

A man and a woman in formal attire are seated at a restaurant table. The man, on the left, is wearing a grey suit, a light blue shirt, and a dark blue tie. He is holding a black smartphone and looking at it with a wide smile. The woman, on the right, is wearing a black dress with a lace detail on the shoulder and a pearl earring. She is also smiling and looking at the phone. In front of them are several wine glasses, some containing red wine. The background is dark with warm, out-of-focus lights, suggesting a restaurant setting.

# DIGITAL DINERS

HOW TO BRING MORE VISITORS TO  
YOUR RESTAURANT

# ABOUT – DAWN GRIBBLE

- CEO & Founder of Virtual Solutions
- Chief Strategist
- Speaker & Trainer
- Guest Lecturer
- MasterChef UK Series 10



# TODAY'S PRESENTATION

3

- The Digital Marketplace - Key social media marketing trends for 2019
- Creating and Executing Effective Social Media Strategies
- Optimising Social Media Profiles
- Serving Quality Content
- Q&A

DIGITAL DINERS – HOW TO BRING MORE VISITORS TO YOUR RESTAURANT





# SOCIAL MEDIA MARKETING TRENDS FOR 2019



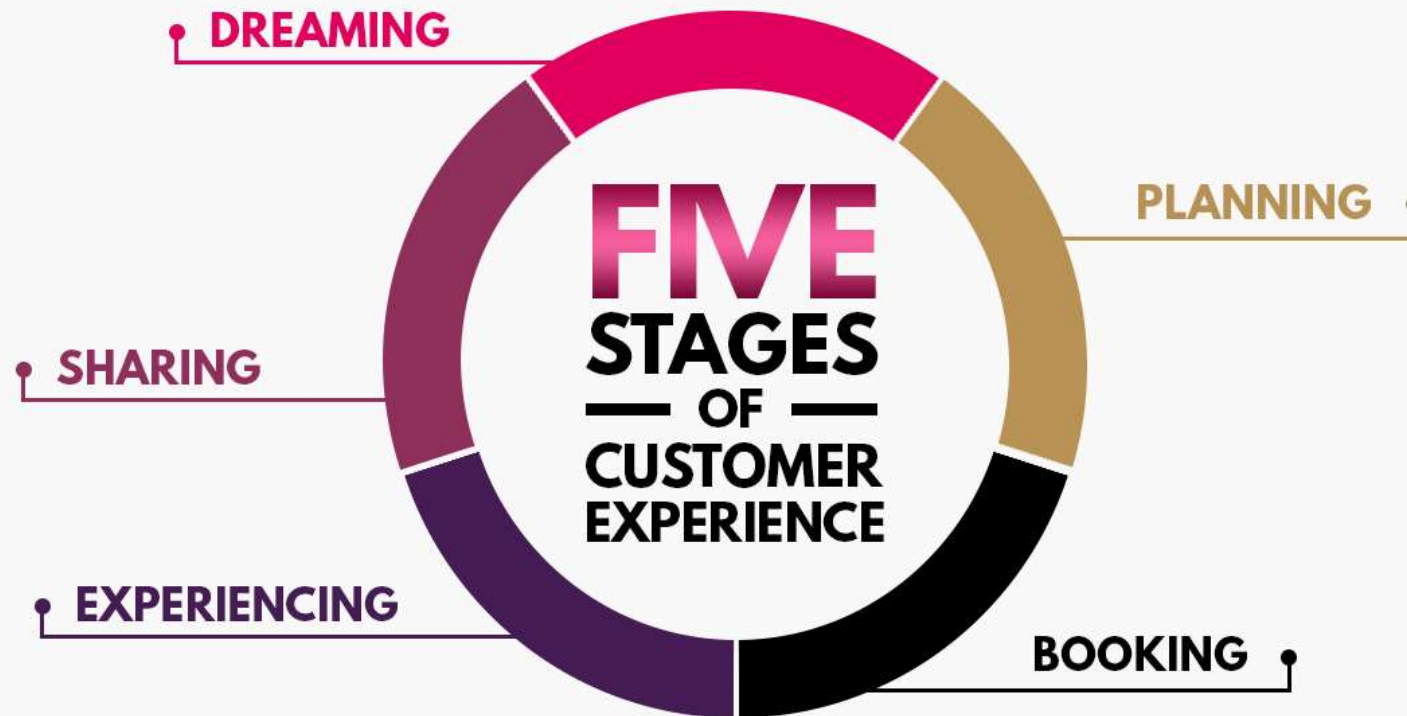
- Worldwide Social Media Users now tops 3.196 billion
- Over 1 billion restaurant visits are influenced by online marketing
- 71% of consumers are likely to buy products based on social media referrals
- 85% of travellers with a Smartphone will do their travel research on it
- 81% of diners use a restaurant's website to place an order online



