



How Inbound Marketing For Restaurants Can Increase Sales

- A WHITEHAT PUBLICATION -

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INTRODUCTION

Restaurants, like many other businesses can no longer afford to avoid Inbound Marketing techniques. The world we live in today is immersed in mobile technology offering users instant access to online platforms, unlimited mobile apps and social media. There is 100% surety that the present generation utilizes all these tools to explore your restaurant as well.



INTRODUCTION



Visiting restaurants is not only an opportunity to taste food but also experience the quality of service, the ambience and the culture. If any of these is missing or is not up to the mark, you might lose your customer or risk your restaurant's reputation altogether.

INTRODUCTION

Now consider the same service elements within the context of online marketing. Your website is the ambience your restaurant offers to the customers, the very first impression you make on your customers. The way you design your website is the atmosphere and the engaging content you publish on your website is similar to the services you provide at your restaurant.





CHAPTER ONE

HOW CAN YOU USE INBOUND MARKETING FOR YOUR RESTAURANT?

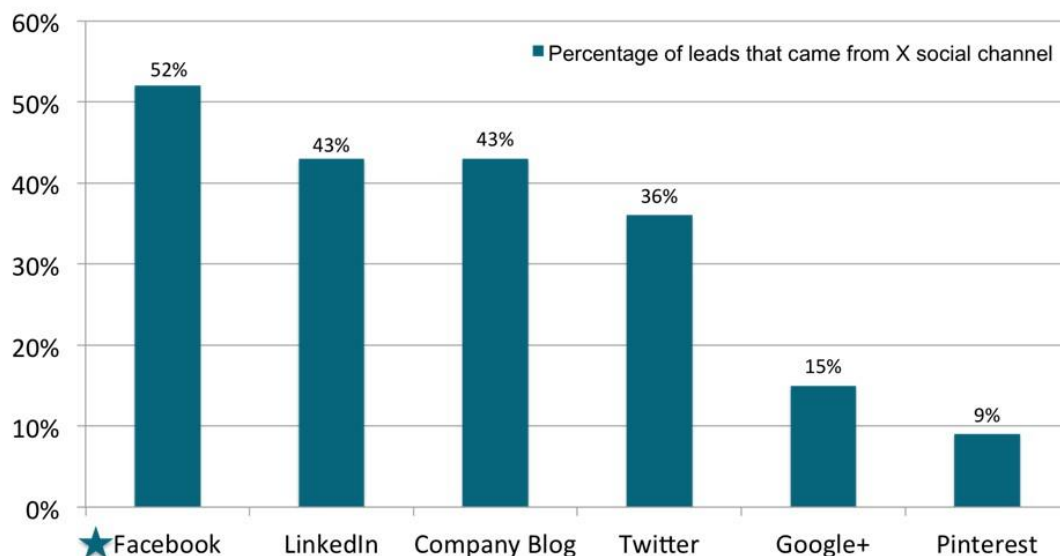
HOW CAN YOU USE INBOUND MARKETING FOR YOUR RESTAURANT?

Inbound Marketing brings huge benefits to all types of businesses. But how does it benefit restaurants? You provide food services and people want to eat, so how can an online marketing technique help you to bring more people to your restaurant? The answer is simple: when people are hungry they are going to search for new restaurants on search engines such as Google, Yahoo or Bing, and check more information about your restaurants on social media platforms as well. If your restaurant is found on the top of the list, it would immediately allow more people to click on your website and know the services you provide.



HOW CAN YOU USE INBOUND MARKETING FOR YOUR RESTAURANT?

Facebook Is the Top Social Channel for Generating Leads



Survey N = 3,339

Source: HubSpot

To attract more visitors the first thing to do is to design your restaurant menu beautifully in a pdf file and make it available on your website as well as your social media page, by putting your menu up for customers to download. Restaurants that provide a downloadable menu allow customers to have their information always ready to be viewed. Moreover, websites with PDF behind the landing page can control the information of a customer, using it to update them about special deals, new offers and events.

HOW CAN YOU USE INBOUND MARKETING FOR YOUR RESTAURANT?

Another important aspect of Inbound Marketing is to ensure that the content and approach towards your customers is user friendly. Inbound Marketing enables you to keep your customers updated about your latest offers and services, since its easier to capture their attention via social media.

Social media lead
conversion rates are

→ **13% higher** ←
than average conversion rates.



