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# Importance of Technology & Innovative Thinking/ Methods to Restaurant & Bar Industry

## How Innovative Technologies are Changing the Restaurant/ Bar Industry

https://blog.bbblanc.com/corporate-blog/how-innovative-technologies-changing-restaurant-bar-industry-0
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The emergence of mobile devices and cloud computing has made a huge impact on **restaurant entertainment solutions**. It's unlikely to go to any restaurant or bar that hasn't implemented high-tech hardware or software in its operations. These technological advances have become the new standard for many industries and as technology continues to develop, the trend will become more of the norm. Mobile devices on the table for ordering, online reservations, social media, and new methods of payment are just a few types of technology used in the restaurant/bar industry today.



Most of these changes have improved the experience for the industry and the customers, yet with each new implementation of technology comes new challenges. As technology quickly develops and changes, owners need to stay on the cutting edge to keep up with their competitors. The most successful a restaurant or bar can adapt to the rapidly changing technology, the more successful they will be. Here's what you need to know about new technology in the restaurant industry, and how technology is changing the restaurant industry.

## Types of Technologies Used in Restaurants/Bars

From saving on energy bills, to improving the training process for employees, technology has completely transformed the industry, and has raised the standard to a new level. While not all businesses require this technology, it has proven to make operations run smoother, and excite customers to keep coming back. Here are some types of entertainment platforms and technologies restaurants and bars are using to improve operations and the customer experience.



## CRM Technology

CRM, or customer relationship management, is software that is changing the guest experience. It refers to strategies, practices, and technologies that enable restaurants and bars to analyze and manage their customer interactions. Throughout the customer lifecycle, the technology allows managers to gather data to improve retention and drive sales growth. CRM tech provides a more personalized experience, better promotional targeting, and simplified marketing where you actually know what your customers want and expect.

# Virtual Reality

Virtual Reality (VR) is one of the newest trends for employee management. Using a headset and customized software, new employees can be trained in a unique way, without the risks and cost of a normal training session. Employees, even remotely, can take a 360-degree tour of the venue, see other employees work, and test their abilities with simulation games. Using VR, trainees won't need to be in the restaurant or near food to learn how to do their job the best way possible. There is less pressure on avoiding errors, and managers can let employees watch the program while they attend to other responsibilities. VR tech can prepare workers for their job in a better and faster way.

## Entertainment Technology

Restaurants today are looking for more ways to entertain customers, instead of just providing food and ambient music. Now, technology like advanced audiovisual (AV) solutions, LED displays, and projectors are being brought in to boost the entertainment experience for customers. Technology makes it possible for bar and restaurant owners to implement user-friendly AV systems that only need a few touches to get the right music and atmosphere in the venue.

## Technologies to Create & Control Ambiance



Modern technology allows bar and restaurant managers to control every aspect of the venue's atmosphere, from lighting and music, to comfort and security. An owner can control elements like motorized shades, lighting effects, and music, all from one place. Ambience technology allows owners to provide a stable atmosphere and improve profitability. Because of the benefits of this technology, there is a growing demand for it when it comes to bar/restaurant marketing.

# 4 Innovative Ways to Grow Your Restaurant & Bar Business

The restaurant and bar business has seen a lot of transformations in the past few years. These transformations have been largely driven by the need for business owners to increase their revenue and offer services that meet the requirements of their customers.

Technology is playing a crucial role in this as well. Today, there are thousands of restaurant and bar tools, applications, and software that are driving operations in restaurants and bars.

Some restaurant and bar owners are even struggling with finding the right tools that fit their business models. Despite that, most of them are trying to adapt to the changing needs of their customers, most of which are driven by technology.

That notwithstanding, some of these business owners are still finding it difficult to bring in new customers and make their existing customers spend more. Using the following innovative ways, you can be able to grow your restaurant and bar business.

## Optimizing and Evaluating Menus

The first thing should be optimizing and evaluating your menus. To do this, you need to find out if your current menu is organized, if customers can find what they are looking for easily, and if it is attractive enough to persuade someone to spend money in your restaurant or bar.



You need to make sure that the menu is designed in a way that encourages customers to spend money. The menu should be built to promote the items that make you good money or that you want to sell more. You do not have to do this manually.

You can make an online menu for beer and all other items that you sell and share digitally. This ensures that the menu is well organized and can reach as many customers as possible.

## Offer More Services

The COVID-19 pandemic affected business operations and forced many of them to close shop. People were working at home and businesses, including restaurants and bars, could not sell to anyone.

This made it difficult for these businesses to make any profits, forcing most of them to start offering more services. Even though online orders and delivery were gaining traction even before the pandemic, most restaurants and bars were not offering this service.

Restaurants and bars can invest in online orders and delivery to diversify their services. This ensures that customers who love your food but are not able to come to your establishment can still make orders and enjoy their meals. This is vital in growing your restaurant and bar business.

## Offer Complimentary Products

Businesses, whether restaurant and bar business or any other business, should investigate increasing the amount of money a customer spends whenever they (the customers) are at their premises.

One way for restaurant and bar owners to do this is by ensuring that they are providing quality food, drinks, and amazing customer service. They also need to try and persuade their customers to spend as much money as possible when at the restaurant.

They can also do that by offering complementary products. These might be things such as deserts, signature brews, mixed drinks, and appetizers among others.

You can offer these items for free, sell them at discounted prices, or even sell them as a combo. This will be vital in growing your restaurant and bar business.

## Sell Branded Merchandise

Most customers appreciate branded products such as glassware, sweatshirts, stickers, and t-shirts among others. This is something that restaurant and bar owners can invest in and use to diversify their revenue streams.

However, this will require some amount of money before starting. It is more of a new business and you need to execute it carefully for you to reap its benefits. You can do this by engaging your customers about it to get feedback and vetting any vendors that you will be working with.

The best way to handle this is to start with a small number of products. This helps in evaluating customer interest. After that, you can decide on whether it is a viable business for you or not.

## Conclusion

A business should generate revenue and make profits for it to survive. There is a lot of competition today and business owners need to find innovative ways to grow their businesses.

In addition, global challenges such as the pandemic have driven businesses to losses, forcing them to find new ways for their operations. Restaurant and bar owners can use the innovative tips above for the growth of their businesses.

# How Technology is Elevating the Food and Beverage Industry

Technology has had a positive impact within every facet of our society. From improving how we go about our everyday lives to specifically how we grow, process, and buy our food. What's more it has ultimately answered our insatiable demand for convenience.

So, what are the ways that tech is elevating the Food and Beverage industry specifically?

Here are some of our favorite examples:

**TECHNOLOGY ENHANCES CUSTOMER EXPERIENCE**

Order ahead apps have definitely changed the customer dining experience and provide the ultimate in customer convenience. These mobile tools allow consumers to view a restaurant's menu anywhere and place an order so that it's ready when they arrive.

