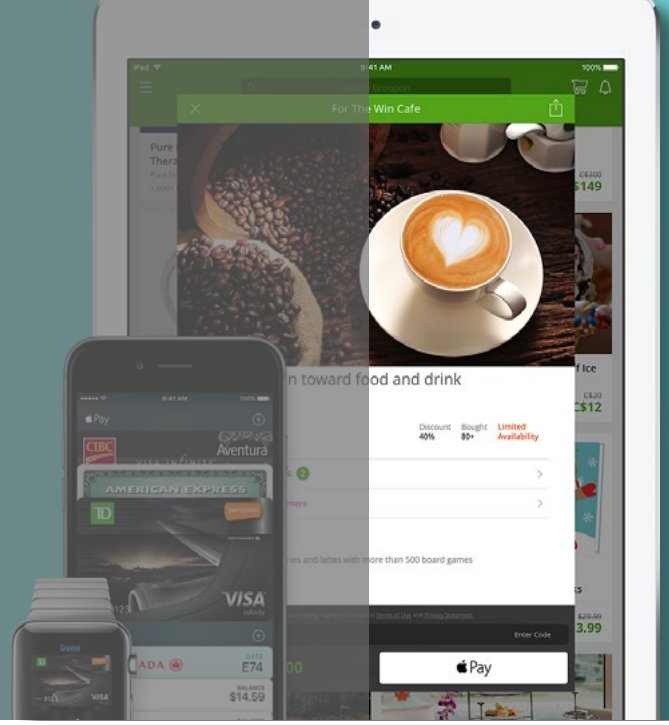
Each app is very similar in overall functionality due to the use of **NFC**, (Near Field Communication) with the exception of Samsung's. Where they all differ is in the smaller features and index of accepted retailers.

The questions you might be asking yourself are, "what exactly are my options? How do they work? And how do I setup my POS to offer this payment method?"

Let's start by answering the first two questions, What are your options and how does each option work?

Apple Pay

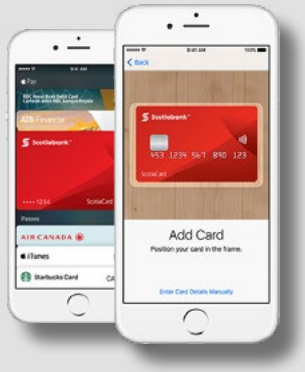
Apple Pay was the first of the "pays" to launch its app and extend from the smartphone to other Apple devices. The app itself is simple to use and works with the cards you already have, on the device you already use every day. The wallet app has been able to store your boarding passes, tickets, rewards cards, and more. Now with Apple Pay, your phone can store your credit cards, debit cards, and gift cards, too.

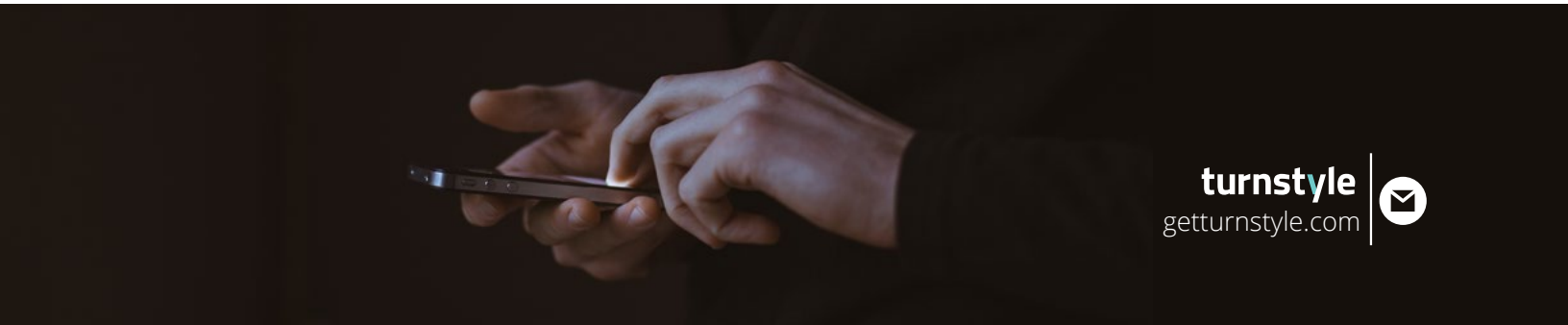


Because your card details are never shared when you use Apple Pay — in fact, they aren't stored on your device at all — using Apple Pay is the safer and more private way to pay than the traditional card. With Apple Pay, instead of using your actual credit and debit card numbers when you add your card, a unique Device Account Number is assigned, encrypted, and securely stored in the Secure Element, a dedicated chip in the iPhone. When you make a purchase, the Device Account Number, along with a transaction specific dynamic security code, is used to process your payment. Your actual credit or debit card numbers are never shared by Apple with merchants or transmitted with payment.

Now paying in stores happens in one natural motion — there's no need to open an app or even wake your display thanks to the innovative NFC antenna in the iPhone 6 and iPhone 6s. To pay, just hold your iPhone near the retailer's contactless reader with your finger on Touch ID or enter your passcode. These security measures ensure that only you can make payments from your device.

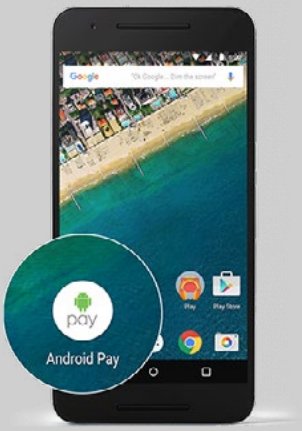
Although Apple Play may seem like another perfect product released by Apple, it still has its fair share of kinks to work out. A glaring issue for iOS users, is that Apple Pay is currently only available on the iPhone 6 and later models. While there may be over 200,000 retailers who support Apple Pay, not every retailer's sales system supports NFC.[12] Lastly, Apple Pay works with most of the major credit and debit cards from the top U.S. banks, but only American Express in Canada.





Android Pay

Android Pay is almost identical to Apple Pay in its design, function and even the list of accepted retailers. Loading debit and credit cards onto the Android Pay app is the same as with Apple Pay. But, with Android Pay you can simply unlock your phone, place it near a contactless terminal, and the transaction occurs. You don't even need to open an app. Tap and pay is that fast and easy. Additionally, when you tap at select merchants, your loyalty points and offers are automatically applied at checkout too.



As for security, a Virtual Account Number is used to represent your account info, so merchants don't actually receive your credit or debit card number. A partnership with TCF National Bank is also protecting all transactions with its zero fraud liability service. This means that consumers are not held responsible if unauthorized transactions are reported.

Where Android Pay differs from Apple Pay, is in its availability and additional features. Android Pay is accessible to all Android phone users, as long as that phone has NFC technology. Using the Google Wallet, the precursor to Android Pay, Android users can transfer money to peers, a feature unavailable to iOS users.

Google Wallet

Android users can download Android Pay from the Google Play Store and select Android devices come with the payment service pre-installed. Android Pay is not only compatible with more phone models than its counterpart, but is also accepted at over one million stores across the U.S. and Canada.

The bigger issue for both mobile payment apps is likely to be finding stores that support NFC payments — major chains like McDonald's, Macy's and Walgreens all support it, but it's far from being universally adopted.[13]

Samsung Pay

Samsung is hoping to set the stage for a productive year in mobile commerce. One which will see the electronics maker blow past its competitors for the top choice of consumers' digital wallets.

On the surface, Samsung Pay works very similarly to Android Pay. The card loading, user security and tap and pay systems are all the same. Where Samsung Pay holds a considerable advantage, is in its POS (point of sale) technology.