CHAPTER TWO

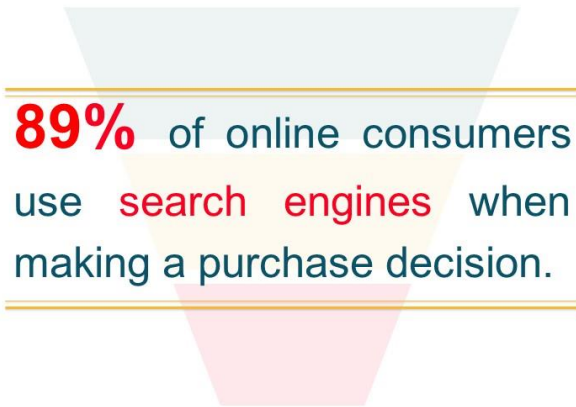
TYPES OF INBOUND MARKETING

TYPES OF INBOUND MARKETING

SEO

There are different ways of Inbound Marketing that restaurants can adopt to promote their services. Here are a few examples:

SEO - Every website recognizes the importance of search engine optimization. Optimization of a website helps you to raise your website listing on Google search engines. Being on the first two pages of Google allows you more visibility. You can optimize your website by adding page titles, user friendly links, relevant keywords and keyword relevant content and meta descriptions.




89% of online consumers
use **search engines** when
making a purchase decision.

TYPES OF INBOUND MARKETING

SOCIAL MEDIA

Restaurants must take into consideration the use of social media to attract students and the working class, who are most likely to use an online platform. Connect with your customers through commonly used platforms, such as Facebook and Twitter. That makes sharing of information quick and easy. However, as social networks are quite interactive, monitoring them will require effort and time. Use the right strategy and your efforts will pay off.



46% of online consumers
count on **social media** when
making a purchase decision.

TYPES OF INBOUND MARKETING

CONVERSION RATE OPTIMIZATION

As you begin to develop brand awareness, consider ways to make your regular customers your permanent ones. You can do this by allowing easy access to your services, like offering online booking for seats in your restaurant. The more traffic you have, the higher number of online orders and booking you are going to receive.



TYPES OF INBOUND MARKETING

REPUTATION MANAGEMENT

Once you have earned enough visibility online, make sure you monitor the feedback of your customers. Reflect on the views to improve your services.





CHAPTER THREE

3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

Running a restaurant successfully is a huge challenge today since there are hundreds of restaurants in a single vicinity offering variety of cuisines. According to a recent study conducted by Cornell University, it has been noted that 27% of restaurant startups in developed and developing countries fail in the very first year. Out of the 50% that survive the first year, run out of business after in 3 years time.



3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS



This is due to the many issues that restaurant owners have to deal with on a regular basis, such as rising food costs, staff turnover, new competition, etc. that forces restaurants to come up with a marketing strategy that can keep attracting past, present and potential customers in order to stay in business.

3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

On the plus side, if given proper time and exposure, your restaurant can not only survive, but thrive in a competitive environment. If you have a solid Inbound Marketing plan, you are guaranteed to attract more customers.



Here are a few key Inbound Marketing strategies for restaurant:

3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

1. PROFESSIONAL WEBSITE WITH ECOMMERCE

As a marketing agency, we strongly believe that your website is the main hub of your marketing strategy. Your restaurant website is your chance to make the first impression on your visitor, therefore, it has to be professionally designed, very user friendly and mobile optimized.



3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

1. PROFESSIONAL WEBSITE WITH ECOMMERCE



Your restaurant website must be able to take online orders from customers, where they can select items from your menu and make online payment and receive their order within 30-35 minutes.

Make sure your website is responsive, that it is able to resize automatically to fit smaller screens of smartphones and tablets.