And this technology has benefited restaurant owners, too - giving them more time to prepare food and the ability to increase table turnover. Also, since most pre-order apps have online payment features, restaurant owners can sell their meals in advance. All these result in better customer experience, and of course, improved business operations.

**TECHNOLOGY MAKES THE LIVES OF FOOD BUSINESS OWNERS MUCH EASIER**

According to Stephen Dutton, a foodservice analyst at Euromonitor International, today's technology is transforming a restaurant's concept of customer service. "Technology is replacing the service elements that defined more traditional restaurants," he says. "Many new restaurant concepts feel they must leverage technology to remain relevant to younger consumers who have grown up in a more tech-enabled environment."

As revealed in Toast's 2017 Restaurant Technology Industry Report, 95% of restaurant owners agree that technology really does improve their business efficiency. Most of them now believe that technology tools like POS systems, ordering and payments platform, and mobile applications can streamline their processes and simplify their work lives.

**TECHNOLOGY PROVIDES ULTIMATE CONVENIENCE**

Delivery apps such as Foodora, UberEats, and Deliveroo are becoming more and more popular now as consumers lead busier lifestyles. This type of technology has provided them with ultimate convenience enabling them to order food anytime and anywhere, and have it delivered straight to their door.

Robotics is on the rise, too, when it comes to home delivery. In the US, Domino's Robotic Units can deliver hot pizzas directly to your home. The restaurant chain introduced them just last year to improve convenience for their customers and are leading the way on food delivery powered by technology.



"With our growth plans over the next five to 10 years, we simply won't have enough delivery drivers if we do not look to add to our fleet through initiatives such as this," says Domino's Group CEO and Managing Director, Don Meij.

"Robotic delivery units will complement our existing delivery methods, including cars, scooters and e-bikes."

## TECHNOLOGY HELPS SOLVE INDUSTRY ISSUES

Just like other industries, the food and beverage sector is not perfect. There are many serious issues that need to be addressed such as high food waste and the lack of access to locally grown produce. However the sector has definitely embraced a number of technology innovations to solve these problems.

Vertical farming, precision agriculture, and drones are just some of these tech innovations that are helping to increase farming efficiency and output. It is estimated that by the year 2050, the earth's population will grow to 10.5 billion which means produce will need to be doubled to be able to meet the market's demand.

Meanwhile, there are a lot of intuitive tech solutions to the number 1 problem the food and beverage industry faces: food waste. You're probably familiar with Lean Path already. It's software that lets restaurants and other food service providers track the amount of food being thrown away.  The tool can already be found in over 1,000 kitchens across 20 countries and it has successfully reduced the food waste of users by up to 80%.

There's no doubt that technology is changing the food and beverage industry for the better. It's providing consumers with the ultimate convenience they're looking for and is helping the restaurateurs take their business to the next level. As we move further into the digital age, we're certain that more technology innovations will emerge to help shape the industry's future - it's an exciting time to be a part of

# The Most Important Types of Restaurant Technology and Hardware

Successful restaurants need technology that can keep up. Here's a rundown of the 6 most important types of restaurant technology you need to run your business more efficiently.

*DISCLAIMER: This content is provided for informational purposes only and is not intended as legal, accounting, tax, HR, or other professional advice. You are responsible for your own compliance with laws and regulations. You should contact your attorney or other relevant advisor for advice specific to your circumstances.*

The restaurant industry has changed a lot over the past decade and at a rapid pace, largely due to new technology and evolving guest preferences.

Restaurant guests have changed what they eat, how they eat, and where they eat it. They want their food fast and don't want to wait long. They want the option for delivery, takeout, or dining in the restaurant. And they want their food to meet all of their dietary restrictions while living up to expectations and taste preferences.

These shifts in guest preferences emerged alongside the tech boom of the past decade, during which time the restaurant community — an industry once dominated by pen and paper — had to do its best to keep up with such change.

While restaurants are increasingly adopting technology as an important part of their business, the industry still has room for growth. In order to meet the constantly changing preferences of guests — not to mention run a more efficient business — restaurateurs should continue to invest in new technologies to stay up-to-date, or even ahead of, industry

trends. This way, they focus on doing what they love: creating delicious food and memorable dining experiences.

Whether you're an early technology adopter or just joining the tech game, check out the list below for a rundown of the most important restaurant technology you need to run your business more efficiently and delight your guests.

## Types of Restaurant Technologies

- Touchscreen Point of Sale Terminals
- Order and Pay at the Table
- Handheld Point of Sale Systems
- Contactless Payments
- Self-Order Kiosks
- Kitchen Display Screens
- Printers for Restaurant
- Cash Drawer
- Integrated Online Ordering Solutions

# 1. Touchscreen Point of Sale Terminals



Modern point of sale **(POS) technologies**, like touchscreen terminals, exist to increase efficiency. They should be able to withstand the rigors of the restaurant with durable hardware, and they should be able to ensure that you and your team are always operating at restaurant pace. Most touchscreen terminals are powered by restaurant POS software that's designed with an intuitive, easy-to-understand interface, so staff can move fast and new hires can learn quickly. Touchscreen POS terminals simplify the order-taking process, so you can place more orders faster and generate more revenue.

Many POS systems today, typically those used by quick-service restaurants, have guest-facing screens, which allow guests to follow along as they order, quickly pay, and tip on the screen. This improves order accuracy and speed so your team can keep the line moving.

Best-in-class POS terminals today also have the ability to take credit card and mobile payments via a reader directly integrated with the POS. Whichever payment processing device you go with, make sure it supports Near Field Communication (NFC) — like Apple Pay and digital wallets — Europay Mastercard and Visa (EMV), and Magnetic Stripe Card (MSR).