Its rivals, Android Pay and Apple Pay, only work with NFC-enabled terminals. Samsung Pay is compatible with both older MSR (magnetic stripe reader) terminals as well as newer NFC-equipped terminals. This suggests Samsung Pay is usable in more locations than its competition. It could be a big selling point for a consumer deciding whether to purchase a Samsung smartphone or another Android device.

Samsung acquired the rights to the technology when it bought LoopPay early in 2015.[14] They have since embedded it into Galaxy S6 and Galaxy S6 Edge smartphones. The MST (mobile sales tool) technology in Samsung Pay, lets your phone emulate an actual physical card swipe. That means it can work at virtually any payment terminal where you can swipe a card.

Like the other mobile payment apps, simply activate Samsung Pay on your phone, authenticate with your fingerprint (or a PIN), and then hold the phone over where you'd normally swipe a card. It makes the terminal react as if you had swiped a card through it and processes the payment. Because most U.S. retailers already have magnetic strip readers, there are more locations able to accept Samsung Pay than the competition. To prove it, Samsung claims that 30 million merchant locations globally already have the potential to work with Samsung Pay.[15]

The biggest issue with Samsung Pay is compatibility. It's only supported by the Galaxy S6, S6 edge, S6 edge+ and Note 5 and presumably future high-end Samsung phones as well. There is also the added restriction of needing a U.S. model of one of those phones on a supported carrier (at launch Sprint, T-Mobile, U.S. Cellular and AT&T) that may be a significant barrier for some.

What it Takes to Become Mobile Friendly

The first example of mobile payments came in 1997, when Coca Cola introduced a limited number of vending machines where the customer could make a mobile purchase. The customer would send a text to the vending machine to set up payment and the machine would then vend their product.

In 2014, only 5% of consumers had ever used their phone to make an in-store payment. Fast forward to 2015, which served mostly as a pilot year for many mobile payment platforms. There was a **substantial jump** in the number of people using a phone to make an in-store payment last year. There was growth of more than three times from **5% to 18%**, according to a report by Deloitte.

The transition to enable mobile payments has already began for retailers. Reports suggest there are between 400,000 and one million NFC-ready terminals installed across North America. Looking to the future, a report by Boston Retail Partners forecasted that 40% of the top 500 retailers will have upgraded to NFC terminals by the end of 2016.[16]

In a time where the security surrounding one's finances and identity are an area of major concern, mobile wallets offer a practical solution. Every time you hand over your credit or debit card to pay, your card number and identity are visible. Swiping your card triggers an exchange of information that is vulnerable to theft. Virtual and device account numbers replace the need for this critical information. In turn, the risk of credit card fraud and identity theft is greatly reduced.

Bonus Tip

Our smartphones have become an integral part of our lives and we rely on them more now than ever. Learn how your restaurant can connect with your customers in a personalized way through their smartphone by checking out our Wi-Fi marketing section.

As consumer adoption continues to rise, more national retailers will become comfortable making transactions via smartphones. As a result, shoppers can expect to see more discounts and promotions sent to their mobile devices. These mobile coupons, like mobile payments, cater to the consumers of the future; millennials. The trend-setting millennials love m-commerce apps and are the driving force behind its popularity.

The future of the leather-bound wallet is now in their hands, rather than their back pocket. When millennials choose which brand of phone to buy, they also decide which mobile payment platform to use. As the sides are chosen and the next generation of shoppers divided, these mobile payment platforms can choose either fight or flight (see Amazon Pay). The match has been set and the players named. Now we wait to see how this competition unfolds and who will be crowned the king of mobile payments in the Game of Phones.

For restaurants or retailers, all you need to do is update your POS to accept NFC payments and watch, as the war of the mobile wallets develops.

3 Key Takeaways

- *Apple Pay and Android Pay both require NFC (near field communication) technology*
- *Android Pay is compatible with NFC and MSR (magnetic stripe readers) payment terminals*
- *Consumers will soon be leaving their wallets at home, upgrade your POS (point of sale) technology to prevent your business being left behind as well*

Section 5

WEBSITE TIPS

Think of your website as your hardest working employee. It's there for you 24/7/365. It never calls in sick or complains about having to do too much work. It won't be rude to your customers and will always deliver a **consistent experience**.

The last place you should ever cut corners or skim on costs is on your website. Invest in it, build it properly and it will deliver more value than all other marketing channels.

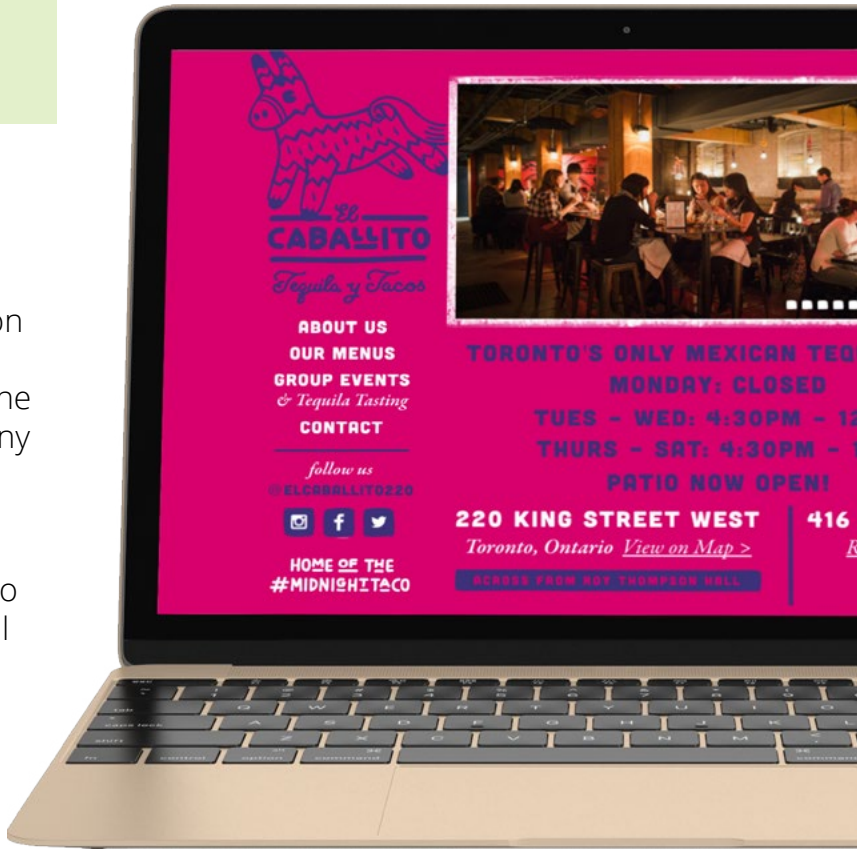
So, how do you know if you've done it right or not? We've documented the **3 most influential factors** that your restaurant's website needs to nail in order to be successful.

1 The Essentials

The Obvious Stuff – Prominent Contact Info

Hands down, the most important information you can provide for your website's visitors is your contact information. Hiding it away in the bottom navigation bar is unacceptable for any restaurant or small businesses in general.