3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

1. PROFESSIONAL WEBSITE WITH ECOMMERCE

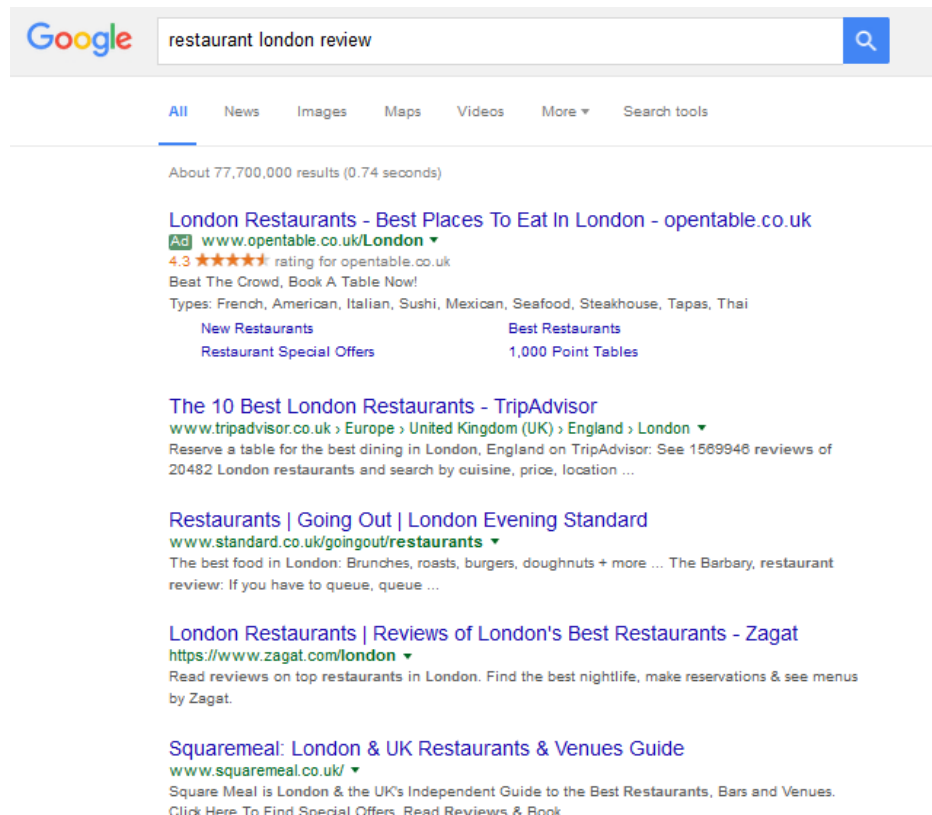
Always use professional photos of your food items so that they look good enough to eat. Regularly update your website with engaging blogs because each new post is an opportunity for your restaurant to be found online and you can also share your blog link on your social media pages to drive more traffic to your website, and convert your visitors into leads.



3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

2. REGISTER YOUR RESTAURANT ON ONLINE REVIEW SITES

Reviews are extremely important for your Google rankings and reputation of your restaurant. The first thing you need to do, as soon as you have your website online, is to register yourself on popular review sites such as Yelp, Restaurant.com, Urbanspoon, Zagat and CitySearch. These are the sites that food lovers regularly visit to search the best restaurants.







3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

2. REGISTER YOUR RESTAURANT ON ONLINE REVIEW SITES

 283 Reviews | #1 of 17,088 Restaurants in London |  Certificate of Excellence
 ££££ |  Clapham / Battersea | French, European

Restaurant Details

Improve this listing

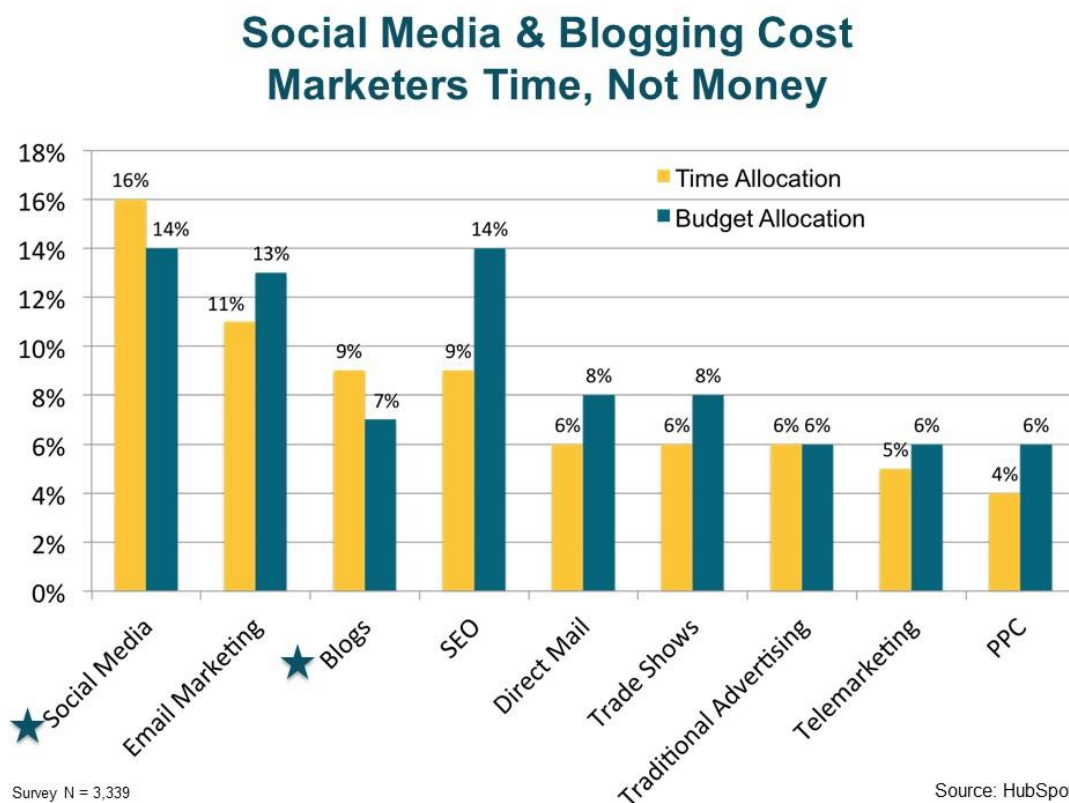
Rating summary	Food	
	Service	
	Value	
	Atmosphere	
Average prices	£20 - £50	
Cuisine	French, European	
Meals	Lunch, Dinner	
Restaurant features	Outdoor Seating, Seating, Waitstaff, Street Parking, Wheelchair Accessible, Serves Alcohol, Full Bar, Wine and Beer, Accepts American Express, Accepts Mastercard, Accepts Visa, Free Wifi, Reservations	
Good for	Business meetings, Special Occasion Dining, Romantic	

