



PLEASE REENTER TV OF THE UNITED

SOCIAL MEDIA & YOUR CUSTOMERS

WHAT RESTAURANTS ***NEED*** TO KNOW... BEFORE IT'S TOO LATE!

MARKETING

“Marketing is getting someone who has a need...
To know, like and trust you.”



WHAT'S THE BIG DEAL?

Video: “Social Media Revolution 2011”

<http://www.youtube.com/watch?v=3SuNx0UrnEo>

- **14%** of people trust advertisements;
90% of consumers trust peer recommendations.
- Social media ROI cannot be measured in numbers
ROI: “Your business will still exist in 5 years.”

HOW DOES IT COMPARE?

Traditional Media = Interruption

- Telemarketing
- Direct Mail
- Print Ads
- TV/Radio Ads
- Trade Shows

New Media = Permission

- SEO
- Social Media
- Blogging
- YouTube
- Location Marketing

MONOLOGUE



DIALOGUE



OBJECTIVES

Know You

Find you
Basic information
Interact
Connect

Like You

Conversation / Listen
Peer recommendations
Make them feel special
Take care of them

Trust You

Do what you say
Be available
Fix problems
Be real

SELL!!!

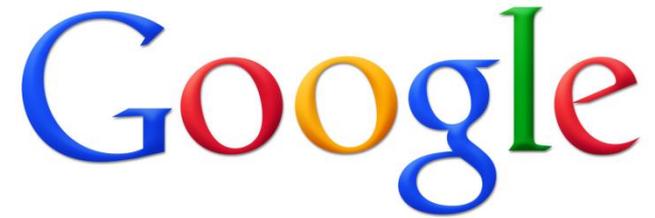
SEO: SEARCH ENGINE OPTIMIZATION

Google

The process of improving the visibility of a website in search engines.

The earlier and more frequently a site appears in the search results list, the more visitors it will receive from users.

<http://www.youtube.com/watch?v=TpZan96KHOM>



italian restaurants peoria il

About 252,000 results (0.10 seconds)

[PeoriaRestaurants.com - Peoria, Illinois restaurants](#)
peoriarestaurants.com/
Peoria Illinois Restaurants - Peoria, Illinois Restaurants ... Italian, Lebanese, Mexican, Pizza, Seafood, Steaks, Weddings / Banquets, Bakery, Banquet, Catering ...
Double A's Pizza Pub - Cracked Pepper Catering & Bakery - Bernardi's North - 309

[Peoria Restaurants - Peoria, IL](#)
www.peoria.com/restaurants/
Peoria.com Restaurants - Comprehensive listing of restaurants in the Peoria, Illinois ... TOP RATED PEORIA IL RESTAURANTS ... Johnny's Italian Steakhouse ...

[Home Page | Avanti's Peoria](#)
avantispeoria.com/
Home Page. Welcome to Avanti's, central Illinois' most award-winning Italian restaurant, a ...
★★★★★ 14 Google reviews

[Basta Mangiare of Peoria Heights](#)
www.bastapeoria.com/
Located in the heart of Peoria Heights, we represent the Italian side in the eclectic mix of local ...
★★★★★ 9 Google reviews

2320 East Washington Street
East Peoria
(309) 694-6200

4538 North Prospect Road
Peoria Heights
(309) 682-9393

Map for italian restaurants peoria il

HINT:

The more social networking a business does, the higher they are on Google search 'rankings'.

USEFUL SOCIAL MEDIA OUTLETS

Facebook

The largest of the social networks, with more than 500 million active users.

