

How to Best Use Social Media and Marketing for Restaurants

Wednesday, February 3rd, 2021

Small Business Development Center
At Yavapai College

Today's Presenters



Hosts:



Jeri Denniston
Center Director
Yavapai SBDC
Jeri.Denniston@yc.edu



Ruth Ellen Elinski
Business Analyst
Yavapai SBDC
ruthellen.elinski@yc.edu

Special Guests:



Chris Fill
Business Analyst
Maricopa SBDC
christopher.fill
@domail.maricopa.edu



Anna Mineer
Business Analyst
Maricopa SBDC
anna.mineer
@domail.maricopa.edu



Chef Robert Barr
Chef and Director
Culinary Institute
Yavapai College
robert.barr@yc.edu

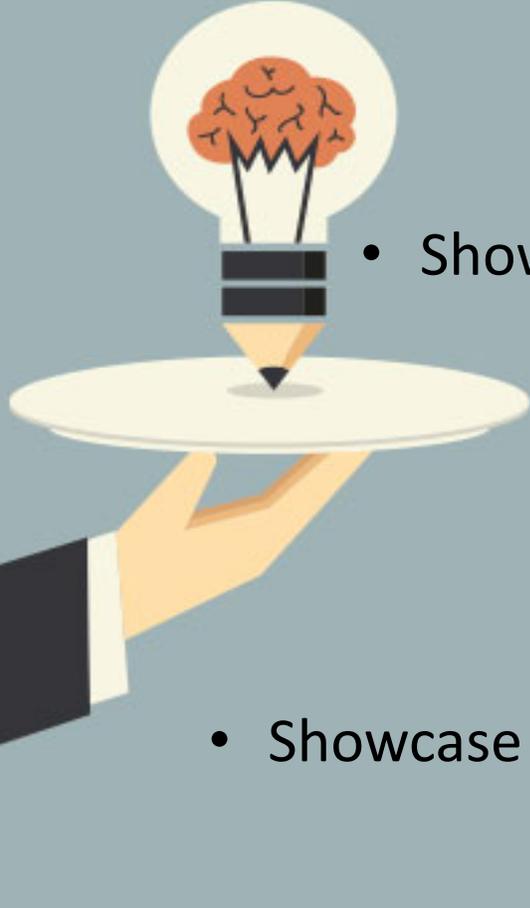
Agenda

- Marketing Priorities
- Creative Content
- Retarget Your Customers
- Digital Resources
- Rework the Kitchen
- Ideas from a Chef
- Success Stories
- Questions



Image part of an article: [The Best Restaurant Marketing Ideas From 18 Experts](#)

Prioritize:



- Be positive and address new concerns
- Communicate how your business is BETTER
- Showcase any pivots, show creativity and innovation
 - Build consumer confidence
- Maintain a well-trained, well prepared staff
 - Prioritize Safe. Clean. Ready. Campaign
(visitsedona.com/safe-clean-ready/)
- Showcase new initiatives, protocols, products and services

Image part of an article: [25 Restaurant Marketing Ideas You Will Love](#)

Tone

- **Authenticity** – Telling your new story, better
- **Approachability** – Raw, real photos and video
- **Adaptability** – Pivots and changes to your menu and services



Creative Content



- High quality images
- Mouth-watering text
- Safety guidelines and COVID Safe language
- Update across platforms
 - Visual connection

Image part of an article: [25 Restaurant Marketing Ideas You Will Love](#)

Retarget Your Customers



GEOTARGETING



Image part of an article: [Upgrade Your Apartment Community's PPC Campaign](#)



Retarget Your Customers



QR Code Benefits:

- Touchless Ordering
- Touchless Payments
- Enables Retargeting
- Manage Customer Data



Near Field Communication (NFC) System Benefits:

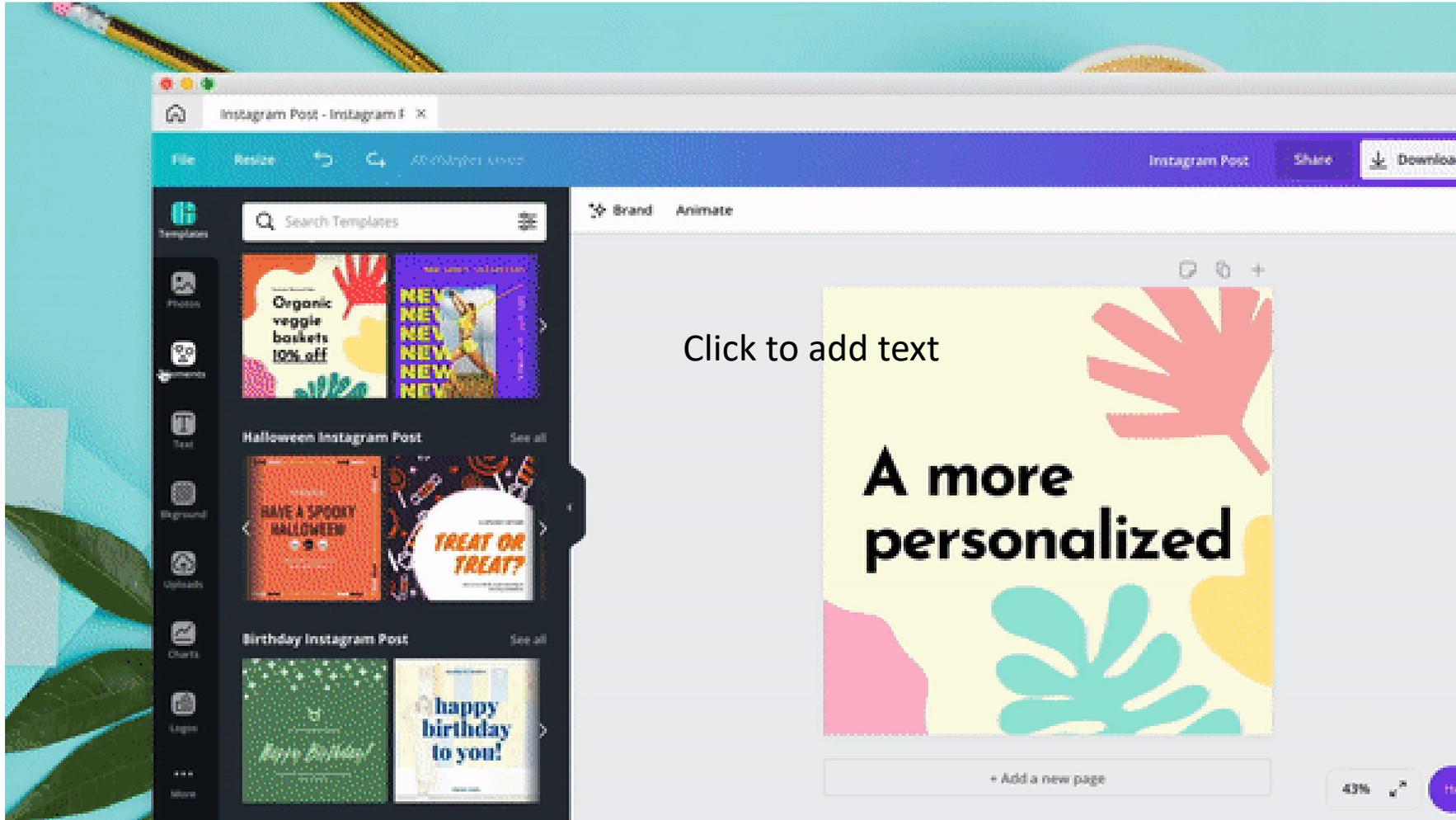
- Stickers on order
- Program the tag to push to a coupon or checkout area



POS System Benefits:

- Push Notifications
- Email Communication
- SMS Text Messaging
- Promotions, Coupons, Discounts

Other Digital Resources



- Personalized Social Posts
- New Banners
- Consistent messaging
- Digital Menu

Rework the Kitchen



Photo Credit: Hans Gutknecht, Los Angeles Daily

- BOGOs
- Cook with the Chef via Zoom
- Meal in a Box for pick-up or delivery
- Outdoor Dining
- Space Reuse or Space Share
- Ghost Kitchens
- BOPUS (Buy online, pick up in store)