Getting a positive review of your restaurant on these sites will win you trust from new customers as well. They will read the reviews and check out your services before they make an order. According to a study, 72% of customers trust online reviews. Always ask your customers to leave feedback on your restaurant services on these sites.

3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

3. SOCIAL MEDIA

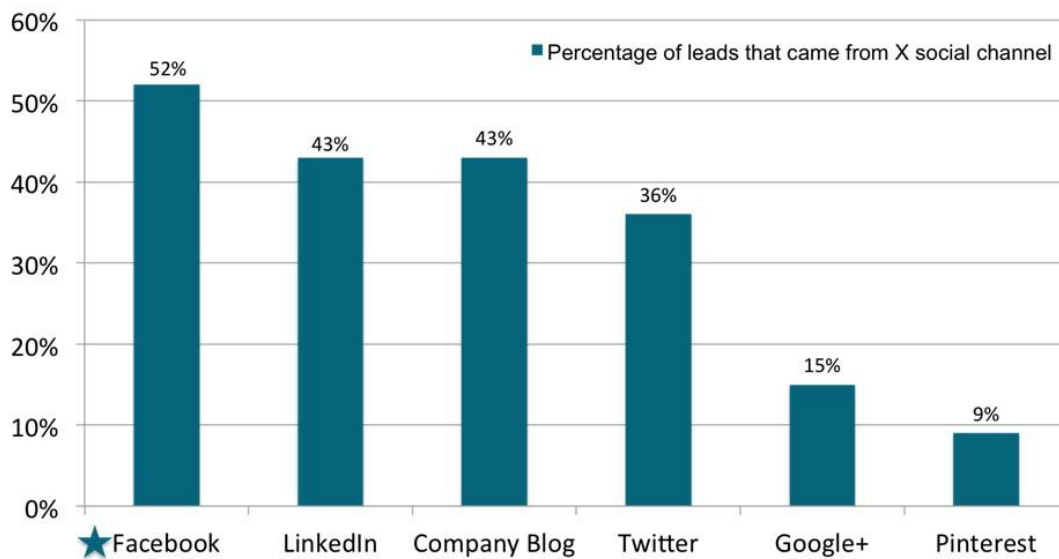
Social media must be the key component of your restaurant's marketing strategy. Facebook is the world's largest social media network with over 1.2 billion users who share around 2.5 billion posts of content every single day.



3 KEY INBOUND MARKETING STRATEGIES FOR RESTAURANTS

3. SOCIAL MEDIA

Facebook Is the Top Social Channel for Generating Leads



Survey N = 3,339

Source: HubSpot

All you need to do is to research where your target market is, and which is the most effective medium to reach out to them. Is it Twitter, Google Plus, Instagram or Facebook? Once you have set up your restaurant profile on social media channels you need to actively engage with your fans and followers by publishing interesting posts regularly on your page. This Inbound Marketing technique will help you reach out to millions of customers online.