Sure, this seems like a no-brainer, but you'd be surprised by how many websites fail to do this. Even more surprising, only 41% of small businesses have websites.[17]

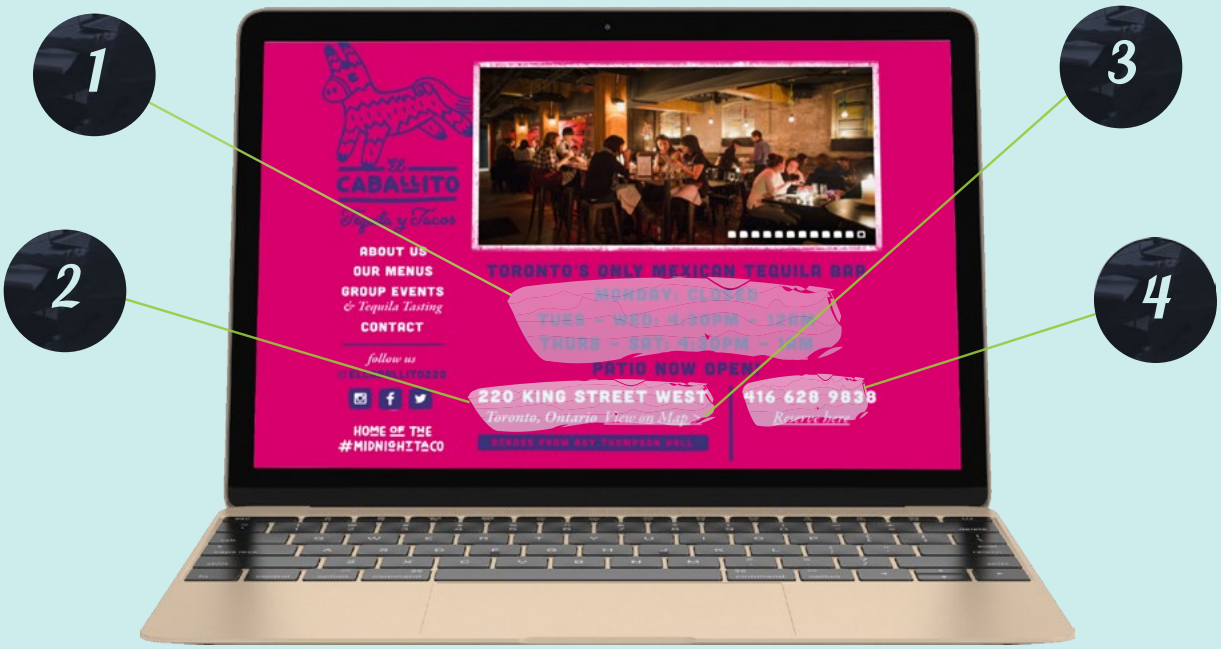


Source: http://www.elcaballito.ca/

According to Placeable[18], the top 4 details people look for when conducting a local search are:

1. *Hours of operation*
2. *Address*
3. *Directions* (learn how to embed a google map with your location on your website here)
4. *Phone number* (go here to learn how to add a click to call link for those browsing your site on mobile)

Make sure this information can be found within the **first 3 seconds** of landing on your website. El Caballito's website is a great example of putting the most important information front and centre:



Source: http://www.elcaballito.ca/

Updated Menu with Pricing and Photos

The best selling feature of your restaurant is your food! Make this one of your main attractions. According to constantcontact, 80% of consumers think it's important to see a menu before they dine at a restaurant.[19]

Slapping together a pdf that visitors have to download isn't cool. Make sure you have a dedicated page for your menu that can be accessed at all times. Use high quality photos and keep your prices updated. Regularly featuring daily or weekly specials is a great way to create intrigue and encourage repeat visits

The Not-So Obvious Stuff – Easy To Find Calls-To-Action (CTAs)

Do you offer delivery? What about online reservations? If so, then these items should be one click away for interested visitors. These links or buttons are more commonly referred to as a call-to-action (CTA).

Testing different variations of the wording and style of your CTA button can also have dramatic effects. Platforms like Optimizely[20] make these tests a piece of cake by randomly sending your visitors to different variations of your website and then delivering your test results.

It's not uncommon to see a 30% increase in clicks by simply changing the colour of your CTA button. Contrary to what best practices and intuition lead you to believe.

Here's a list of a few items that should have a prominent CTA:

	DELIVERY
	NEWSLETTER SIGNUP Email marketing consistently has the highest ROI compared to all other channels. The toughest part about it is building your contact lists with subscribers that want to hear from you.
	COUPONS AND PROMOTIONS
OpenTable®	RESERVATIONS SYSTEMS Services like OpenTable make the reservation process seamless.

Improving your website's conversion rates is the name of the game. Removing friction points (in this case, the number of clicks), will help you grow your bottom line and help your customers satisfy their hunger with your delicious food!

Staying current is key for maintaining a strong brand image and connecting with millennials but that shouldn't stop with your website. Learn how to effectively reach your customers on their mobile devices by checking out our section on Wi-Fi marketing.

The main page of the Panera Bread website features 7 CTAs including links to:

- Online orders
- Catering services
- Hiring
- Sign in/create an account
- Featured drinks
- Find the nearest location
- Gift card sales

Source: https://www.panerabread.com

Do a quick scan of your website right now are the following items easy to find?

- Online orders
- Catering services
- Hiring
- Sign in/create an account
- Featured drinks
- Find the nearest location
- Gift card sales

If you answered **YES** to all of these then give yourself a pat on the back.

If you answered **NO** to any of them, then put aside some time to correct them, it'll be worth your while.

2 The Importance of Social Proof

Experts, Celebrities, Strangers, Crowds And Friends

This stuff works well. I mean really, really well. In fact, it works so well that even if you don't know it, you probably already have some form of social proof on your website, but hey, there's always room for improvement right?

Basically, social proof works by tapping into the part of our brains that wants to **fit in with the crowd**. It's so powerful because it's one of our natural instincts.

We've all experienced some degree of FOMO – Fear Of Missing Out. Ya know, when you get suckered into going to a party that you really don't want to go to, but your friend says "but everyone's going to be there!" That's the same concept around using social proof on your website.

No offense, but people don't trust you or your brand as much as they trust your customers, authority figures, or experts. So take advantage of this by letting them sell for you!

Here's 5 types of social proof:

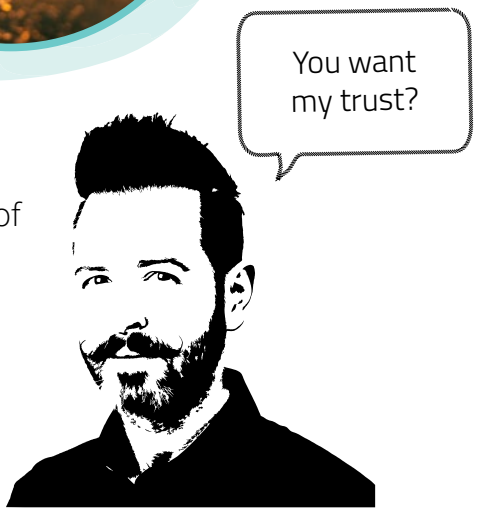
1. ***Expert Social Proof.*** Endorsement from a voice of authority or organization. An example would be getting recognition from the National Restaurant Association for having one of the best coffee shops in Seattle.

2. ***Celebrity Social Proof.*** People idolize celebrities and we figure that if something is good enough for them, then it's good enough for us. An example of using celebrity social proof would be getting a 5/5 star rating from Anthony Bourdain for food quality. This would be kind of a double whammy, since he's also an expert. Since getting a review from Anthony Bourdain might seem a little far fetched for your pizza joint or café, having a local sports celebrity or the mayor of your town can have a similar effect.

3 ***User Social Proof.*** People trusting experts makes sense. People trusting celebrities kinda makes sense. People trusting total strangers doesn't really make sense, but it still works! This is referred to as user social proof. An example would be showcasing your best Yelp Reviews, Tweets, Facebook Posts, etc.

4 ***Wisdom of the Crowds Social Proof.*** If everyone jumped off a cliff would you? Okay, bad example. But if Joe's Diner had a facebook page with 10 000 likes would you consider trying it out? Probably. I know I would.