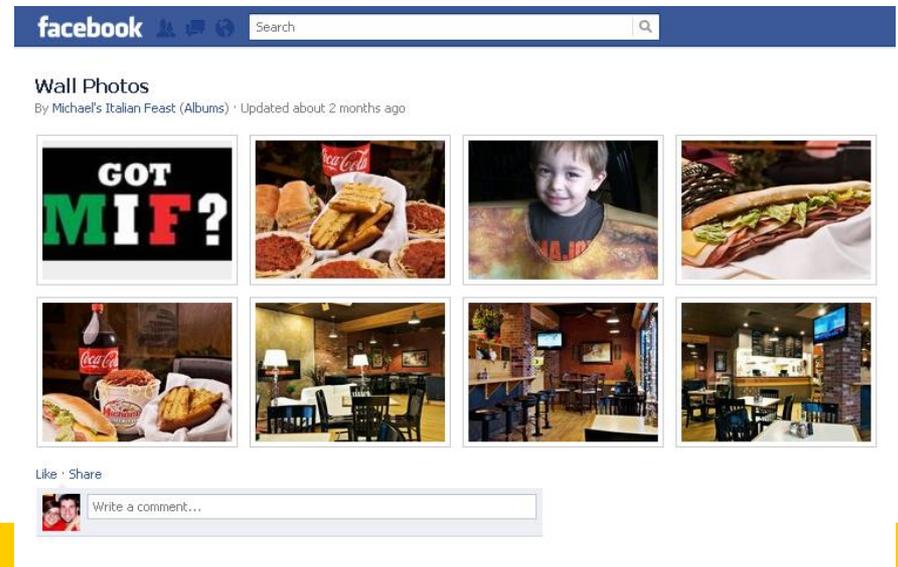
Easy-to-use interface and interactive features.

Powerful platform for businesses to build a community, engage with prospects, and encourage customers to spread your message.

Can be picked up by search engines, giving businesses even more exposure.



Great photos of menu items and restaurant!



HINT:

Post exclusive updates, photos and promotions that will help to form an even closer bond with customers.

If the content is interesting enough, fans will Share or Like your message with friends to drive more followers and, ultimately, business.

USEFUL SOCIAL MEDIA OUTLETS

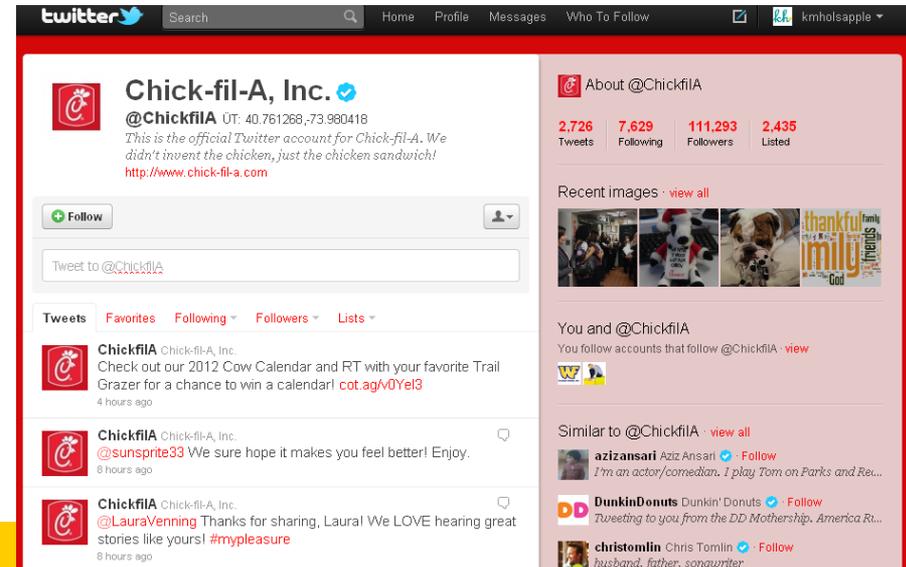
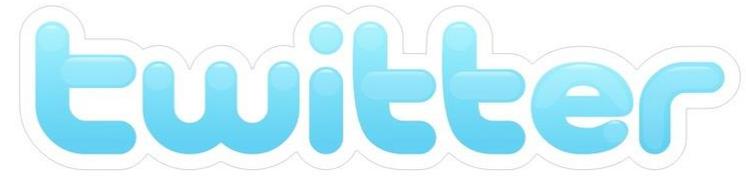
Twitter

Fastest growing the social networks, with 190 million users sending 65 million tweets each day (June 2011).

Users appreciate the simplicity.

Forum-style makes it easy to build a community of potential customers you don't personally know.

Users are very vocal, so if they are happy with your business, they will say so (and vice versa).