## 2. Order and Pay at the Table
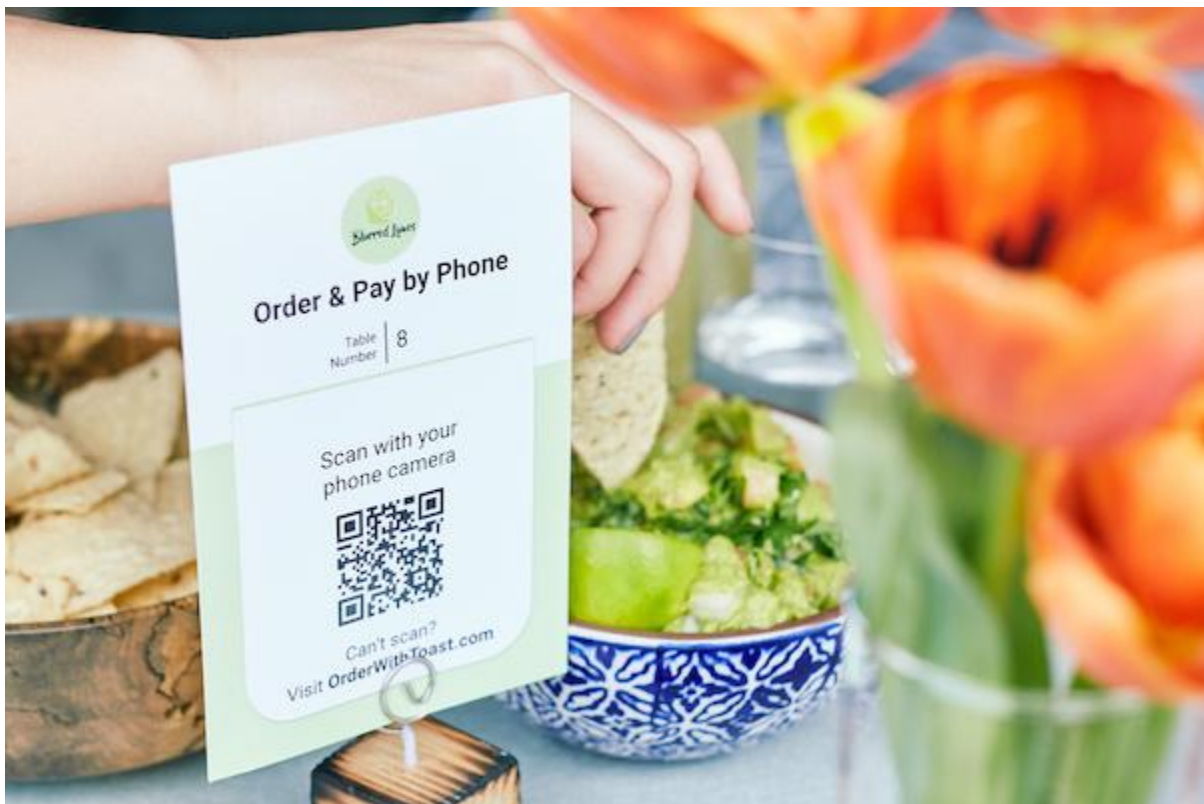


Safety, speed, and efficiency have always been important pieces of the dining experience. But in the wake of the COVID-19 crisis, they've become more important than ever. In the Guide to the Restaurant Guest during COVID-19, 34% of guests said that contactless/mobile payment availability is now extremely important to their dining experiences. And 33% of guests said that pay at the table technology is extremely important to their dining experiences.

Toast Mobile Order & Pay™ gives your guests the ability to order and pay for their meal from the convenience and safety of their own device. Not only does it give your guests peace of mind, it helps you improve table turn times, reduce labor costs, and better understand your guests with valuable data.

## 3. Handheld Point of Sale Systems



Imagine if your servers could close a check with one visit to the table instead of the four it takes to ask a party if they're ready for the check, bring them their check, take the check back to the POS terminal, and bring their change back if they paid in cash. Handheld POS systems allow your staff to do just that, streamlining operations by allowing guests to order and pay right at the table.

Because handheld POS systems allow for at-the-table ordering and payment, servers can improve order speed and accuracy and turn tables faster. And customers spend less time

waiting for their food and the bill. Handheld POS systems also increase the number of customers you can serve and the number of orders you can fulfill in a given shift.

Beyond these operational improvements, handheld POS devices let your employees create a better guest experience. How? Because instead of trying to remember orders or running back and forth to a terminal, they can spend more time engaging with guests. Learn more about the value of handheld POS systems and see how Odd Duck in Austin, Texas uses handheld POS systems to increase annual sales by $500,000.

## 4. Contactless Payments



As we covered above for Order and Pay at the Table, contactless payment availability is becoming more and more important to guests' dining experiences. In the Guide to the Restaurant Guest during COVID-19, 34% of guests said that contactless / mobile payment availability is now extremely important to their dining experiences.

Contactless payment solutions help you keep your guests safe and secure by letting them tap, dip, or swipe to pay for their orders. This prevents unnecessary or unwanted physical contact between guests and staff at a time when safety and social distancing are paramount.

## 5. Self-Order Kiosks



Self-order kiosks are a growing trend and are becoming a major facet of quick service and fast casual restaurants. In the 2019 Restaurant Success Report, 53% of guests marked self-ordering kiosks as either somewhat important or extremely important to their guest experience. Self-order kiosks are gaining popularity for a number of reasons. They allow restaurants to meet diners' expectations with a top-notch digital experience and easy-to-use interfaces. They also give guests more control over the ordering process, making it easier for them to review the menu and customize their orders.

Beyond improving the guest experience, a thoughtfully-designed kiosk can help restaurants increase average check size (utilizing upsell prompts) and order volume, as well as shorten lines, all while helping your team avoid staffing and productivity constraints.

## 6. Kitchen Display Screens



The restaurant kitchen can be a hectic place, so, depending on your restaurant's needs, printed tickets might not be your best option. Many restaurants today are instead using kitchen display systems (KDS) to keep things moving efficiently in the kitchen and throughout the entire restaurant.

KDS is becoming more common for a number of reasons. Compared to traditional ticket printers, KDS is more environmentally friendly because it's 100% digital. It also saves restaurants on the small but added cost of ticket paper and eliminates the all-too-common problem of paper tickets getting smudged by grease or falling to the ground.

Mounted to the wall (or on a counter stand), kitchen display systems allow kitchen staff to view all open orders on one screen. This makes it easier for the kitchen to stay organized and fulfill orders accurately and on time, all while keeping things moving according to plan in the front-of-house, too. How? KDS receives POS orders in real time, improving ordering speed and accuracy and, in turn, the guest experience. Read this article for a deeper dive into the **benefits of KDS for restaurants**.

## 7. Printers



**Digital receipts** and **kitchen display screens** (which you learned about above) are growing in popularity and offer a lot of efficiency and benefits, but the reality is that many restaurants — especially full-service restaurants — still want the option to use paper receipts. And to print paper receipts, you'll need a thermal printer

**Receipt Printer**

Thermal (or receipt) printers are most commonly used by the front-of-house because they print quietly and faster than traditional impact printers. All receipt printers are thermal printers, meaning they don't use ink. Instead, they heat the paper to create characters and images on thermally sensitive paper.

**Kitchen Printer**

The most common kind of printer for the kitchen is the ink (or "impact") printer. If your back-of-house team is tied up, they might not notice a new slip show up in the printer. Impact printers help to avoid problems like this because they have a louder printing process, catching the attention of cooks and chefs. It can also print in different colors like black and red, which you can use to highlight certain things on slips and tickets.

## 8. Cash Drawer

In the face of advancements in POS technology, the good old-fashioned cash drawer still stands strong and remains important to storing and managing cash. If you're looking for a more modern approach to managing your restaurant's cash drawer, sync it up with your POS system so all transactions can be recorded. Naturally, you should also lock your cash drawer overnight and empty it out regularly for added security.