5 ***Wisdom of Your Friends Social Proof.*** This one works the best. An example would be...well your friend telling you try out a new place. Pretty self explanatory. A strategy you could implement to take advantage of this type of persuasion would be to introduce a refer a friend program.



So what are the downsides to not having any social proof? According to Rand Fishkin[22], MOZ CEO, having a lack of social proof can hurt your image because people will assume the following:

- You aren't trustworthy
- You are too 'new' to take a risk on
- You aren't being used by anyone because you suck (his words, not mine)

While getting a celebrity or expert endorsement might not be the highest priority for you, go ahead and scrape together your Yelp/Facebook/Google Reviews for customer testimonials to share. Take a screenshot of the best Tweets and Facebook posts or offer guests a complimentary meal if they want to participate in helping you with a video testimonial (oh ya, video testimonials work even better!).

3 Optimizing for Local Search and Mobile Devices

In order to get noticed by local diners looking for a place to eat, you need to optimize your restaurant's website for local search and mobile devices.

Optimizing for Local Search

A study by comScore found that 23% of local searches are for restaurants.[23]

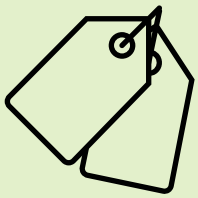
These aren't just window shoppers folks. They're looking for a solution which you just so happen to be offering. In fact, 4/5 local searches on mobile devices end in a purchase (neustar).

Winning at the local search game can pay huge dividends for your restaurant by putting you front and center when people are looking for nearby places to eat.

Here's what you can do to get and stay in front of those hungry eyes:

STAY RELEVANT WITH THE LOCALS

In fact, stay hyper-relevant. Making the claim that you're the best Italian restaurant in New York City might be a tough sell but hey, if you really are, then roll with it! Realistically, it probably makes more sense to stay niche and claim that you're the best Italian Restaurant in Manhattan's Lower East Side (which according to Zomato is The Meatball Shop).



UPDATED META TAGS

This literally takes less than 2 minutes and can have dramatic results. Include your most important keywords here, such as the type of restaurant you operate and the neighbourhood you're in. I.e. "The Best Italian Restaurant" and "Manhattan | Lower East Side" using The Meatball Shop as an example. The three most important meta tags are:

Meta Title
Meta Description
Meta Keywords

PAID SEARCH

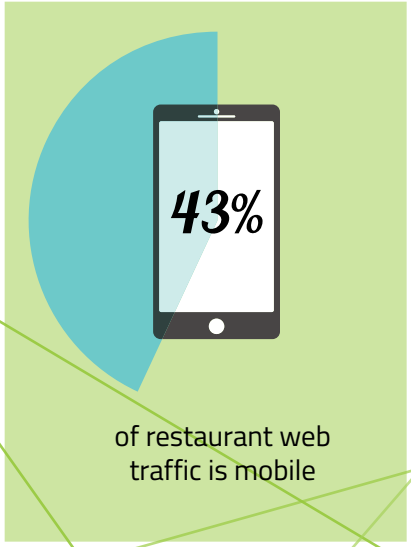
A little bit of paid advertising can go a long way for driving traffic to your restaurant through your website. Platforms like adwords allow you to target narrow geographic regions such as a certain radius around your business. This makes it extremely cost effective, since only people within proximity of your restaurant will be served the ads. Getting started with online advertising can be a bit intimidating at first, but it is pretty straightforward once you get the hang of it. The best part is that you can start with a small budget and scale it up accordingly – no painful upfront costs or commitment.

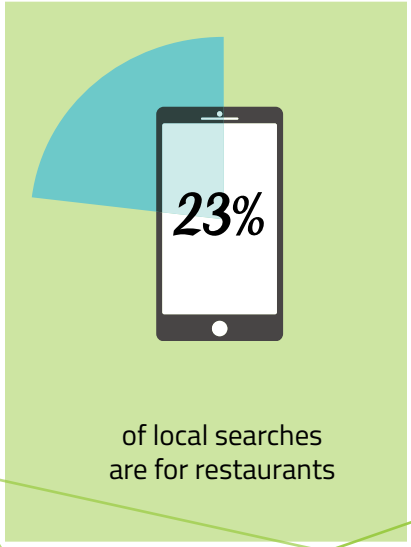
Optimizing for Mobile Devices

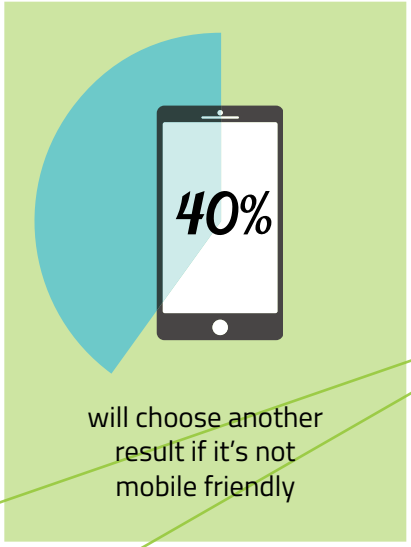
While the terms mobile-friendly and responsive design are technically different, they have many similarities. The main point here is to make sure your website content can be consumed easily on a desktop, laptop, tablet or smartphone.

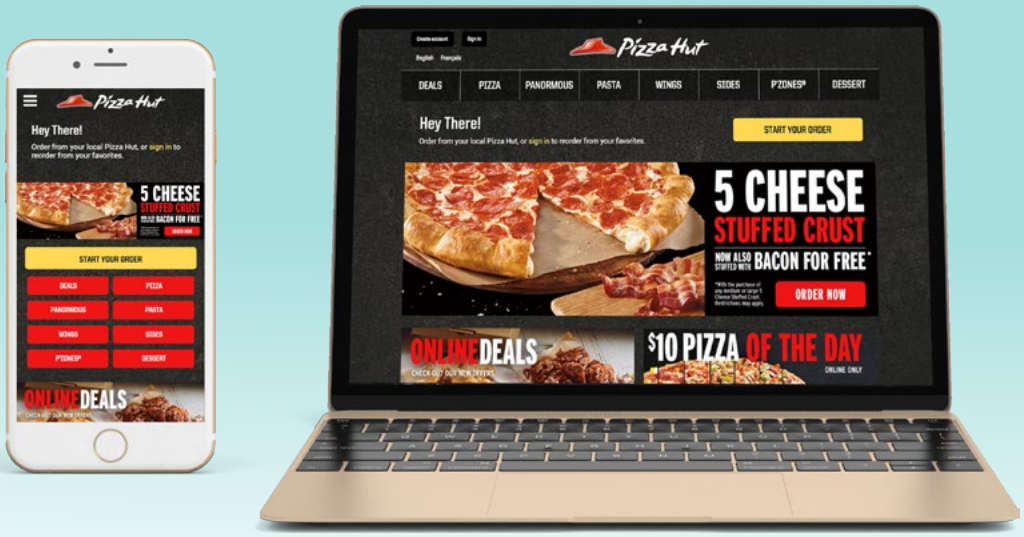
People's intentions and behaviours differ when browsing a website on their phone vs a desktop computer or laptop, especially when it comes to choosing a place to eat. Think about it, when you're at home, you may come across a restaurant's website in many different ways– a blog post, a facebook post, instagram picture, etc.

For mobile, the name of the game is simplicity. Less is more.









Source: https://www.pizzahut.ca/#!/home

When someone lands on your website via mobile, they're probably looking to feed their bellies, not just their curiosity. You should keep this in mind when it comes to your website. As mentioned earlier, make sure the most important information is easy to access on any device, whether that be a smartphone, tablet or computer.