HINT: Those who retweet your message are your 'influencers'. Pay attention to what they say because they can help you attract new followers and prospects.

USEFUL SOCIAL MEDIA OUTLETS

Yelp

Find and read reviews about local businesses.

People know they're getting honest commentary from real people.

Lets business owners share information about their business with current and potential customers.



A screenshot of the Yelp website interface. At the top, there's a search bar with "steakhouse" entered and a location filter set to "Peoria, IL". Below the search bar, there are navigation links like "Welcome", "About Me", "Write a Review", etc. The main content area shows search results for "steakhouse Peoria". It includes a "Sort By" dropdown set to "Best Match", a "Cities" filter for "Peoria", and various filters for "Distance", "Features", "Price", and "Category". Three results are listed: 1. Alexander's Steakhouse (22 reviews), 2. Jim's Steak House (17 reviews), and 3. Sky Harbor Steak House (7 reviews). Each result includes the business name, address, phone number, and a short review snippet. On the right side, there's a "Mo' Map" showing the location of these businesses on a map of Peoria, IL.

HINT:

Check that all information for your business is correct, then monitor the monthly and daily traffic to learn more about the people rating your business.

USEFUL SOCIAL MEDIA OUTLETS

Foursquare

Allows visitors to “check-in” at businesses and share on various social media outlets.

Each check-in earns customers benefits, such as points toward sponsored deals and offers.

Most popular of all geo-location services with over 3 million active users.



HINT: Offer a special deal to all who check-in at your business.

SOCIAL MEDIA IS EXPECTED

Like people expect...

The Google logo is displayed in its characteristic multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red.