## 9. Integrated Online Ordering Solutions
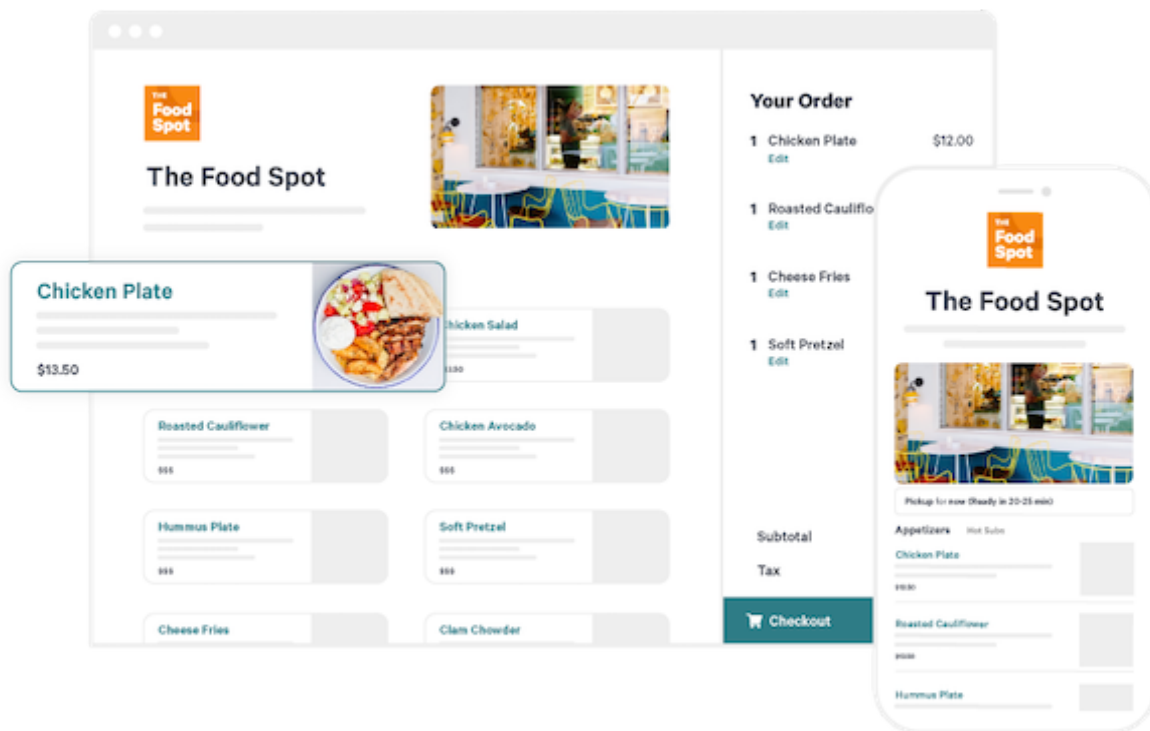


Even before the COVID-19 crisis hit, online ordering and off-premise dining sales were no longer small potatoes for restaurants. And now, in the fallout of the COVID-19 crisis, many restaurants rely on off-premise dining channels like takeout and delivery to keep their businesses alive.

But what happens when the COVID-19 crisis does eventually come to an end? How will guests' dining preferences change in the long run? Those are two of the questions covered in the report, The Guide to the Restaurant Guest during COVID-19.

In the report, a segment of guests shared that they would be ordering takeout and delivery more than they were prior to the COVID-19 health crisis. 27% of guests reported that they would be ordering takeout more. 23% of guests reported that they would be ordering delivery more. And 20% of guests reported that they would be dining out at restaurants significantly less. With the research to back it up, we can safely say that off-premise is here to stay and will remain a crucial part of restaurants' strategies moving forward.

While third-party ordering and delivery services like DoorDash and Uber Eats have become important pieces of the off-premise dining puzzle, an integrated online ordering solution lets your guests easily order *directly* from your restaurant for takeout or contactless delivery. Plus, by using an integrated online ordering system, you eliminate third-party delivery fees and take better control over the guest experience.



The benefits of an integrated online ordering solution speak for themselves, but guests also prefer to place online orders directly with restaurants. According to The Guide to the Restaurant Guest during COVID-19, 82% of guests place orders directly through a restaurant's app or website once a month.

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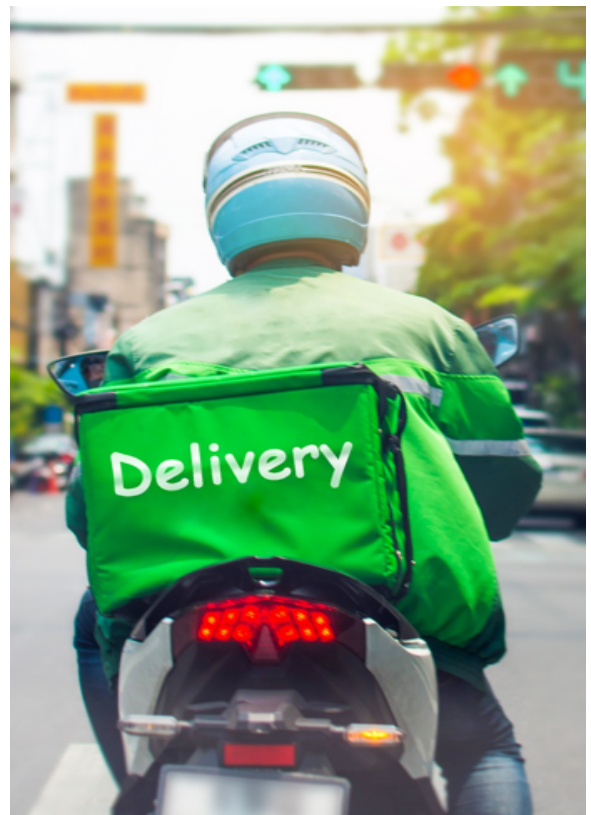
# The Top 11 Restaurants Innovations

Do you have any goals to make your company more innovative? Why not start with a technology upgrade? Thanks to social media (think Yelp and Instagram), restaurants have integrated technology into their dining experience – and customers love it. By being proactive and giving them the right technological enhancements, you'll be delivering the customer experience they're looking for, retaining and winning new customers in the process.

Technology offers a competitive advantage, but deciding what to implement is a challenge. You can use tech to enhance customer satisfaction, improve operations, cut costs, manage food safety, and boost revenue streams. Sounds bewildering? Start here with our top technologies that restaurants should consider implementing to stay competitive.

## 1. Online and Mobile Ordering

**What is it?** This one seems like a no-brainer, right? Despite the obvious benefits, not

every restaurant has taken the time to implement it, and many don't implement and

execute online ordering effectively. Yes, being able to see the entire menu and the bill

add up to each ordered item is a huge plus for customers, but – more importantly for

your business – an online presence coupled with a great user experience will make you

stand out from the competition.