A research study by iacquire showed that 40% of people will choose another result if it's not mobile friendly.[25] Considering that more searches are being conducted on mobile than ever before, this is critical!

Not sure if you're site is mobile optimized or not? There are several free tools that will let you view your website on different devices such as responsivetest.net.

As you may have noticed, optimizing for local search and mobile go hand in hand. Searches conducted on mobile are typically seeking an immediate solution to a problem, this is where the opportunity lies.

3 Key Takeaways

- *Stay relevant for locals*
- *Review/update your meta tags*
- *Experiment with paid ads*
- *Make sure your website content can be consumed on any device*

Think of each of these items as key ingredients for your best recipe - only together can they achieve greatness.

Section 6

SOCIAL MEDIA BEST PRACTICES FOR RESTAURANTS

Social media platforms such as Facebook, Twitter and Instagram, are all great tools for restaurants, if used properly.

According to FSC Interactive[26], a social media managing service, 75% of all consumers use social media regularly and 80% of people will look up a restaurant online before going. To back up those stats, here's a breakdown of the most popular social media platforms and their user bases:

	Among internet users, % who use platform	Amoung platform users, % who use it daily
FACEBOOK	72%	70%
PINTEREST	31%	27%
INSTAGRAM	28%	59%
TWITTER	23%	38%
TUMBLR	10%	20%

Source: http://www.pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015/

As you can see, the majority of your customers are on social media, so if your restaurant doesn't already have accounts to reach them with, now is the time to start.

Bonus Tip

With a Wi-Fi marketing platform, you can send Wi-Fi users to your restaurant's social media pages to increase likes/followers and overall engagement. See more in our Wi-Fi marketing section.

Social media platforms don't just give your restaurant a way to engage your customers. It also gives your customers a way to interact with your restaurant. The capacity for two-way communication allows customers to provide feedback and restaurants to advertise for free. Who doesn't love free advertising?

Well if done poorly, your customers won't be thrilled, but the key is moderation and relevance. The trick is to publish a well-balanced mix of engagement posts (that are of interest to your followers) and promotional posts (that encourage them to visit your restaurant). A good balance of the two is having 75% engagement and 25% promotions. That means, for every three engaging posts, you can have one promotional post.

If you're not already building an official presence on social media, you should do so ASAP. Here's how you can use social media to engage your customers and help market your restaurant.

Great for Advertising

Unless you're using the promoted post or advertising feature of social media platforms, publishing content from these accounts doesn't cost a penny. You can include your restaurant's address and hours of operation in the bio of your social media accounts and additional contact info, such as the phone number and website. This can be very useful to customers who don't want to take the time going through your restaurant's website to find any of this info.

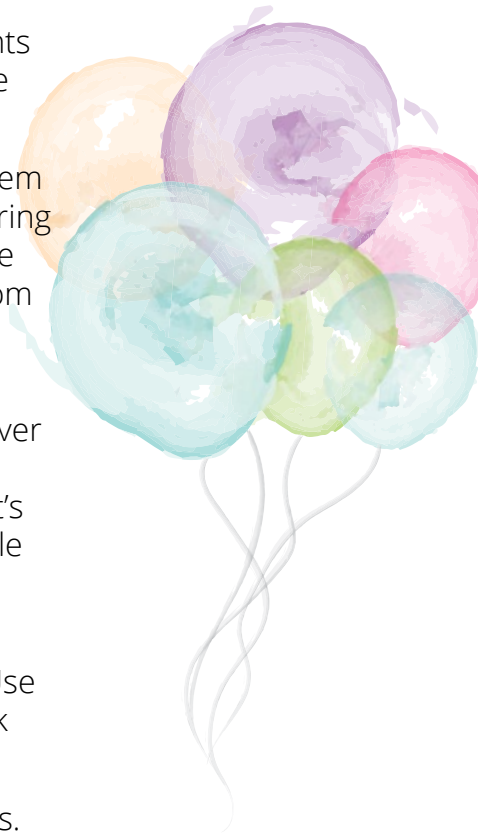
On top of being a place to advertise all your basic contact and business info, social media platforms are awesome direct marketing resources. You can use your restaurant's Facebook, Twitter and Instagram accounts to offer promotions to those who already follow you, or to attract more potential customers to follow your accounts.

An offer that's limited to those who follow you on social media gives them a reason to continue listening and engaging with your restaurant. Offering promotions every once in awhile that aren't too generous keeps people coming back week after week, without affecting your restaurant's bottom line. Plus, you'll get a sense of your social media influence if you offer a code or coupon on Facebook for in-store redemption.

It's important to experiment with different times and coupons to discover when your customers are more inclined to be driven to your store by social media. You want to use social media to enhance your restaurant's traffic and sales, but to do so effectively, you need to know when people are paying the most attention to you.

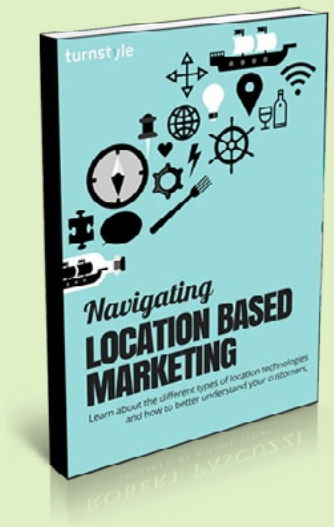
There are obvious times to offer perks to your followers, such as an anniversary or when you hit a major milestone, like 10,000 followers. Use your social media accounts to call attention to the milestone and thank your followers with a trackable discount coupon.

You can also share deals on Facebook by using sponsored posts or ads. If you're looking to gain new followers or customers, the easiest way to do this is by offering them a promotion or discount. You can target consumers based on location[27], meaning you can blast an ad to those who live within walking distance of your restaurant. This is just one example from the emerging trend of proximity marketing for restaurants.



#promo
#celebrate

Source: https://twitter.com/ComeAndGetIt416



Learn more about **location-based marketing** technologies by downloading our free paper:

Navigating
LOCATION BASED MARKETING

DOWNLOAD

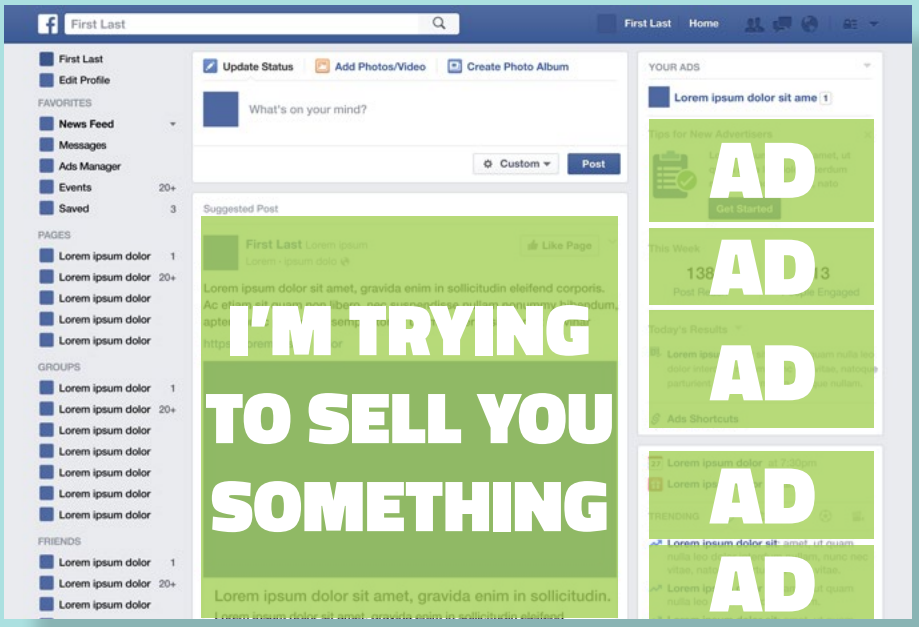
These are some tricks of the trade when it comes to the world of Facebook advertising. Regular and sponsored posts can be very effective ways to build your restaurant's fanbase on Facebook, as well as other social media platforms. But you don't have to always give out discount coupons to keep your audience captivated.