Websites

Good Service

Tasty Food

A Great **Experience**

TOP USES FOR RESTAURANTS

Drive traffic to website

Announce events and specials

Post photos

Hold contests

Give tour of kitchen

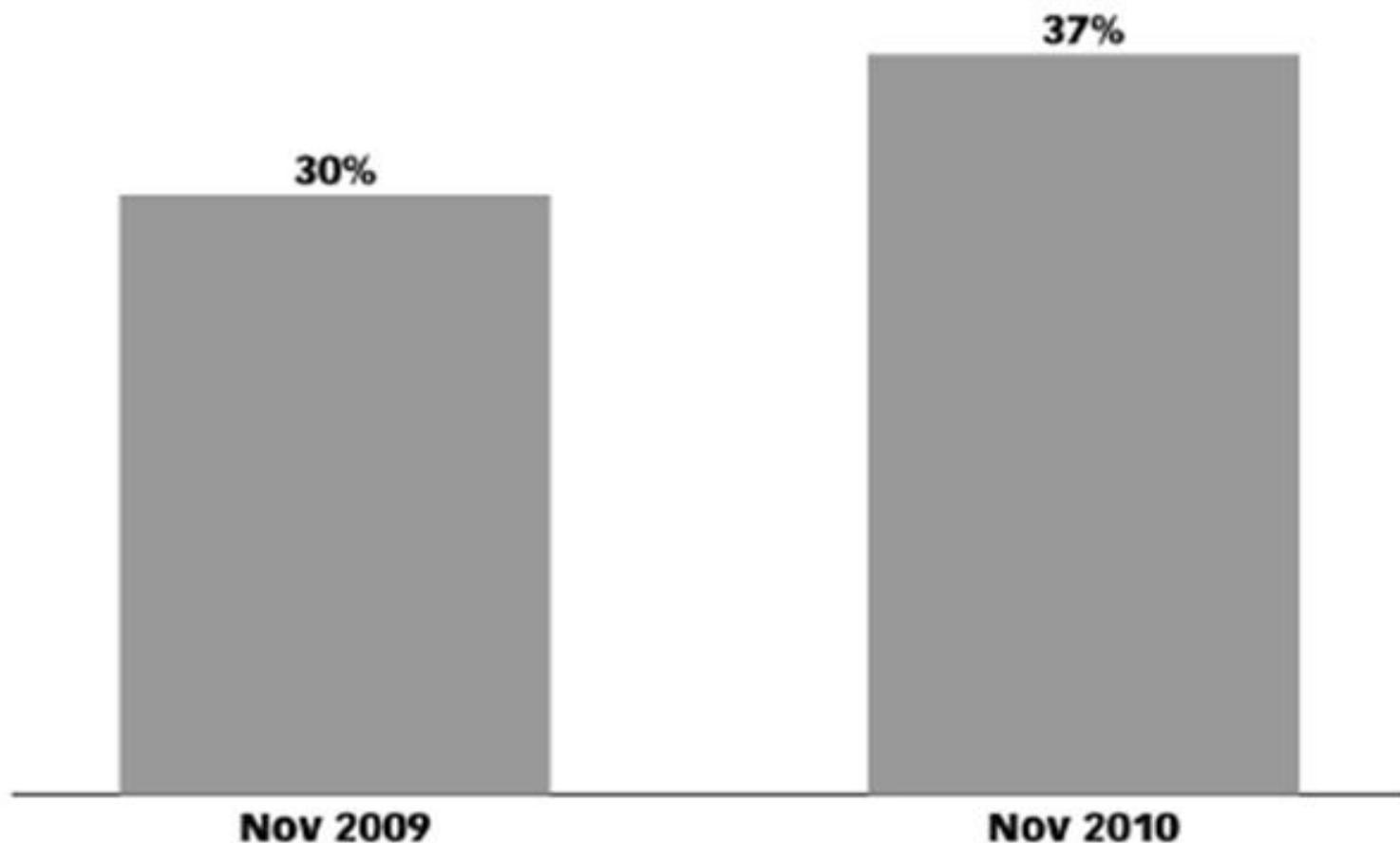
Customer service / Engagement tool

Businesses that engage, provide value and reach potential diners where they spend their time—whether in a car or connecting with friends online—will be at a distinct advantage.



US Internet Users Who Use Social Media to Learn About Restaurants, Nov 2009 & Nov 2010

% of respondents



Note: ages 18+

Source: Technomic and American Express, "Market Briefing: Tracking and Interpreting Restaurant Trends," provided to eMarketer, Dec 1, 2010

Reasons that US Internet Users Follow Restaurants on Social Media Sites, Nov 2010

% of respondents

Get promotional deals

67%

Learn about new items

66%

Find out where free food is being offered

37%

Learn about new locations

29%

Check out new ads

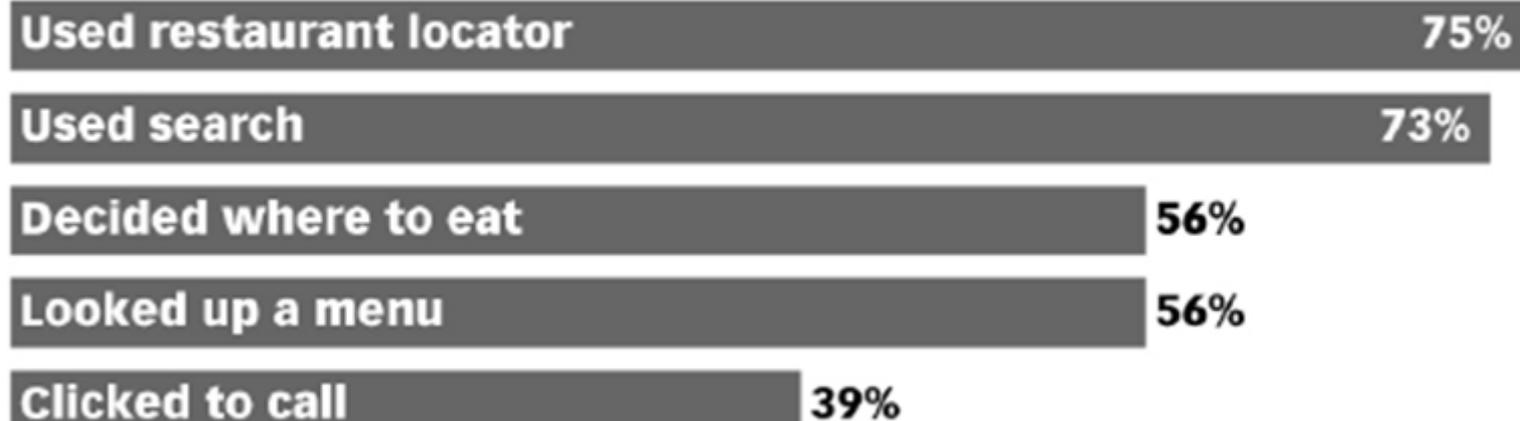
25%

Note: n=154 ages 18+

Source: Technomic and American Express, "Market Briefing: Tracking and Interpreting Restaurant Trends," provided to eMarketer, Dec 1, 2010