**The benefits:** Online and mobile orders eliminate incorrect orders and food waste that often come with orders made over the phone. With less pressure, customers can leisurely browse online menus, making them more likely to order additional items, leading to higher sales.

# 2. Digital Point-of-Sale System

**What is it?** The best digital point-of-sale (POS) system is a cloud-based model that acts as an operational platform for your staff: waitstaff take orders, the kitchen instantly receives them, and cashiers process customer payments.

**The benefits:** Reporting features offer in-depth analysis that helps owners and managers make data-supported decisions to improve operations such as which items are selling best or poorly, eliminating guesswork.

# 3. Customer-Facing Tabletop Tablet and Kiosks

**What is it?** Customer-facing tabletop tablets/kiosks allow diners to browse the menu, send orders directly to the kitchen, and pay the bill without the need of a live server. Other enhancements may include bill-splitting apps and video games.



**The benefits:** Faster orders mean happier diners, bigger tips, faster turnaround, and, as a result, greater sales. Waitstaff can pay more attention to tables, and guests are empowered to order more drinks or dishes at their leisure.

# 4. Scheduling Software

**What is it?** Automated scheduling software lets managers log server and bartender schedules, as well as vacation requests. The application sends notifications to the manager of any conflicts or gaps in the schedule, and reminders to staff of when to come in.

**The benefits:** This type of software improves attendance and frees up everyone's time by streamlining the scheduling process.

# 5. Dedicated Mobile Apps

**What is it?** Where to start? There are so many mobile apps (and so many free or inexpensive ones) that they're a great place to start for companies on a budget. These apps more or less do what table tablets and kiosks do – except they're on the customers' mobile devices. One app that many restaurants overlook is an engaging loyalty program that incentivizes customers with points and freebies. Apps also notify customers about specials, events, and coupons.

**The benefits:** Efficient, inexpensive marketing; additional customer spending or return visits; less time taking live reservations; timely seating reminders using push notifications.

# 6. Mobile Payment

**What is it?** Mobile payment technologies are key success drivers for the QSR and fast food market. Some systems include mobile card readers right at the table so that diners don't have to wait for the server to process their payment.
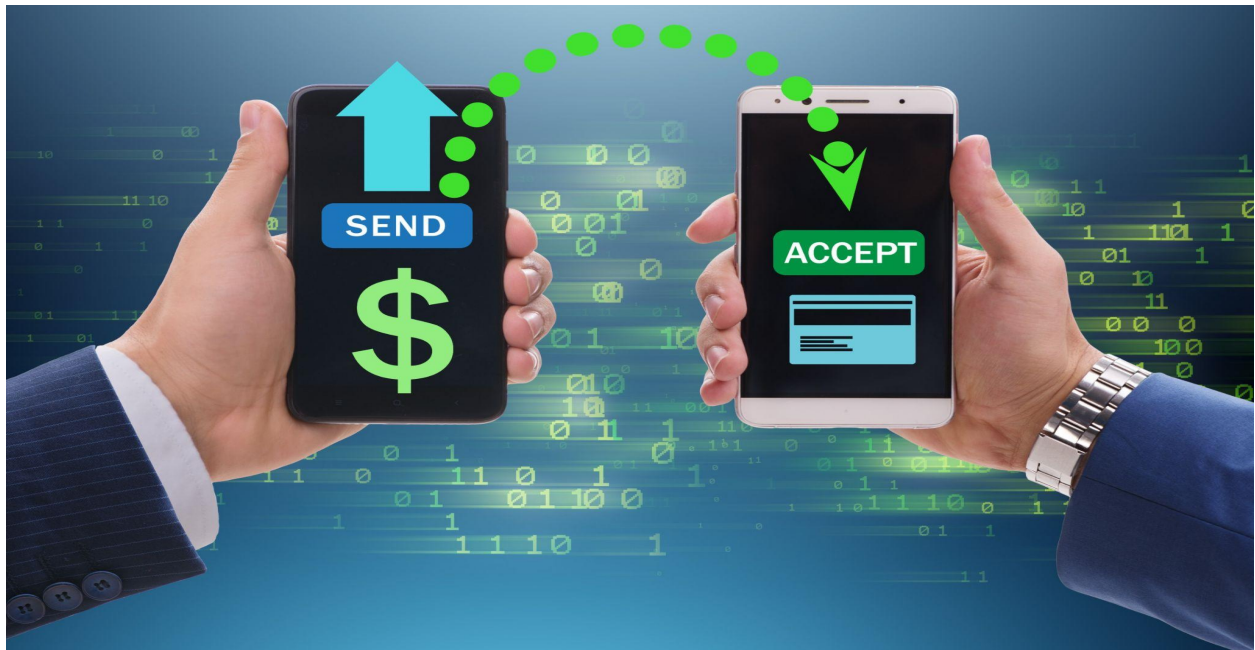


**The benefits:** Mobile payment is much faster than paying with cash and less troublesome than EMV chip cards. Faster checkout also means shorter waits, higher turnaround, and higher sales.

# 7. Waitlist Management

**What is it?** Today's diner doesn't relish the idea of arriving at a restaurant and having to wait – especially if there's no room at the bar or in the lounge, and even less so if it means standing in a line out in the cold during inclement weather. Waitlist management apps are simple: they let the host or hostess notifies diners when their tables are ready for seating over their mobile devices.

**The benefits:** Waitlist management prevents unsightly crowding at the door and inside the reception area, replaces coasters with annoying buzzing sounds, and allows customers to roam freely without having to remain on the premises.

# 8. Dish Sanitizing Technologies

**What is it?** Dish sanitizing technologies provide your restaurant a dishwashing system that runs continuously, streamlining the cleaning process so you always have fresh supplies for your customers.

**The benefits:** These automated
processes utilize the space you have.
Management never has to worry if
dishes are spotless for customers or
meet health and safety standards for
inspectors.
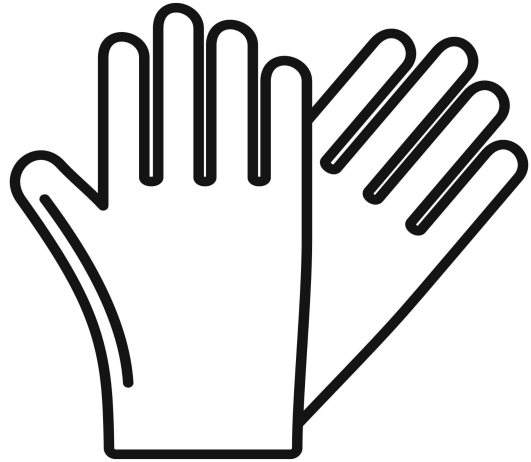
# 9. Meal Progress Bars

**What is it?** A meal progress bar, whether integrated into your online store or instore
tablet or kiosk, gives customers an estimate of when they will receive their food, either
at home with delivery or at the table in the restaurant.