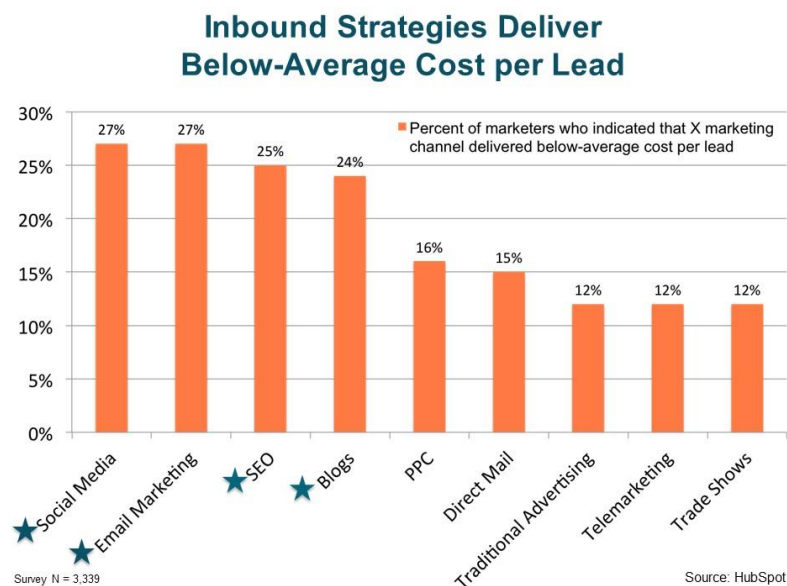


CHAPTER FOUR

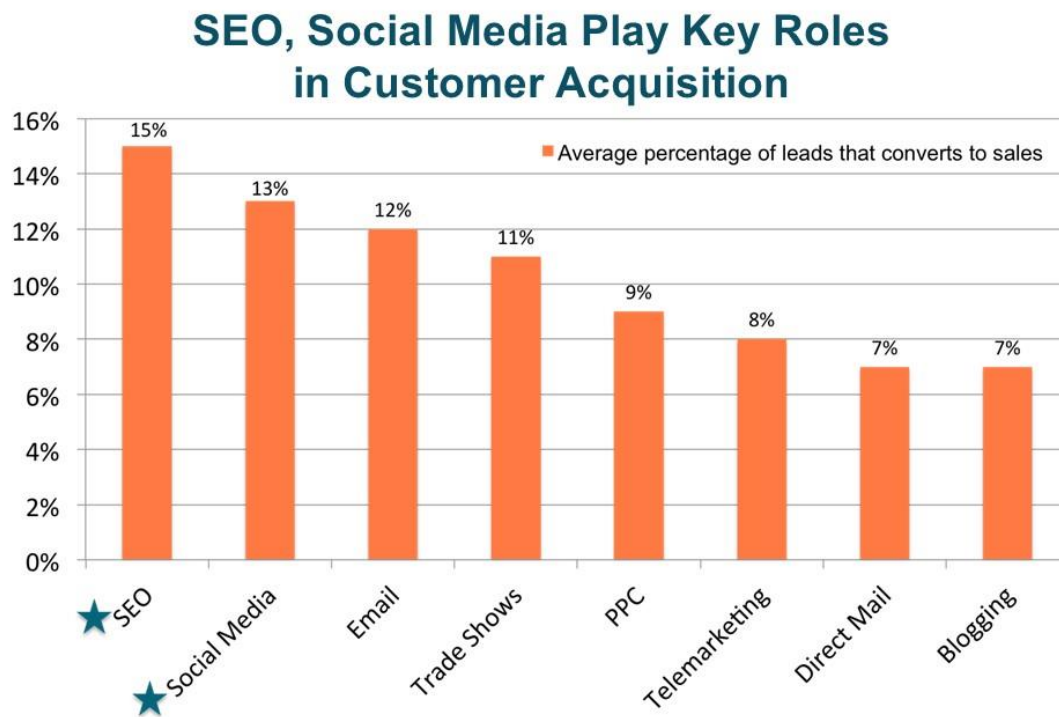
ADVANTAGES OF INBOUND MARKETING FOR RESTAURANTS

ADVANTAGES OF INBOUND MARKETING FOR RESTAURANTS

The best thing about Inbound Marketing is how it develops a level playing field for businesses. Companies are not bound to invest or spend millions of dollars on their marketing campaigns to compete against larger organizations. Small scale restaurants can compete against other reputed restaurants by developing content that customers will be instantly attracted to, and by interacting regularly with potential and existing customers. For restaurants particularly, it is a great opportunity as they operate on strict margins as compared to other businesses. It is always hard for restaurants to afford an expensive marketing campaign.



ADVANTAGES OF INBOUND MARKETING FOR RESTAURANTS



Survey N = 3,339

Source: HubSpot

Restaurants have a distinctive position of having a comparatively small but much loyal target market. Social media gives restaurants the potential to interact and develop close relationships with potential customers. Business content, regarding your menu and special offers can be shared with the followers on Twitter and Facebook. This allows them to have your restaurant information on their fingertips, learn about special offers and events.

ADVANTAGES OF INBOUND MARKETING FOR RESTAURANTS

What is the point of spending thousands of dollars on print and TV advertising when you can target your potential audience, much more effectively using faster and cheaper marketing options.