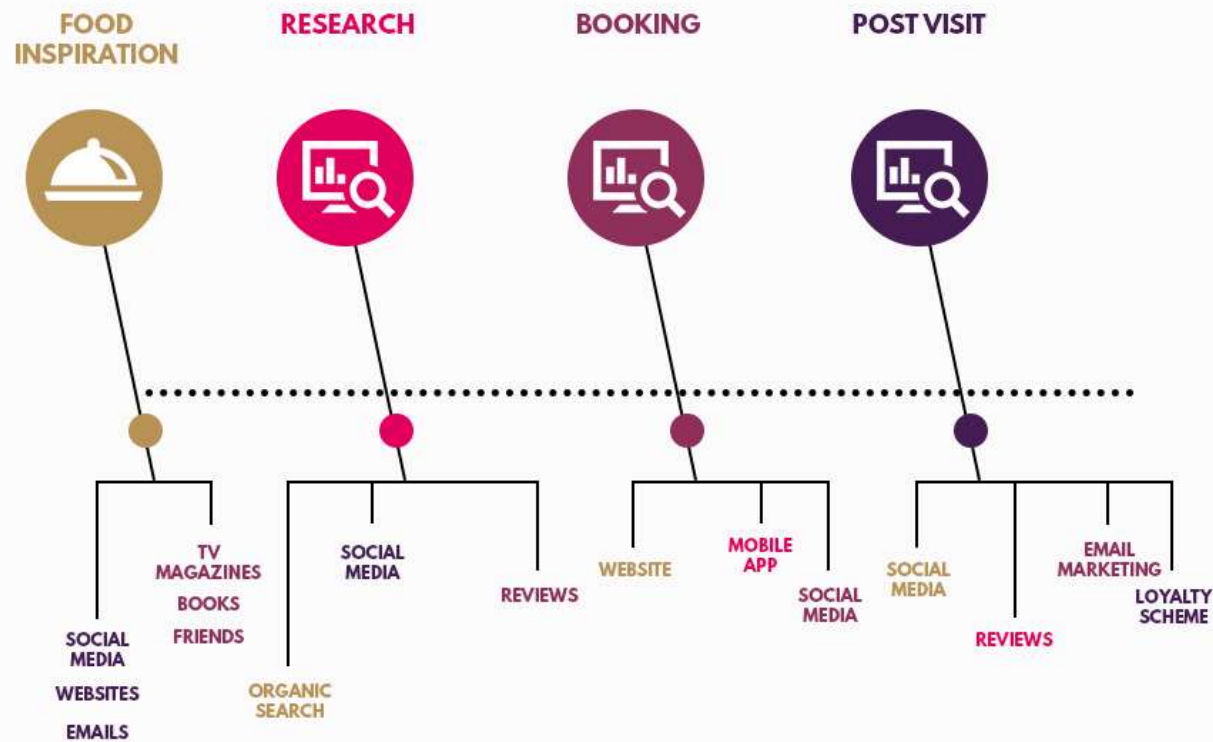
# CHANGING CUSTOMER EXPECTATIONS

# CUSTOMER EXPERIENCE IN A DIGITAL WORLD

— OPTIMISING MARKETING THROUGH THE 5 STAGES OF THE BUYER JOURNEY —



# RESTAURANT CUSTOMER JOURNEY



## THE DIGITAL BUYER'S JOURNEY - RESTAURANTS

# CUSTOMER SERVICE TRENDS



- Social Listening is becoming increasingly important
- By 2020, over 80% of businesses are expected to have some sort of chatbot automation implemented
- 48% of consumers would rather connect with a company via live chat than any other mean of contact.
- Facebook Messenger offers Live Chat integration with websites
- WhatsApp for Business Launched