**The benefits:** At busy times, customers have peace of mind knowing that their order
has been received, is being prepped and cooked, and, finally, is on its way from the
kitchen to their plates.

# 10. Interactive Tables

**What is it?** Interactive tables incorporate tablet technology directly into the table architecture itself. While potentially a big expense, they can be marketed as "special tables" requiring reservations, making them highly desirable. Along with online ordering and bill pay, these tables are especially good for high-resolution games, videos, and trivia that keep hungry diners and children entertained while they wait.

**The benefits:** These deliver the same perks as tablets and kiosks, plus an added entertainment factor for your guests.

# 11. Remote Temperature Monitoring

**What is it?** Traditional temperature recording using paper logs has been replaced with digital food safety systems. Using food probes and sensors that go right into fridges, freezers, and make lines are making it possible to continuously monitor your equipment.



**The benefits:** By replacing your paper logs with continuous temperature monitoring, you have 24/7 insight into your equipment. This allows you to be proactive instead of reactive about your digital food safety plan, keeping your product integrity high and your customers' wellbeing is a top priority.

# 10 Essential Restaurant Marketing Tools Every Owner Needs

If you're just starting a new local restaurant or setting up a chain of restaurants, you know the struggle of handling the logistics of your business. Marketing your restaurant can be one of the most difficult challenges you'll face.
I've been in the marketing industry for almost a decade and have witnessed first-hand the struggles of trying to market a local small business successfully.

## 10 Essential Restaurant Marketing Tools Every Owner Needs

Here are 10 free (or low-cost) **restaurant marketing tools** you can use to make your restaurant marketing more manageable and successful. These tools, when used correctly, are proven to increase revenue, increase profitability, and find new and repeat customers.

## 1. Facebook

I hear so many people say that Facebook is only for connecting with friends. What they don't see is the value Facebook provides, especially to restaurants.
When you create a Facebook account for your business and use that account to reach out on a regular basis to your audience, you can actually bring in new customers to your business.

Anyone can create a Facebook page for free, but it's up to you to get the most out of it. Create a page that's visually pleasing and <u>engage</u> with your friends, family, and customers.  The chart below shows the significant impact of Facebook engagement on both free and paid search.

**Interactions Boost The Effect Of Paying For Facebook Reach**

Average number of unique impressions per Facebook post, by number of interactions*

■ Organic Reach    ■ Total Reach (Including Paid Reach)    ● Total Reach / Organic Reach

| Interactions | Organic Reach | Total Reach | Total Reach / Organic Reach |
|---|---|---|---|
| 1-99 | 1.4K | 3.3K | 2.3 |
| 100-499 | 4.4K | 20.8K | 4.7 |
| 500-999 | 7.7K | 66.4K | 8.7 |
| 1,000-4,999 | 9.5K | 172.5K | 18.1 |
| 5,000+ | 10.3K | 893.2K | 86.6 |

\* based on an analysis of 300,000 Facebook posts made by 2,715 brands with up to 99,999 fans

@StatistaCharts    Source: Socialbakers

statista

# 2. Twitter

Nearly everyone from celebrities to the President has a Twitter account. It's one of the fastest ways to reach a global or local market.

Be sure to optimize your Twitter bio and brand your company well by including a link to your landing page or company website. I've found that you can use Twitter Search to find customers by searching keywords related to your business.
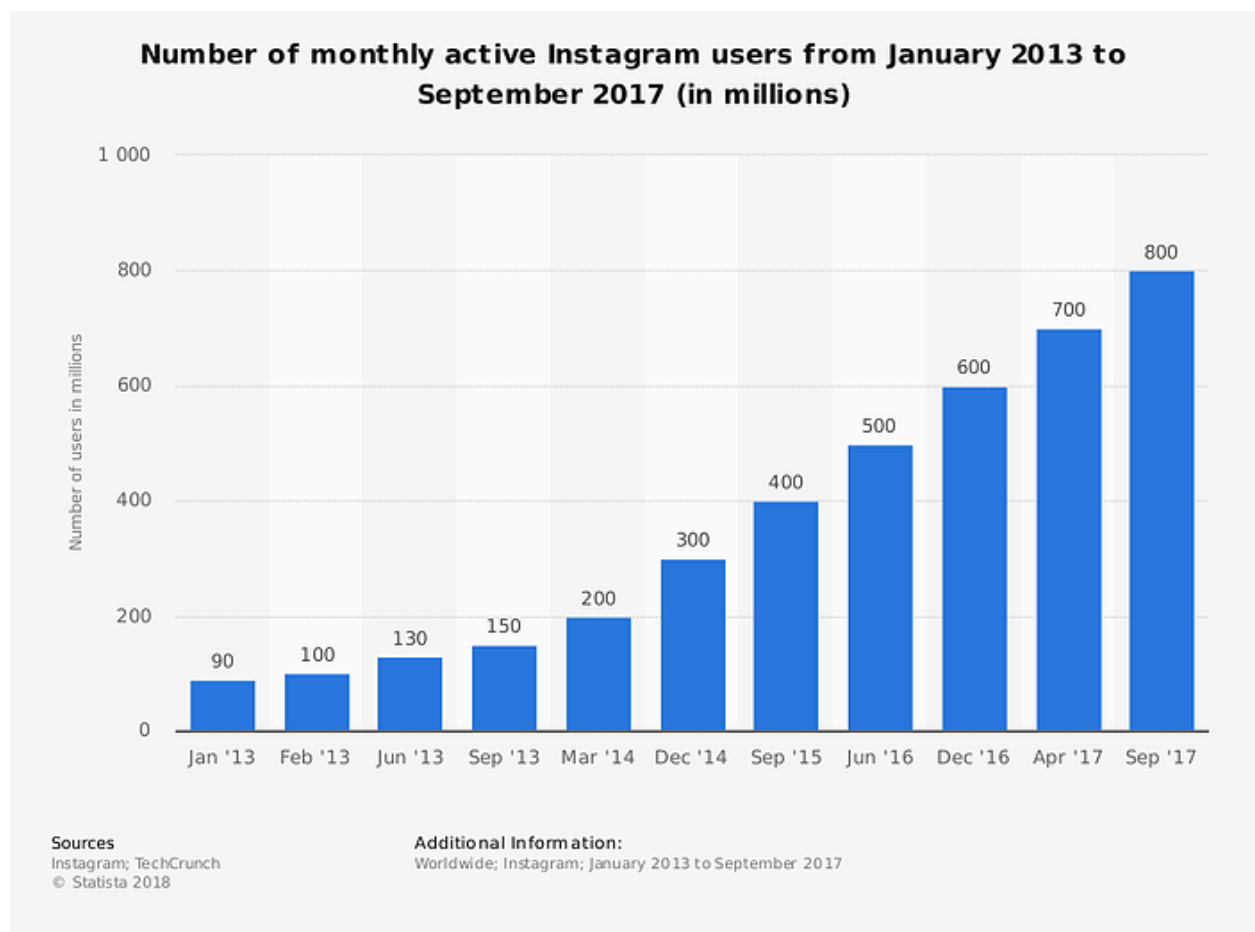
I've noticed that it's important to tweet relevant and useful information regularly. Also, get your colleagues involved to boost your visibility further.