ADVANTAGES OF INBOUND MARKETING FOR RESTAURANTS

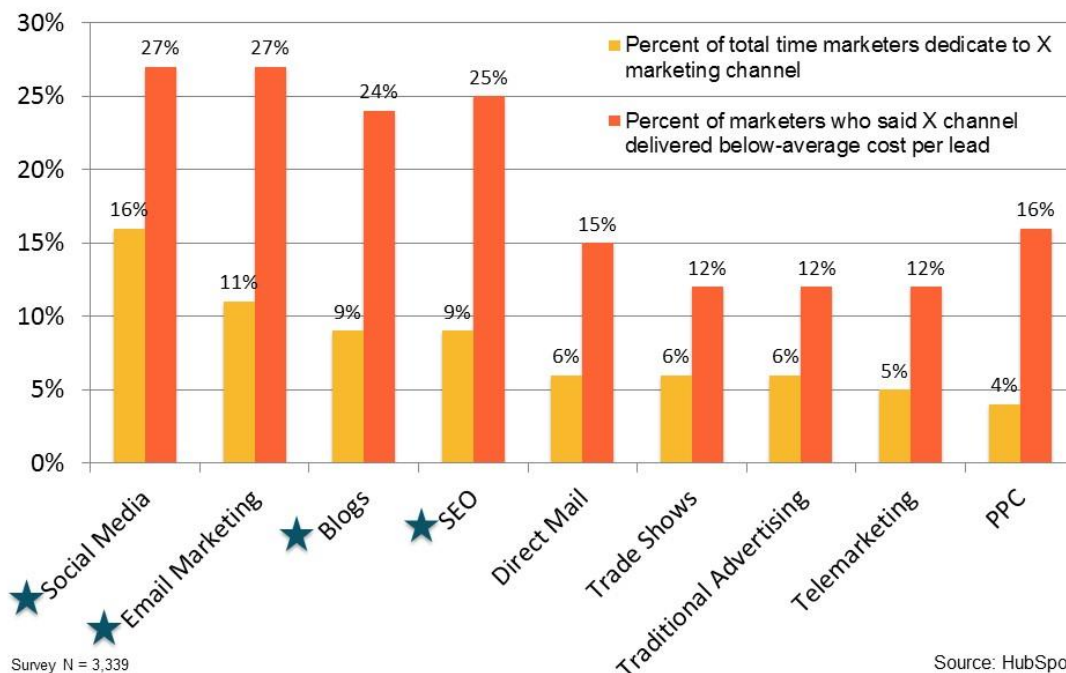


Restaurants still trying to reach their customers using outbound marketing strategies should embrace Inbound Marketing. It is important to increase your visibility among customers, using targeted marketing techniques. Social media platforms and websites highlight your existence. Have you ever noticed how you visit the same restaurant quite often or see the same waiter each time you visit? It is because restaurants can share pictures and information of staff on Facebook that allows all the members of its Facebook community to view it. Such marketing methods pretty much engrave your existence in the minds of customers.

ADVANTAGES OF INBOUND MARKETING FOR RESTAURANTS

Regardless of what condition your restaurant is currently in, you must keep revising your marketing strategy to drive sales. Inbound Marketing is a strategy most effective these days to increase your restaurant sales.

Inbound Strategies Show Positive Cost per Lead vs. Effort





CHAPTER FIVE

HOW CAN INBOUND MARKETING HELP YOUR STARTUP RESTAURANT?

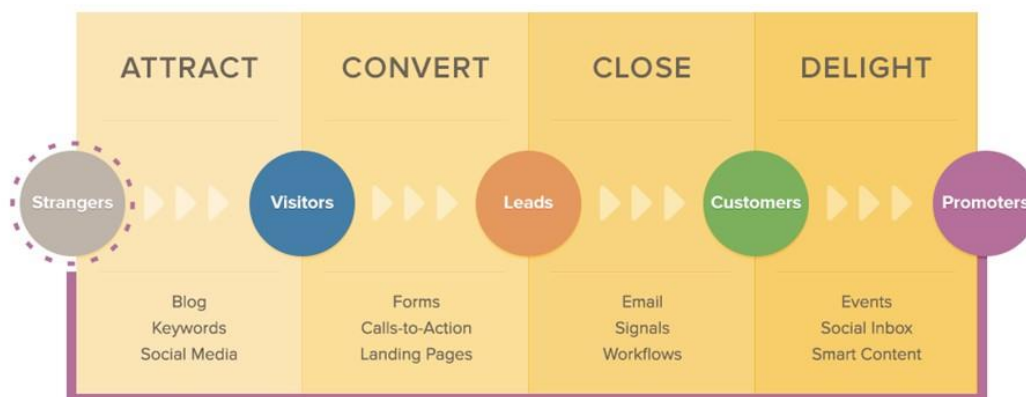
HOW CAN INBOUND MARKETING HELP YOUR STARTUP RESTAURANT?