Dining-Related Mobile Activities of US Mobile Internet Users, June 2010

% of respondents



Note: among respondents who accessed category-specific information
Source: Yahoo! and The Nielsen Company, "The Mobile Shopping Framework Study: The Role of Mobile Devices in the Shopping Process," Jan 15, 2011

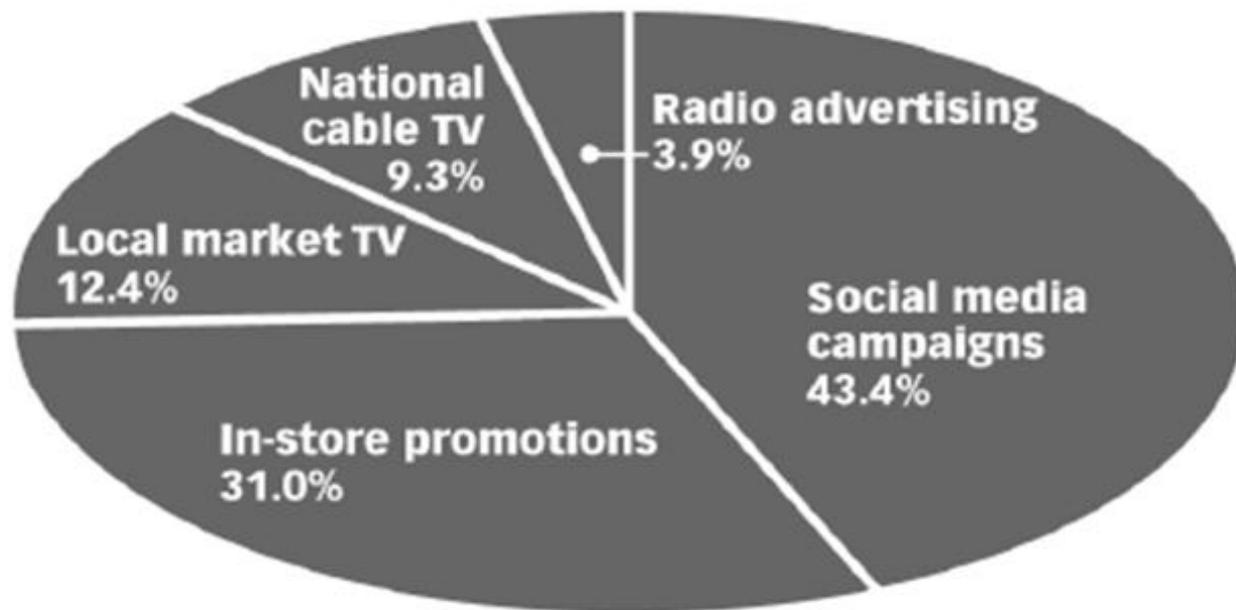
Activities for Which Location-Based Service Users in Select Countries Have Used Location-Based Services, Dec 2010

% of respondents

	US n=150	UK n=129	Germany n=142	Canada n=178	Japan n=172	Total n=771
GPS navigation	71%	81%	69%	62%	67%	70%
Weather alerts	50%	40%	45%	25%	69%	46%
Traffic updates	34%	45%	47%	22%	45%	38%
Restaurant info/reviews	41%	41%	37%	15%	57%	38%
Locating the nearest convenience services (gas, coffee shops, etc.)	37%	30%	28%	43%	39%	36%
Shopping/coupons (special offers)	33%	32%	24%	19%	58%	33%

Most Important Aspect of Marketing Plan in 2011 According to US Restaurant Operators

% of respondents



*Source: Nation's Restaurant News, "2011 Restaurant Operator Survey,"
Jan 6, 2011*

IT'S ABOUT RELATIONSHIPS

Although social media is “**one-to-many**” broadcast marketing, at the end of the day real results will occur when “**one-to-one**” relationships are formed.