Don't Just Advertise

#FunFact
#SecretRecipe

Remember the three to one engagement-promotion rule for posting. Well, that means you can't just flood your social media followers' newsfeeds with ads or they will unfollow you.

While consumers enjoy hearing about new menu items and special offers, they don't want to interact with anyone that seems to be too self serving.

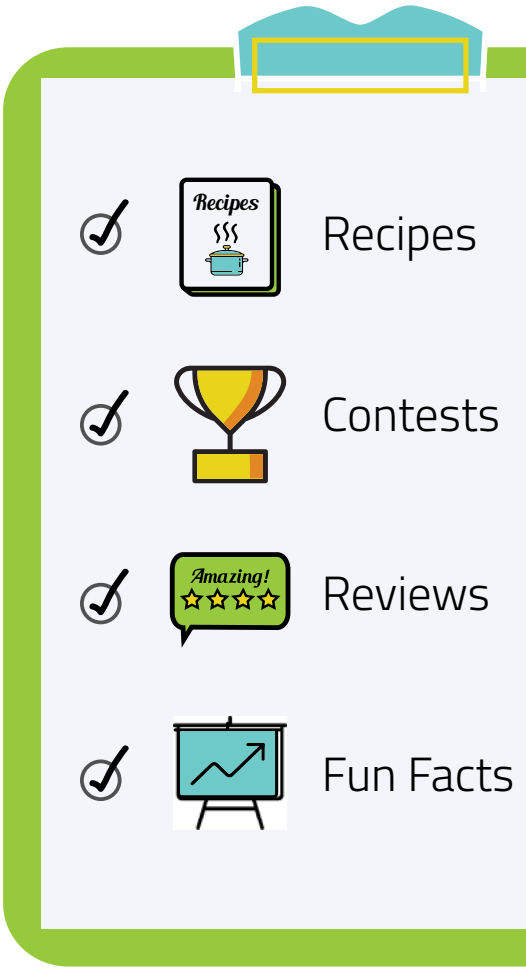


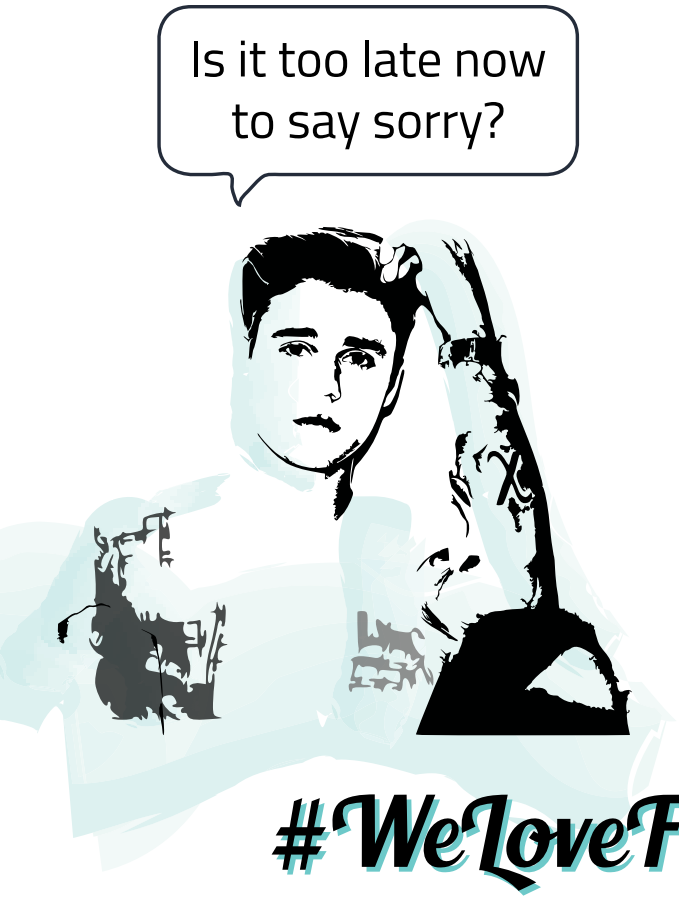
To keep your customers interested in your restaurant and its social media accounts, entertain, enlighten and engage them. Think about your brand and then try to use a diverse set of content to establish and build your brand on social media.

Sharing fun facts pertaining to your restaurant's cuisine or the team is a good way to get people excited about your food, and it humanizes the brand. Recipes and other fun facts for the casual restaurant goer are easy ways to keep your loyal followers entertained. Any kind of post that is meant to engage the reader instead of advertise to them is thoroughly well-received.

Another way to promote your restaurant on social media is to let others do it for you. After all, word of mouth marketing is the most effective method. Publish some of the more favourable reviews to you social media pages to help influence potential customers. Your restaurant's staff has worked hard to get good reviews and sway people to write posts about your food. Go ahead and share it on your social media pages. Good publicity means more customers, and it will continue to snowball as long as your food is delicious and your customer service remains excellent.

Your restaurant's social media should also use social sweepstakes and contests to keep your customers interested. These social promotions add excitement, and a reason to keep your customers coming back to both your social media pages, and your restaurant. By running a geo-targeted sweepstake using Facebook, your restaurant can generate awareness and appeal to customers both new and old.





Modern Customer Serivce

Using your restaurant's social media to attract new customers is a welcome benefit. But, it must not be forgotten that social media is first and foremost, all about communication. As a platform that allows for two-way communication, it is as important for restaurants to respond to their customers, as it is to advertise to them. That means replying to all sorts of inquiries, comments and criticisms, no matter how hostile or negative they may be.

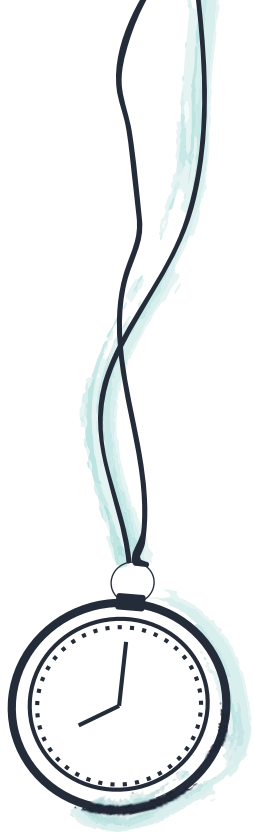
For some, social media has turned into a customer support line where people expect a response, and fast. Nobody expects a restaurant to always be perfect, but an honest response to resolve the situation in a timely manner is what differentiates a good restaurant on social media from a bad one.

#WeLoveFeedback

For customers offering praise, at the very least you should like the post, but a witty comment or a thank-you goes much further. Never underestimate how far the words 'thank you' can go, even on the Internet. For those attacking your restaurant with their commentary, it is not always best to delete and ignore their criticism. As long as there is some warrant to what they have to say, you should respond with an apology and offer them something in attempt to right whatever they felt wronged them.

In all cases of customer commentary, be sure to answer questions, address concerns, and acknowledge when people take the time to post on your pages. Most restaurants are adopting this approach to managing their social media accounts and it has been well received by their customers.