1. LET YOUR CUSTOMERS FIND YOU

Inbound Marketing enables you to gain the attention of your target audience by publishing engaging content that will attract them and sharing it with your audience on your restaurant's website and sharing it on social media networks. Through social media, you can understand the needs and preferences of your ideal buyer and what they dislike in restaurants regarding food or service through regular feedback.

The Inbound Methodology

The best way to turn strangers into customers and promoters of your business



HOW CAN INBOUND MARKETING HELP YOUR STARTUP RESTAURANT?

1. LET YOUR CUSTOMERS FIND YOU

[The 10 Best London Restaurants - TripAdvisor](https://www.tripadvisor.co.uk/Restaurants-g186338-London_England.html)
https://www.tripadvisor.co.uk/Restaurants-g186338-London_England.html ▼
 Reserve a table for the best dining in London, England on TripAdvisor: See 1569948 reviews of 20482 London restaurants and search by cuisine, price, location ...
 Holy Smoke · The Five Fields · TortelliniCup · New London Cafe
 You visited this page on 26/06/16.


[100 best restaurants in London – London's best restaurants - Time Out](http://www.timeout.com/london/restaurants/best-restaurants-in-london)
www.timeout.com/london/restaurants/best-restaurants-in-london ▼
 10 Aug 2015 - Setting the criteria for our list of the 100 best restaurants in London was the easy bit. Anywhere we felt compelled to revisit again and again was ...
 The top ten restaurants · The 100 best restaurants in ... · The people's top ten · Italian

[Restaurants in London - Book London Restaurants | Bookatable](http://www.bookatable.co.uk/london-restaurants)
www.bookatable.co.uk/london-restaurants ▼
 Guide to London restaurants, featuring the latest special offers, London restaurant reviews and free online booking.

[London Restaurants | OpenTable](http://www.opentable.co.uk/london-restaurants)
www.opentable.co.uk/london-restaurants ▼
 Find restaurants in London. Book restaurants and special offers, read reviews and menus.

[Best London Restaurants | Recommended by The Nudge](http://thenudge.com/london-restaurants)
thenudge.com/london-restaurants ▼
 Discover the best restaurants in London with punchy, ineverent recommendations. Our free, highly curated emails tell you only what you need to know.

In the news

 [Restaurant blaze causes traffic chaos as 50 cleared from homes](#)
[Evening Standard](#) · 4 hours ago
 The London Fire Brigade evacuated 50 people from the flats above and another 10 left by ...

[Is it last orders for restaurants?](#)
[The Guardian](#) · 1 day ago

[More news for restaurant london](#)

[Restaurants in London - Things To Do - visitlondon.com](http://www.visitlondon.com)
www.visitlondon.com > [Things to Do](#) > [Food and Drink](#) ▼
 Discover the best restaurants in London, from quirky eateries and romantic hideaways to Michelin-starred restaurants. London restaurants cover all tastes.

[Food and Drink in London - Things To Do - visitlondon.com](http://www.visitlondon.com)
www.visitlondon.com > [Things to Do](#) ▼
 Find a restaurant, pub or bar to suit. From cheap eats to luxury cocktail bars.

As a restaurant you can address directly to your target audience. You can use social media to resolve their problems and respond to any negative feedback you receive on your services. Publishing compelling content on social media will drive your target market to your website organically; as well as putting optimized content on blogs, email, review sites, etc. ensures that your content reaches your visitors instantly.

HOW CAN INBOUND MARKETING HELP YOUR STARTUP RESTAURANT?

2. ATTRACT NEW POTENTIAL CUSTOMERS

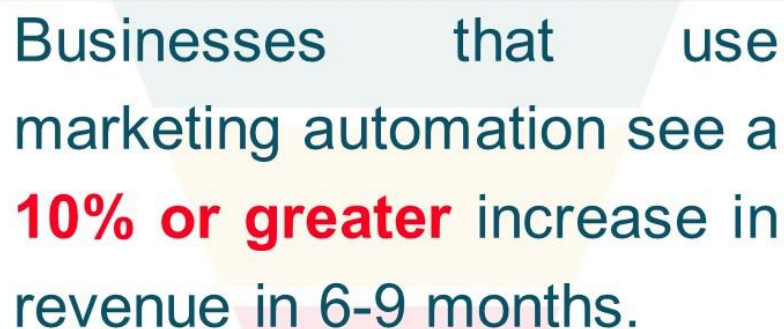
Once you have acquired attention of your target market, it is time to convert them into sales leads. This will take place when you provide your customers with a relevant delivery or dine-in offer. This will help you to form and build a symbiotic relationship with your customer. You can run your offer on Facebook or Twitter to reach out to all interested customers via targeted campaigns. When they sign up on your website to place an online order on your website, you will receive their contact details, which will enable you to stay in touch with your customers and send them updates on your latest offers.



