



## Social Media

### ◇ Connecting to Your Customer Base ◇

- Make sure your restaurant can be searched and reviewed through local business guides such as Yelp.com, Urbanspoon.com, and TripAdvisor.com
- Suggest that positive feedback from patrons be shared on these social business guide sites.
- **Twitter** – sign up for a Twitter account. Publish your Twitter profile on all documents. Promote giveaways, specials and announcements via your Twitter profile. Use it also as a tool to listen and converse with your customers.
- **E-Newsletter** – Email a monthly newsletter with the latest happenings, new menu items, entertainment news, recipe of the month etc. This is also a great tool to collect email addresses for future opportunities to connect with the customer.
- **Blog** – Blogging is a great way to bring the customer into the kitchen. It's a great way bring them behind the scenes and make them feel a part. Sharing a recipe, employee profiles, and kitchen tips and tricks are just a few options to break down the wall between the kitchen and the dining room. Customers want to be part of something more than just a meal, they want to feel like they belong. A blog can be that tool.
- **Google Alerts** – This is a great tool to use to listen to what is being said about your business, website or even your chef. Setting up a Google alert with just the name of your restaurant can bring priceless insight to both positive and negative talk that's being said online about your business.
- **Facebook** – Set up a Facebook fan page to connect with your customers on Facebook. Keep it updated with fresh content and always make sure you're involved with the conversations that are taking place on "the wall."
- **YouTube** – Incorporate video into your social media strategy. Like your blog, take your customer behind the scene and give them a pass to a part of the restaurant that only insiders are allowed to go. Provide a few quick tips and how-tos from the house chef. Share these videos on YouTube and other video sharing sites, as well as your blog. Use video to even show where you buy your produce and meats. This is also serves a dual role because it promotes your local farmers.
- **Mobile** – Have customers provide their mobile phone number for coupons, specials and latest news via an SMS message.
- **Events** – Host Tweetups for your Twitter community and Meetups for those that gather around topics via meetup.com.
- **The Business Card** – Provide a business card or note-card to each customer that maps out where they can continue their dining experience online.
- **Social Calendars** – Use sites such as upcoming.org and eventful.com to promote the latest happenings and events.
- **Email** – Use email not only for your e-newsletter, but also to give away FREE stuff to your customers and continue to build your email list.

**Remember, that the effectiveness of social media isn't the tool; its listening, answering questions and connecting with others. These tools are just opportunities to connect your customers to your brand and by connecting with them they'll tell others about you.**