Even with its large audience and high volume of incoming messages, McDonald's boasts an impressive engagement score of 99%. Whether you're a small cafe or a national franchise, your restaurant is capable of the same success. Chipotle's Social Media Manager, Joe Stupp, says it's company policy to answer every Facebook post, whether it's positive or negative and typically within an hour or two[29]. People appreciate the round-the-clock responses, no matter how 'popular' they are on Facebook.



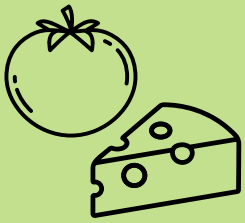
Show Off Your Food

Social media platforms are designed to be photo sharing applications (Instagram's sole purpose). Facebook and Twitter allow for the posting of photos for an account's followers to see and interact with. Whereas most businesses don't have a visual feast to offer their followers, restaurants have a unique opportunity.

Restaurants can use their social media platforms to showcase their food, share recipes, explain the background of a dish and shoot videos of the chefs preparing the meals. This kind of content never gets old, and resonates well with the customer fan base.

Educate your followers, tell them about your:

Food Preparation



Ingredient Quality

Ingredient Sourcing

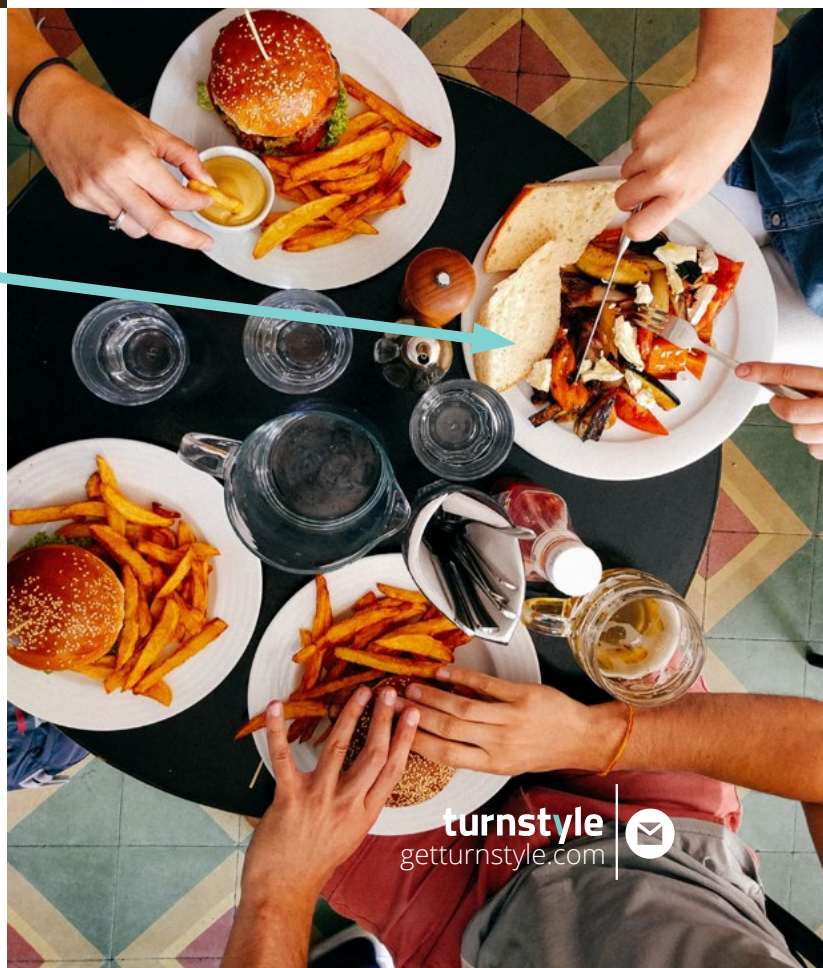
Following today's restaurant trends, people want to know that they're eating the freshest, tastiest and healthiest food possible. Taking to social media with content that proves what your restaurant is about is a great way to reassure them.

A factor not to be overlooked, food not only tastes and smells delicious, but it looks beautiful too. You should regularly post pictures of your dishes to your social media pages, as 'food porn' pictures are known to make people salivate as they put down their phone and head to your restaurant.

Make sure that the photos look appetizing, because not all cellphone photos of food do the actual meal justice. Thanks to the popularity of photo sharing apps like Instagram, today's consumer has a high expectation when it comes to image quality. Always post well-lit, focused images of your space and your menu items.

Having photos of actual customers in your restaurant with their dish in the shot is also well received by social media followers. Share a close up of that first forkful of food instead of just an overhead shot of an untouched plate, or post a photo of your bustling restaurant instead of empty chairs and tables. These candid images can then be repurposed on your website and shared across all social networks. With this in mind, consider an investment in a high-quality camera money well spent, however most smartphone cameras nowadays will suffice.

Obviously Instagram is the best application for sharing these photos of your restaurant and its delicacies, but it's important to differentiate how to share content among your social media platforms.



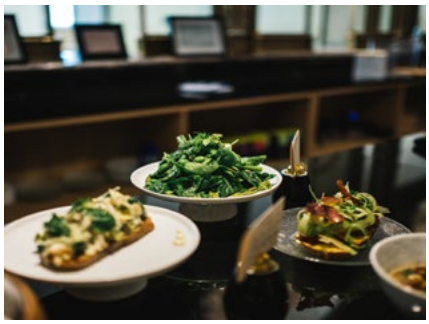
Not All Social Media is the Same

Although it's much easier to share content uniformly across all of your social media accounts, restaurants should tailor their posts for each individual platform. Sure, it's easy to automatically syndicate your Twitter posts to Facebook and vice versa, but is it a good idea? No.

For example, consider the 140-character limit on Twitter. That means Twitter-to-Facebook posts will be far too short, and Facebook-to-Twitter posts will likely get cut off and not make sense. Instagram is exclusively for sharing photos, so there's no point posting photos with lengthy captions, because your customers will likely only look at the picture.

Each social media platform is unique in function and should be used accordingly. Keep track of what's trending on each social media platform and then see if you can use them to your advantage. When posting photos of your restaurant's food, you can extend the reach past those of just your followers by adding a popular hashtag, such as #foodporn, #healthy, #nomnom or #vegetarian.

#Vegetarian



#Healthy

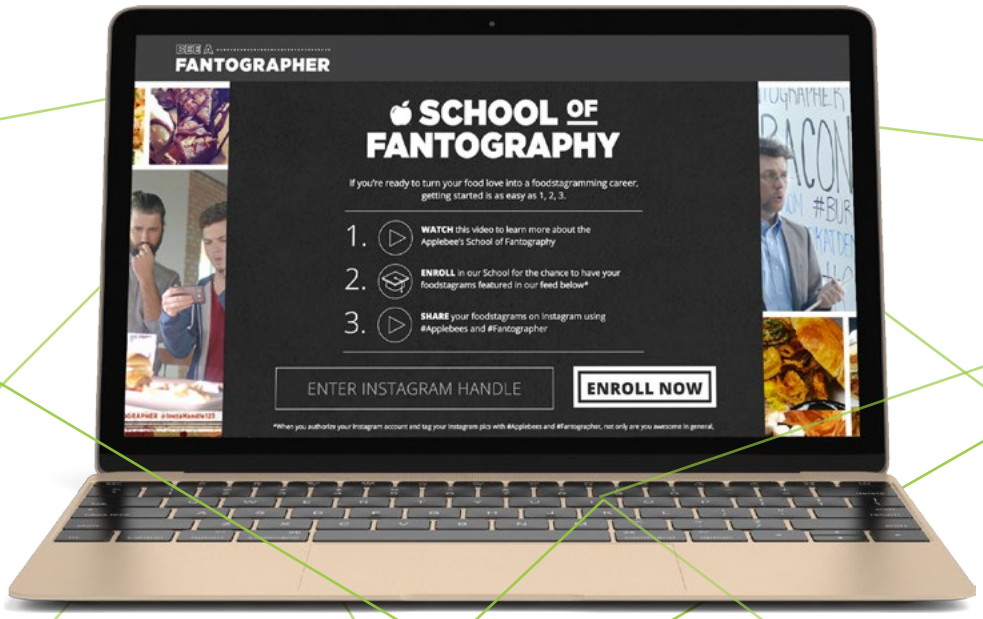
To help target those within the proximity of your restaurant, add a location-based hashtag as well. Add your city or neighborhood to each photo to increase the chances you're discovered by hungry locals. Use whichever hashtags make most sense for your restaurant's cuisine and the hashtags your followers like and use.