It takes creativity not only in the kitchen, but also in knowing how to marketing your brand and connect with the customer.



LOYALTY

Social media is an innovative and cost efficient way restaurant owners and managers can generate more buzz and create more loyal customers.

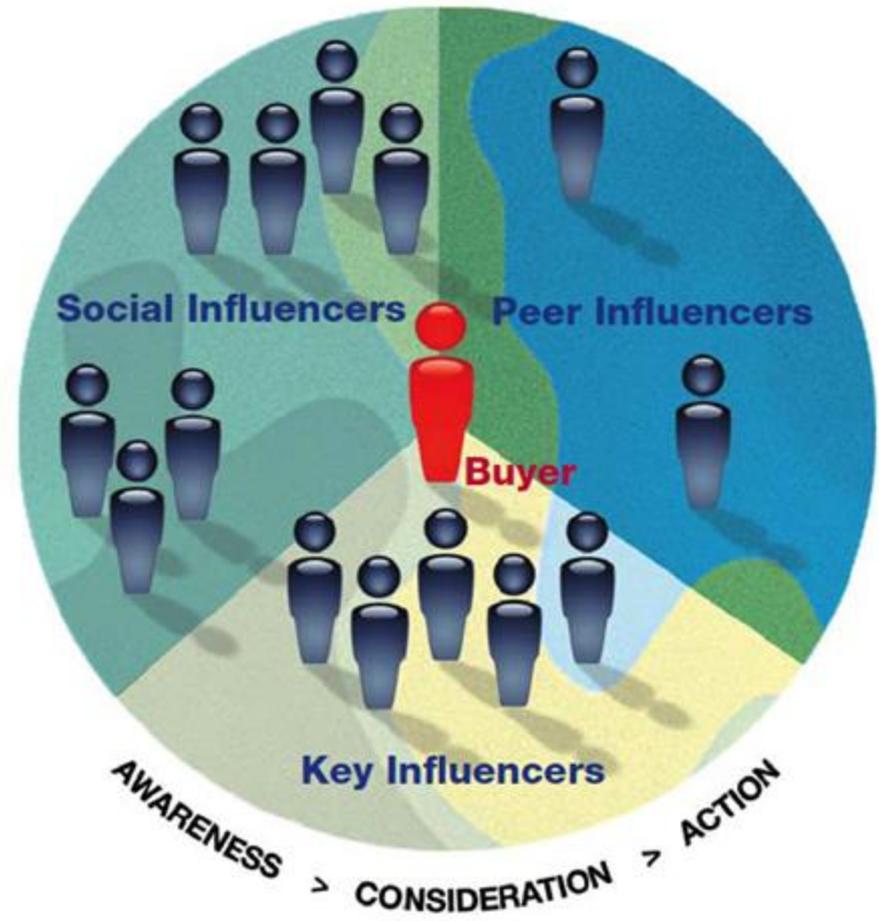
Locally owned restaurants can opt into social media very cost effectively and have the ability to bring them even closer to their customer once they realize

*Who their customer is
What makes them tick
Their likes and dislikes*



AMBASSADORS

Using social media can be that missing component that takes a casual customer and helps them evolve into a **brand ambassador**.