HOW CAN INBOUND MARKETING HELP YOUR STARTUP RESTAURANT?

3. BUILD RELATIONSHIP WITH YOUR CUSTOMERS

Once you have reached out to your target audience, it is time to nurture a healthy and interactive relationship with your prospects until they become your regular customers. For this you need to create, publish and promote content that is tailored to the needs of your clients. You can stay in touch with your customers via emails, workflows as well as lead scoring to boost your sales funnel upwards until they become your customers.



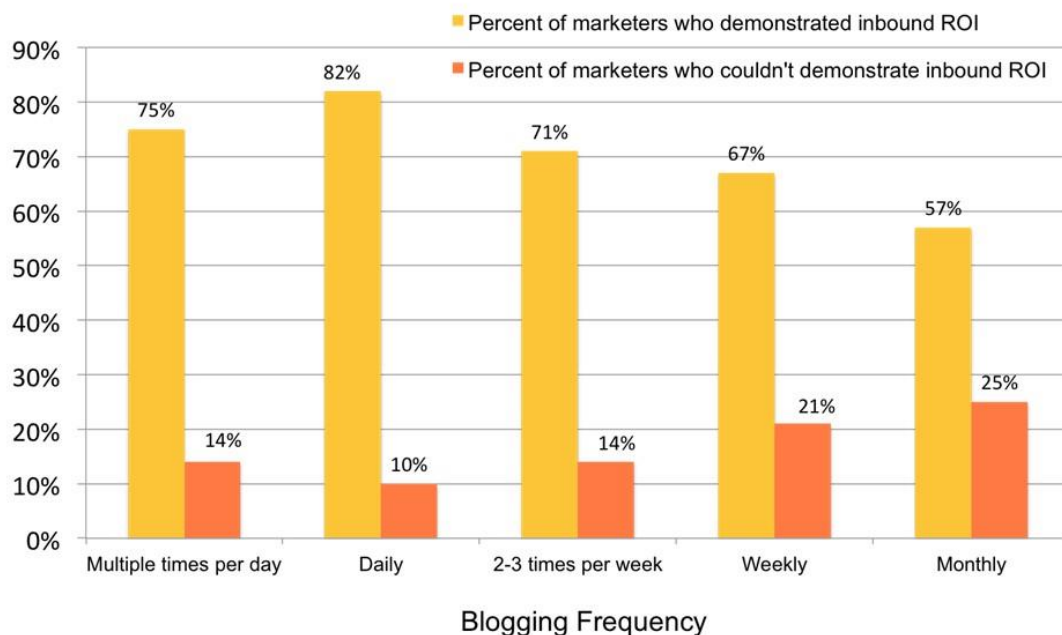
Businesses that use marketing automation see a **10% or greater** increase in revenue in 6-9 months.

HOW CAN INBOUND MARKETING HELP YOUR STARTUP RESTAURANT?

4. GET A HIGHER ROI

Once you have converted your leads into customers, and made some sales, you will be able to get a good return on your investment, both of your time and money. Inbound Marketing enable startup restaurants to not only attract new prospects but also retain them as permanent customers.

Blogging Regularly Linked to Higher ROI



Survey N = 3,339

Source: HubSpot



CHAPTER SIX

WHAT NEXT?

WHAT NEXT?

More and more people today look for information about local restaurants on the Internet, especially search engines and social media pages. With a limited budget, most restaurant owners do not usually have enough funds to hire a professional sales or social media team to regularly market their restaurant. But hiring one sales resource will prove to be very effective for your restaurant since he will devise a strong marketing plan that will ensure 100% customer outreach and success.



WHAT NEXT?

Social Media Landscape



The most important thing about Inbound Marketing for restaurants is to recognize the importance of change. One of the most difficult things about online marketing is to keep up with the change. The trends change too fast and new attractive techniques are always being introduced. More traffic means more services, more content and daily updates.

Learn Why You're Not
Generating More Leads &
Driving Better Results

Schedule Your Free 30-Minute Marketing Assessment

- Assess Your Website
- Evaluate Your Message
- Understand How To Leverage Content
- Examine your Use of Social Media

Click Here To Get Your
Free Marketing Assessment

Call: +44 (0) 20 8834 4795

Email: info@white-seo.co.uk

Free Marketing Assessment



You should also read:

- [Restaurant Owner Increases Sales by 110%](#)
- [A Foodie's Guide to Inbound Marketing](#)