You can also use the commenting and tagging features to interact with your followers. Prompt them in your posts with captions such as:

> *Happy hour starts at 5PM. Which friend would you like to meet here today?*

> *Tag a friend who you'd like to share this dish with.*

Applebee's launched a campaign in which it exclusively features customer photos on its Instagram page. The company has asked its followers to use the hashtags #Applebees or #fantographer, and enter their Instagram handle on the Bee a Fantographer website, which gives the brand permission to repost their images. The chain claims that there are more than 779,000 photos with their campaign tags on Instagram, all of these photos submitted by their followers and for free!



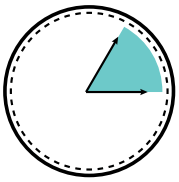
Source: http://www.beeafantographer.com/

Time to Get Social

Your restaurant or bar has a social media presence even if you didn't create it. Your customers are Tweeting, posting to Facebook, uploading Instagram photos and publishing Yelp reviews. Provide your followers with a balanced mix of engaging and promotional posts, entice them to visit your restaurant.

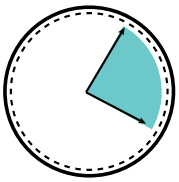
When Should You Post It?

According to Hubspot[30], these are the recommended posting times for each social platform:



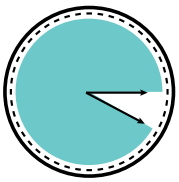
TWITTER

1 PM - 3 PM, Monday to Friday



FACEBOOK

1 PM - 4 PM, Thursdays and Fridays



INSTAGRAM

Anytime other than 3 PM - 4 PM, Monday to Thursday

Of course, some social media posts need a little extra seasoning, so helping content with money can boost reach, engagement, and your overall business goals. When you can get your followers to willingly take photos of your food and share it with their personal social media accounts, that's when you're doing it right.

Conclusion

You're now ready to revolutionize your restaurant's marketing strategy. With these tips and tools, you can now entice and delight customers using the power of technology. It's important to keep an open mind when experimenting with these tactics and remember that the results aren't always immediate, but will be for the best in the long run.

For more information and tips about restaurant and Wi-Fi marketing, subscribe to the Turnstyle blog. We write about an assortment of topics that are of interest to restaurant owners and offer tons of advice.

If you're interested in learning more about how you can turn your guest Wi-Fi in your most powerful marketing asset, click below to register for a free demo.

SHOW ME BETTER WI-FI

About Turnstyle

Turnstyle helps restaurants drive more repeat visits using Wi-Fi. Their Wi-Fi marketing platform enables restaurants to transform their regular Wi-Fi network into a powerful marketing asset, with three main functionalities:

SOCIAL WI-FI
An easy way to collect email and contact information

CAMPAIGNS AND COUPONS
Automate emails to retain and reward customers

IN-STORE ANALYTICS
Learn more about your customers and their behavior

For more information, please visit **www.getturnstyle.com** or call **1-877- 452-7180.**

turnstyle
getturnstyle.com

Contributors

BENNETT FITZGIBBON
Director, Marketing

Bennett is responsible for inbound lead gen and discovering new growth channels at Turnstyle. Having previously spent 9+ years in the hospitality industry, he knows the difficulties of marketing both new and established restaurants, bars and nightclubs, and how to overcome those challenges with modern technologies.

CODY HICKS
Manager, Content Marketing

Cody leads the content marketing strategy and manages the social media accounts as well as the online content for Turnstyle Solutions. As the head writer and organizer, he creates informative articles, guides and eBooks to help restaurant owners and operators market their business.

JUAN MERODIO
Marketing Expert

Juan is a digital marketing advisor at Turnstyle, in addition to being a Blogger, Speaker & International Advisor in Marketing, Innovation, Management & Digital Transformation. He has written and published more than 10 books on marketing and is a frequent speaker at prestigious international conferences and some of the best Business Schools and Universities.

MAGGIE OU
Designer

Maggie is a sales and marketing specialist with a keen eye for design. She applies this multifacted approach to her work at Turnstyle. Her passion for technology stems from its ability to solve real world problems in elegant ways.

Sources

[1] https://www.cmocouncil.org/facts-stats-categories.php?view=all&category=direct-marketing

[2] https://newsroom.accenture.com/news/more-us-shoppers-plan-to-increase-holiday-spending-annual-accenture-survey-reveals.htm?utm_campaign=coschedule&utm_source=facebook_page&utm_medium=AirTight+Networks

[3] https://www.accenture.com/us-en/insight-top-retail-holiday-trends-holiday-shopping-survey-results-2015

[4] https://thedma.org/

[5] http://mailchimp.com/resources/research/email-marketing-benchmarks/

[6] http://www.tatango.com/blog/why-do-customers-opt-in-to-sms-marketing/

[7] https://biz.yelp.ca/support/review_solicitation

[8] http://www.buzztime.com/business/blog/2015-restaurant-tech-trends/

[9] http://www.qsrweb.com/articles/growing-reception-and-use-of-restaurant-self-serve-pos/?utm_source=Email_marketing&utm_campaign=POS_RCE_02022016&cmp=1&utm_medium=htmlemail

[10] http://www.softwareadvice.com/resources/preferences-for-self-service-pos/

[11] http://www.softwareadvice.com/resources/preferences-for-self-service-pos/

[12] http://www.apple.com/apple-pay/where-to-use-apple-pay/

[13] https://www.android.com/pay/

[14] http://www.samsung.com/us/samsung-pay/

[15] https://www.samsungmobilepress.com/2015/03/02/Samsung-Announces-Samsung-Pay,-A-Groundbreaking-Mobile-Payment-Service

[16] https://bostonretailpartners.com/

[17] http://www.theglobeandmail.com/news/toronto/your-favourite-shop-doesnt-have-a-website-toronto-really-wants-to-help/article29191386/

[18] https://www.placeable.com/

[19] http://news.constantcontact.com/press-release/singleplatform-and-chadwick-martin-bailey-study-restaurants-most-searched-industry-con

[20] https://www.optimizely.com/

[21] http://www.nyc.com/best-of-new-york/anthony_bourdains_new_york.2159/300/

[22] https://moz.com/about/team/randfish

[23] http://www.comscore.com/

[24] https://www.neustar.biz/blog/10-local-search-marketing-tips-2014

[25] http://www.iacquire.com/blog/mobile-behavior-big-game-seating-a-study-with-surveymonkey

[26] http://www.fscinteractive.com/social-media-restaurants-best-practices-explained/

[27] https://www.facebook.com/business/help/433385333434831

[28] https://www.facebook.com/McDonalds

[29] http://twitter.com/chipotletweets

[30] http://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic#sm.0000okjqaa3kdffdris1jvf4374gd

[31] http://hbswk.hbs.edu/item/reviews-reputation-and-revenue-the-case-of-yelp-com

[32] http://news.berkeley.edu/2012/09/04/yelp-reviews-boost-restaurant-business/