Lastly, follow trends, offer discounts, and use images and videos to drive more clicks, views, and shares to your Twitter account.

# 3. Instagram

I'm a huge fan of social media. I mean, who isn't? Besides Facebook and Twitter, Instagram is a free and very powerful social media marketing tool. The chart below shows the rapid growth of Instagram. It's simple to set up and even easier to use. Create a username that's similar to your restaurant name, snap pictures from your smartphone, and put your "handle" around your restaurant for sales and promotions.

You can also take photos of appetizers, meals, and desserts to post on your account and encourage customers to take their own photos and post on their social media.

## Number of monthly active Instagram users from January 2013 to September 2017 (in millions)

Number of users in millions

| Jan '13 | Feb '13 | Jun '13 | Sep '13 | Mar '14 | Dec '14 | Sep '15 | Jun '16 | Dec '16 | Apr '17 | Sep '17 |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 90 | 100 | 130 | 150 | 200 | 300 | 400 | 500 | 600 | 700 | 800 |

Sources
Instagram; TechCrunch
© Statista 2018

Additional Information:
Worldwide; Instagram; January 2013 to September 2017

# 4. Google My Business

The Google My Business platform is used to bring together all of your business information online…in one place for easy and quick access. I've noticed that using this tactic helps to increase your company's visibility in search results, maps, locations, and even reviews.

One of the best aspects of Google My Business is the Monthly Insights stats it provides you. It gives you a snapshot of not only where customers view your business on Google, but how they search for your business.  I've found this to be a very helpful marketing tool.

**Have you reviewed or recommended a local business to people you know by any of the following methods in the last 12 months?**

| Method | Share of respondents |
|---|---|
| Word of mouth | 68% |
| Facebook | 47% |
| Google | 25% |
| Twitter | 22% |
| Yelp | 16% |
| Tripadvisor | 15% |
| Direct on local business website | 11% |
| Other review sites | 10% |

Share of respondents

Source
BrightLocal
© Statista 2018

Additional Information:
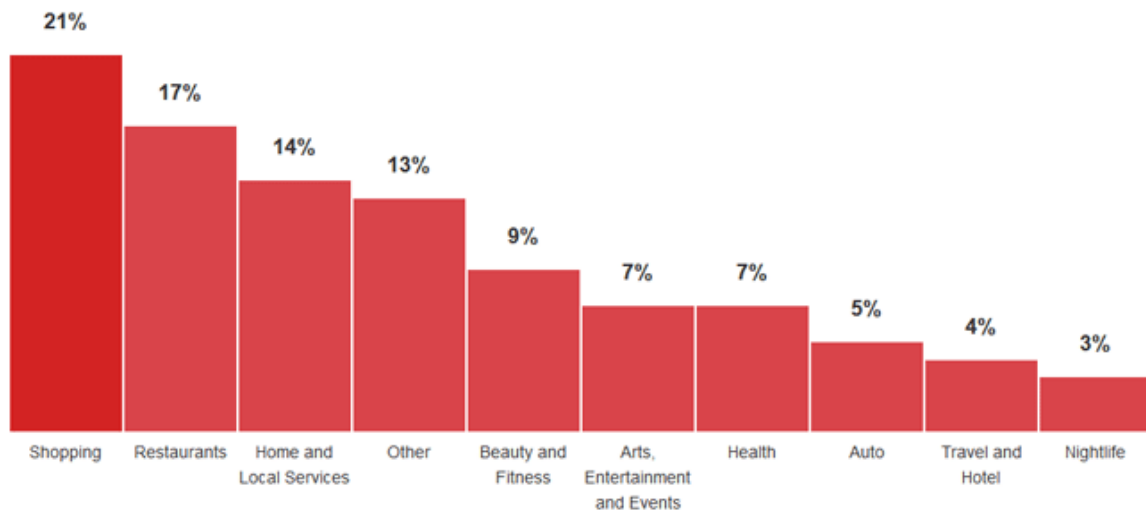United States; September 2016; 1,062 respondents

# 5. Yelp

I've discovered that Yelp *(see chart above)* is one of the highest-ranking sites, even beating out Buzzfeed…and it's free! Restaurants are the second most-reviewed category. *(Chart below.)* So, how do you get started?
Claim your free business account, post photos, ensure your basic business contact information is correct, and set up user activity email alerts. But, don't forget to read through your reviews.

To optimize your Yelp profile, be sure to add a photo of your business, as blank photos get passed up more often. You can even post videos to make your page more engaging. I've helped clients make their Yelp page more personal by adding a "Meet the Owner" or "Meet the Manager" section. This is the perfect way to introduce yourself, give your background, add your interests, and list your favorite menu items!

**Reviewed Businesses by Category**

| Category | Percentage |
|---|---|
| Shopping | 21% |
| Restaurants | 17% |
| Home and Local Services | 14% |
| Other | 13% |
| Beauty and Fitness | 9% |
| Arts, Entertainment and Events | 7% |
| Health | 7% |
| Auto | 5% |
| Travel and Hotel | 4% |
| Nightlife | 3% |

# 6. Targeting Ads

One of the best ways I've helped clients is by creating ads that target customers based on location. You can use Google ads or other advertising services such as Pandora to get your information anywhere in the global market.

And since this is the mobile age, with everyone always on the go, there are mobile marketing services that can help you pinpoint certain areas based on such factors as age and gender.

