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PROMOTE PROTECT PARTNER

WHAT IS YOUR
RESTAURANT'S
DIGITAL FOOTPRINT?

Every restaurant has a digital footprint, even if the business owner did not set anything up online.

On the internet, there are third party sites that allow guests to create information about your restaurant. You need to perform an audit of your digital footprint and then determine where you want to focus, as there are many channels within your digital footprint.

LET'S COVER THE DIGITAL CHANNELS

DIGITAL CHANNELS PROMOTE BRAND AWARENESS AND TELL YOUR STORY

WEBSITE OR BLOG

Every business should have a website created to provide, at minimum, the restaurant address, phone number, etc. This lets guests know about your restaurant. You may also use a third party website to provide delivery, online ordering and loyalty.

SOCIAL MEDIA

Social media is a variety of web based sites and applications that enable guests and businesses to interact with one another or your business. Examples include Facebook, Twitter, Instagram, Snapchat and LinkedIn.

SEARCH ENGINE OPTIMIZATION (SEO)

Can you find your restaurant when searching the internet? How you can improve search results is what SEO is all about.

SEARCH ENGINE MARKETING (SEM)

Buying ads or targeting guests through paid links when they are searching for items that apply to your restaurant. For example, when a guest searches "Italian restaurant" or "pizza," you buy an ad so your business appears in the search results.

EMAIL

A method to communicate about your brand to guests who join your email club; you can also purchase lists.

LOYALTY

This is a program where you reward your guests based on behaviors that you define.

APP

This would be something you have built for your business, similar to your website, that provides information about your brand. Or, you can be listed in third party apps.

TEXT OR SMS

Gathering guest phone numbers, where they can OPT IN to receive texts from a business is one way to remind guests about a promotion, Happy Hour, etc.

STAY TUNED....#ORATECH