# CREATING YOUR SOCIAL MEDIA STRATEGY

- 1 - Set SMART Goals
- 2 - Define Your Audience
- 3 - Establish your metrics
- 4 - Research Your Competitors
- 5 - Create Engaging Content
- 6 - Engage Your Audience
- 7 - Track Your Efforts & Improve

DIGITAL DINERS – HOW TO BRING MORE VISITORS TO YOUR RESTAURANT



# WE HAVE THE SOLUTIONS

HOW CAN WE  
**IMPROVE**  
OUR REPUTATION?

HOW CAN WE  
**ENCOURAGE**  
REPEAT CUSTOMERS?

I WANT TO  
**DRIVE**  
DIRECT BOOKINGS

WHAT ARE THE BEST WAYS TO  
**ATTRACT**  
NEW CUSTOMERS?



## OPTIMISING YOUR SOCIAL MEDIA PROFILES



# HOW TO OPTIMISE YOUR FACEBOOK PAGE

- Claim Your Username e.g. @virtuolutionsglobal
- Add Menus, Location, Opening Hours & Price Ranges
- Add Offers and Events to Appear in Local Search
- Complete the About Us story section
- Add Operating Hours, and use a Chatbot for Out-of-Hours Enquiries
- Link to Your Instagram Business Account
- Connect Your Online Ordering or Booking App
- Use a Video Cover

# FACEBOOK CITY GUIDES & LOCAL

- Facebook's guides show users a list of cities, which friends visited, and recommendations of places to go and things to do.
- Included in each city's guide is a list of "Places the Locals Go," which pulls in popular, highly rated spots.







# HOW TO OPTIMISE YOUR TWITTER PROFILE

- Twitter Bio Length and Display Name characters have increased.
- Use hashtags in your bio to reach a wider audience
- Add important milestones to Moments
- Use Lists to Connect with Influencers and Journalists
- Use Lists for Brand Ambassador Accounts
- Use your Profile Cover to Promote Special Offers and the Latest News



# HOW TO OPTIMISE YOUR INSTAGRAM PROFILE

- Upgrade to Business Profile and Link to Facebook
- Use Hashtags and Emojis in the Bio to add personality
- Include a Branded Hashtag
- Include a Call to Action in the Bio
- Use Linktr.ee if you have multiple landing pages
- Create Highlights to showcase key areas and offers
- Where available, integrate with your Booking or Ordering platform

# WHAT IS QUALITY CONTENT?

- Photos Should Be High Quality
- Is it Thumb Stopping?
- Use a Mix of Content
- Aligns with Brand Voice
- Includes a Call To Action
- Post in the Right Places



eatersmanifesto • Following  
Amsterdam, Netherlands

eatersmanifesto Sometimes you just need a hug. Here's a warm hug from the 70s. Nothing wrong here... Happy weekend everyone. We made it!

Lamb shank braised in beaujolais, lambs kidneys, Jerusalem artichoke purée, wilted spinach, parsley oil, sea rosemary, shallots braised in Pedro Jimenez  
#homemade #amsterdam #oldschool #comfortfood