If you're sending potential customers to a page, I would actually recommend re-targeting that page and keeping it simple.
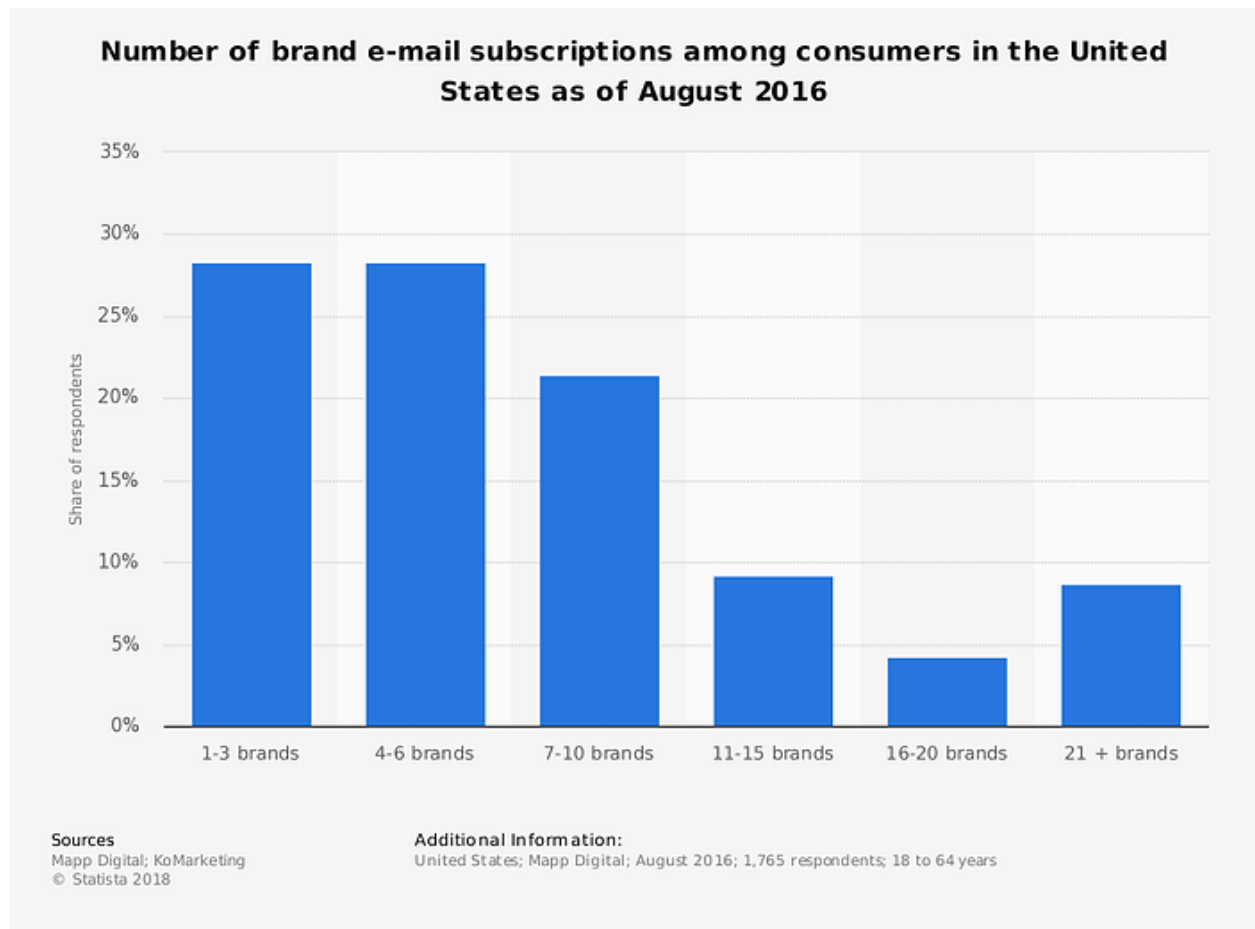
# 7. Retargeting Ads

Speaking of retargeting, many restaurant owners don't quite understand this concept. To make it simple, there are many potential customers navigating their way to your site, based on something they saw, heard about, or were interested in. But for some reason, they leave your site and go somewhere else.

You can actually put a code on your site that puts a free display ad for your restaurant in front of them for at least 30 days. And the best part is that it's free, until they actually click on the ad and go back to your site.

# 8. Email Marketing

Some marketing companies forget about email marketing, as it seems so basic. I've found, however, that if used properly, it can be a great marketing tool.
If customers like your business, they actually want your emails, as shown by the chart below.

**Number of brand e-mail subscriptions among consumers in the United States as of August 2016**

Share of respondents

| Category | Value |
|----------|-------|
| 1-3 brands | ~28% |
| 4-6 brands | ~28% |
| 7-10 brands | ~21% |
| 11-15 brands | ~9% |
| 16-20 brands | ~4% |
| 21 + brands | ~8.5% |

Sources
Mapp Digital; KoMarketing
© Statista 2018

Additional Information:
United States; Mapp Digital; August 2016; 1,765 respondents; 18 to 64 years

Sending customers monthly email newsletters and lead nurturing emails is the perfect way to keep in contact. This way you can celebrate your successes, share discounts and coupons, and showcase new menu items. I think email marketing is a powerful way to reach your audience free of charge!

# 9. Free Restaurant Online Ordering

Many restaurant customers love the option of ordering food and picking it up to go home. This is especially convenient when you don't feel like cooking and just want to grab food to go.  But, oftentimes you have to drive to the restaurant, order the food, and wait, or call the restaurant ahead of time. This can also lead to errors.

But ordering your food online not only frees up the staff member to take care of other customers, there is a reduction in errors since everything is on your site. Having your customers order online helps to build your restaurant's customer database, and is also a great way to track your customer traffic.

One example of an all-in-one online ordering solution for restaurants is 247waiter. Their benefits include:

- Easy to use website builder (no technical skills required)
- Accept orders online and collect payments
- Accept orders inside the restaurant through a mobile interface (this makes it social distancing friendly)
- SEO, CRM, and other marketing capabilities
- Can be used for any type of restaurant, even home-based food sellers

# 10. Free Online Restaurant Booking System

How often do you try to make reservations, only to find that the restaurant doesn't take reservations over the phone? You actually have to show up and have your name added to a list. This is such a waste of time.

Taking reservations from your website is one of the quickest and easiest ways to build your marketing database. The best part is that many of them are free. You can take reservations 24 hours a day, save staff time, and reduce booking errors.

ARE YOU READY TO TAKE THE LEAP INTO A WORLD OF TECHNOLOGY-DRIVEN RESTAURANT AND BAR MANAGEMENT?

THIS EBOOK EXAMINES THE BENEFITS OF UTILIZING CUTTING-EDGE TECHNOLOGIES, THE RISKS OF NOT KEEPING UP AND STRATEGIES TO LEVERAGE THE POWER OF TECHNOLOGY IN YOUR OWN ESTABLISHMENT.

PACKED WITH HELPFUL TIPS, DETAILED CASE STUDIES, AND REAL-WORLD ADVICE FROM EXPERIENCED PROFESSIONALS, THIS IS THE ULTIMATE GUIDE TO TURNING YOUR BUSINESS INTO A MODERN SUCCESS.

# ABOUT KEXY

KEXY IS THE PREMIERE ALL-IN-ONE MARKETPLACE FOR RETAILERS, BRANDS, AND DISTRIBUTORS IN HOSPITALITY.

KEXY REIMAGINES HOW RESTAURANTS, SUPPLIERS, AND DISTRIBUTOR REPS WORK TOGETHER ON ONE EASY-TO-USE PLATFORM OFFERING REAL-TIME SUPPLY CHAIN INSIGHTS AND RECOMMENDATIONS THAT HELP SAVE TIME AND BOOST THEIR BOTTOM LINE!

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