WF CUSTOMER EXAMPLES

ALL CAPS is too overwhelming for viewers

Good frequency

Many check-ins and good feedback

Transparent:

Photos of work in kitchen, wait staff and dining room, “original” Keil’s Place fun

The screenshot shows a Facebook page for 'Keil's Bar & Grill'. The page header includes the Facebook logo, a search bar, and the page name 'Keil's Bar & Grill' with the location 'Restaurant/Cafe · Sunnyland, Illinois'. The cover photo is a circular sign for 'KEIL'S Bar & Grill' with text: 'RIBS • STEAKS • CHICKEN', 'CARRY OUT', '745-3700', and 'PIZZA • FISH • SANDWICHES'. The navigation menu includes 'Wall', 'Info', 'Friend Activity', and 'Photos'. The 'About' section states: 'We are now officially open, stop on in for some good food and a cold beer..... More'. The statistics section shows: '277 like this', '7 talking about this', and '42 were here'. The 'Likes' section features the 'Washington Panthers' logo. The main content area shows three posts, each with a menu item and a photo of the restaurant interior. The first post is: 'COME IN AND WATCH THE GAME.....\$2.00 DOMESTIC BOTTLES.....LARGE 1 TOPPING PIZZA & PITCHER.....\$15.00.....SMALL 1 TOPPING PIZZA & PITCHER...\$12.00.....'. The second post is: '1/2 FRIED CHICKEN....\$8.95.....\$1.00 DOMESTIC DRAFTS'. The third post is: 'COUNTRY FRIED STEAK....\$8.95.....\$2.00 DOMESTIC BOTTLES AND WELLS'. Each post has a 'Like' button and a comment box.

WF CUSTOMER EXAMPLES

The screenshot displays the Facebook page for 'The Blend', a coffee shop in Washington, Illinois. The page features a navigation menu on the left with options like Wall, Info, Friend Activity, Deals, and Photos. The main content area shows a post from 'The Blend' with a gallery of photos and a caption: 'The Blend added 47 new photos to the album Instagram Photos.' Below this, there is a post from 'The Blend' with a photo of the storefront and a caption: 'Santa will be here this Saturday and Sunday from 8:30-10:30 photos will be taken!!!! Also join us for our Christmas Open house from 8:30-3:30 there will be a drawing*specials*gifts ideas*gift baskets and more!!!'. The right sidebar contains several sections: 'You and The Blend' showing likes from Kaitlyn O'Shea and Carrie Lovell Peters; a 'Deal' for '\$1 off any Large Specialty drink!' with a location pin icon; 'Recommendations (4)' featuring user testimonials from Bobbiejo Hall and Lori Samp; a 'Sponsored' section with an ad for 'Do You Have RA?'; and a 'Target Style' ad for winter boots.

facebook Search Kelsey Holsapple Home Create a Page

The Blend
Coffee Shop · Washington, Illinois

Wall **The Blend** · Everyone (Most Recent)

Share: **Post** **Photo** **Video**

Write something...

The Blend added 47 new photos to the album Instagram Photos.

The Blend **Like** · **Comment** · **Share** · 33 minutes ago · **2** people like this.

Write a comment...

The Blend
Santa will be here this Saturday and Sunday from 8:30-10:30 photos will be taken!!!! Also join us for our Christmas Open house from 8:30-3:30 there will be a drawing*specials*gifts ideas*gift baskets and more!!!

You and The Blend
Kaitlyn O'Shea and Carrie Lovell Peters like this.

Deal
\$1 off any Large Specialty drink!
Check in here to claim.
100 remaining

Recommendations (4) See All

Bobbiejo Hall Start my mornings here, luv the place:) smells great taste even better

Lori Samp Awesome place to meet friends or study and enjoy great coffee too.
1

Write a recommendation...

Sponsored Create an Ad

Do You Have RA?
See how hundreds of people like you treat their RA. Share your data and compare to others. Join Free!

Target Style
Head into winter with boots, boots, boots. Save 25% off fashion boots with promo code TGTH...

Great photos to bring in new customers; promote on-site events with special appearances; check-in deals; customer recommendations; Brews or soups of the day.

WHERE DO I START?

Set up account(s) with top social networking outlets (Facebook, Google Places...)

Establish and update brand identity across all sites and website

Bring key staff together to participate

Must be responsible, trustworthy and professional

Plan message frequency

Ask employees to join and invite friends



STRATEGY

While there's something to be said about 'learning by doing' in the social media space, it's imperative to make sure your involvement is led with a common purpose understood by all.





REMEMBER:

“THE ROI OF SOCIAL MEDIA IS YOUR BUSINESS WILL STILL EXIST IN 5 YEARS.”

QUESTIONS?

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