Ideas From a Chef



LIVE!
SEPTEMBER 24TH @ 5PM

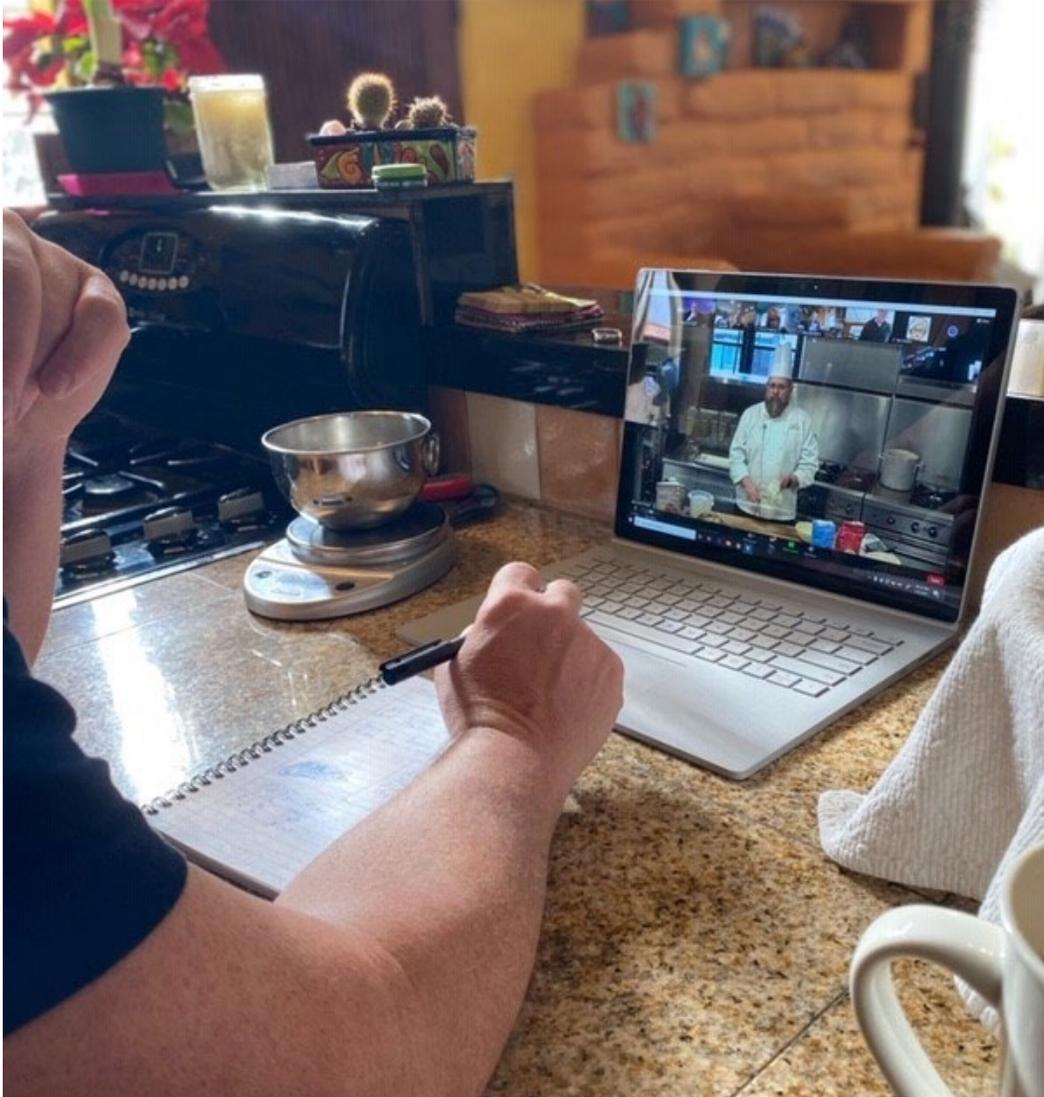


Go to www.yc.edu/cook
Cook 5 star mac & cheese!