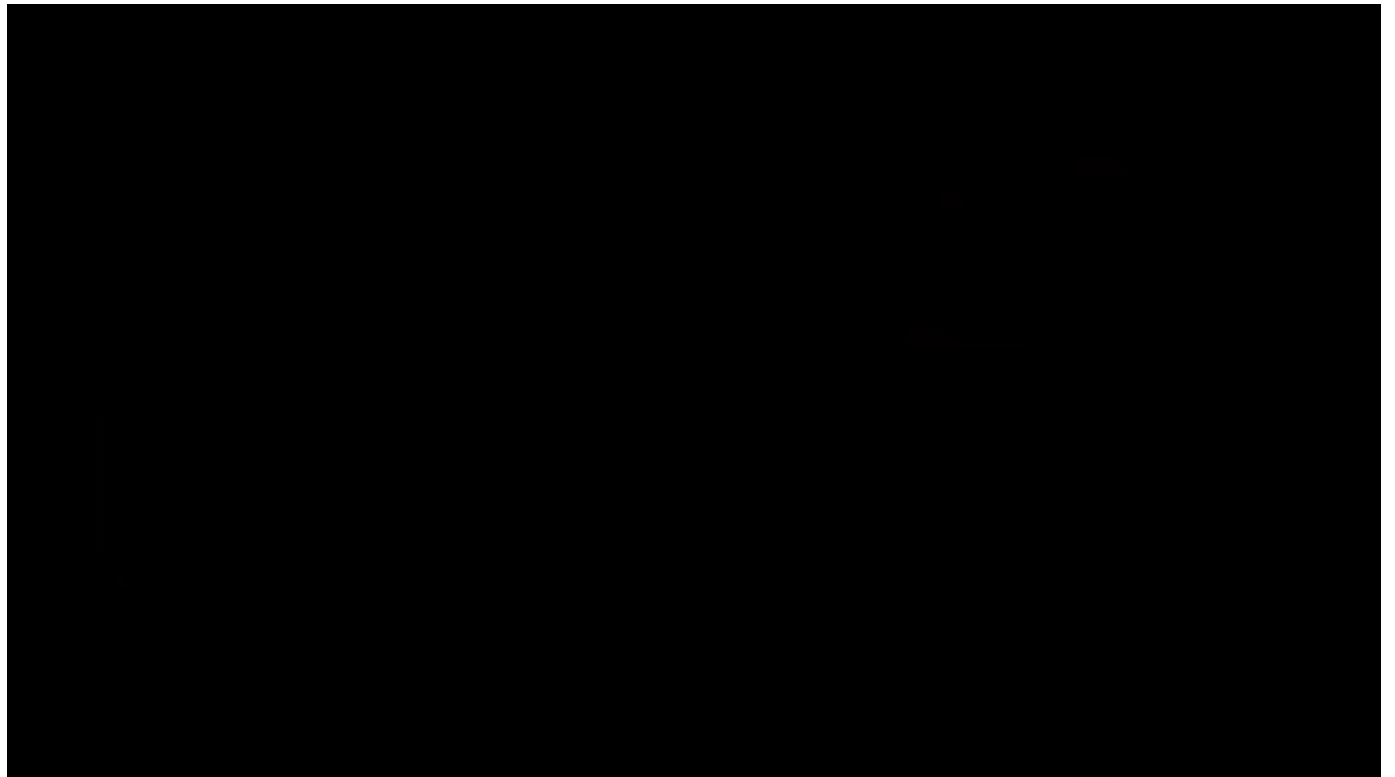
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8,496 likes

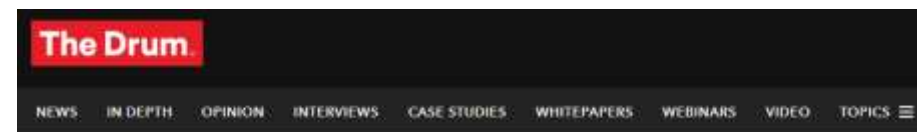
NOVEMBER 2

# WHAT NOT TO DO!





# CREATING ENGAGEMENT – CASE STUDY



## Wendy's makes good on Twitter chicken nugget promise as 'Nuggs for Carter' campaign breaks retweet record

By Rebecca Stewart · 09 May 2017 10:44pm



## #NuggsForCarter: A Plea for Wendy's Chicken Nuggets Becomes the Most Retweeted Tweet Ever

Wendy's told Wilkerson he would need 18 million retweets for his year's worth of chicken, but 3.42 million and counting isn't exactly chicken scratch.

By David Cohen  
May 9, 2017

## KEY TAKE-AWAYS



Customer Expectations Have Changed



Make Full Use of Your Digital Channels



Be Responsive



Create Exceptional Experiences



# ANY QUESTIONS?

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# Get the Presentation Slides Visit



**gettalk.at/dining**