SEPTEMBER 24TH
@ 5PM



Ideas From a Chef



Yavapai
COLLEGE

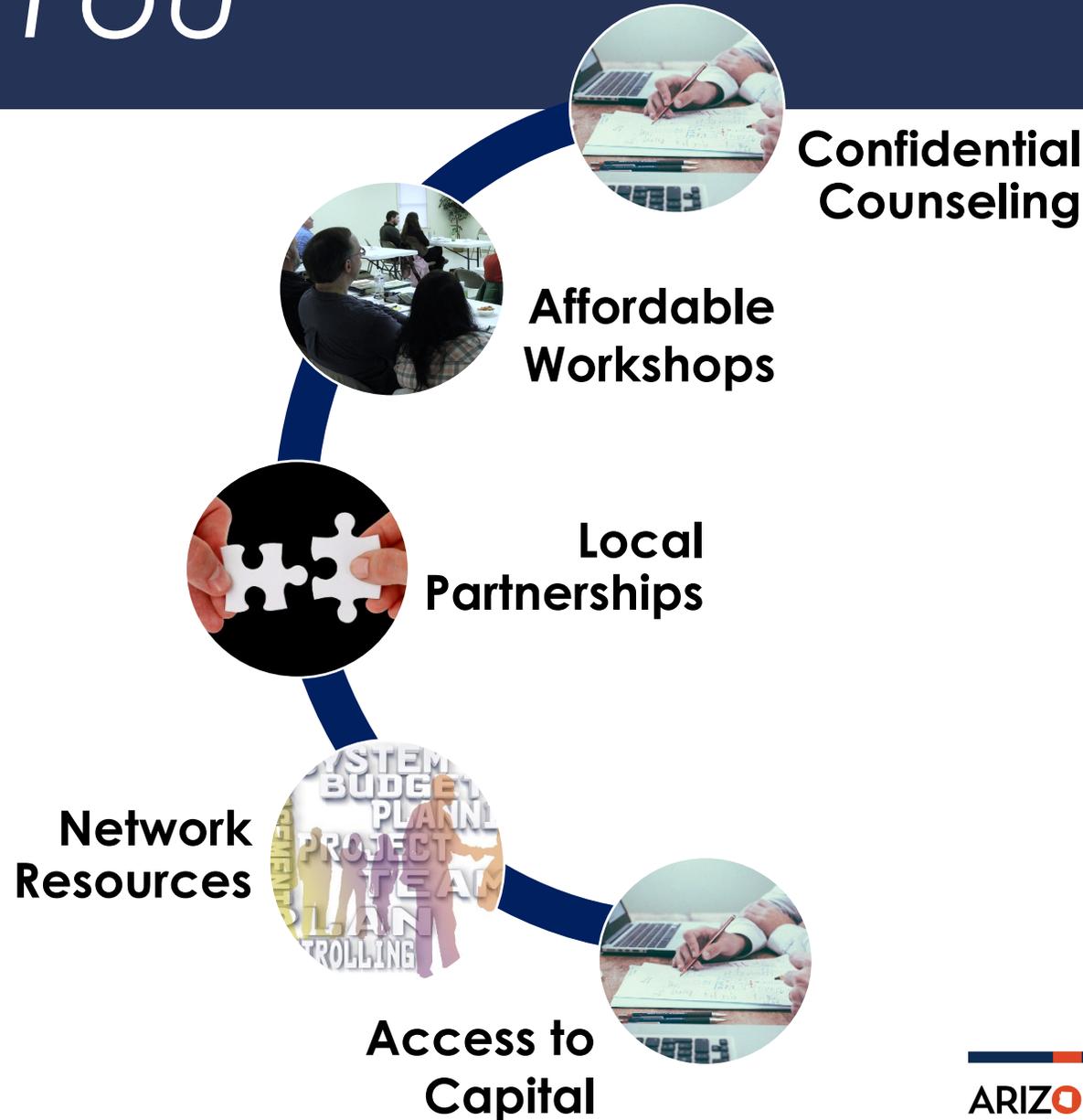
ARIZONA
COMMERCE AUTHORITY

POWERED BY
SBA
U.S. Small Business
Administration
Funded in part through a Cooperative Agreement
with the U.S. Small Business Administration

Thank You



YC.EDU/SBDC
(928) 717-7232



Questions

