



The most important seven steps in advertising campaigns for restaurants

Introduction

Good [marketing](#) is one of the most important factors for the success of any project, as it is what brings the project to the target audience and helps attract them to achieve success. Good marketing is accompanied by new marketing plans combined with [promotional](#) ideas for restaurants in order to convince the public and attract their attention, especially when entering a crowded market

The matter does not stop with marketing on opening the place as most of the steps, it accompanies restaurants throughout their work and it is necessary to create promotional ideas to increase restaurant [sales](#) through continuous marketing plans commensurate with the position reached by any restaurant and every stage. Perhaps the most successful marketing is crazy marketing that carries strange ideas to attract [the audience](#) and entice them to try what the restaurant offers

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The link between e-marketing and restaurants

Let us know that the restaurant is only a product like any other product. If the marketing of the product is successful, it will succeed, and if the marketing is bad, it will fail. Let us assume that all marketing matters are good and need a plan to start work and implementation. Marketing for the restaurant is not an electronic commerce, the restaurant needs six months to a year. As a marketing plan, you should not expect to reap profits from the first month, and budgeted costs must also be taken into account to calculate those marketing costs incurred during the first months or year. [You may be interested to see the 4 most important steps to become a professional in Instagram marketing](#)

first rule

Do not market to you that you are the best restaurant, for example, but make yourself famous for the quality of the food served

second rule

Know how tolerant your product is to photography

In the sense that the product is flexible or not in order to modify it and its characteristics and this thing requires you to photograph and market it greatly, through this movement you will gain customers through photography

Third rule

Hire a marketing expert to create marketing campaigns on social media platforms

Fourth rule

Be patient and take a deep breath in bearing the results, whether positive or negative, because that is part of the marketing plan for your restaurant

Note: Choose the appropriate social platform to market your services. In the event of a restaurant, it is advised that you choose the Instagram platform. Choosing the platform depends on determining the target audience, the country you are in, and the culture in the country you are marketing to it.



How do we increase restaurant sales

Restaurant owners care more about the management side than the marketing side. They thought that the internal management of the restaurant is the most important, but this is not true. This is because the ways to increase sales in restaurants depend on the application of the administrative and marketing aspect together at the same time. How can you increase sales through the restaurant only without following a marketing plan that attracts the customer to the place. Perhaps the restaurant has enough experience in dealing with the customer. But he does not have customers as a result of the lack of a marketing plan to attract customers. We will explain the most important marketing ideas and the importance of having a plan to increase customer attraction to the restaurant ,[You may be interested to see the comparison in building online stores](#)

Contests and giveaways

Running contests from time to time is one of the good things that customers like. Celebrating occasions and public holidays with the public by making offers on occasions, reducing prices or distributing gifts to customers, so that your restaurant becomes an integral part of its celebration of these occasions

Coupons and discounts

It is considered one of the best marketing ideas that many restaurants rely on, so you can follow it with the customers of the restaurant, i.e. the old audience, and give them coupons and discount points of their own. In addition to making various offers for new customers

Use the sitemap for your address

Adding your restaurant on Google Maps is one of the influencing factors that speed up and facilitate the arrival of customers to you without trouble, as it is one of the most important marketing aid ideas

Professional training for restaurant staff

The professional work team is one of the most important factors in increasing sales when the customer feels welcome and professional in dealing, and getting what he wants on time. And when he feels that he is in his second home, here lies success and generates the desire of the customer to repeat the visit to your restaurant again, which leads to an increase in sales

Attention to delivery and ordering service online

There is no doubt that the customer's access to you through the Internet has become the most widespread and most useful way to increase sales in restaurants, and he can also reach and order through

The restaurant's official pages on social media

Or through a special application bearing the name of your restaurant, you can take advantage of this opportunity and increase your sales by up to 20% by subscribing to the service of ordering your food online from Voodoo and getting your own application

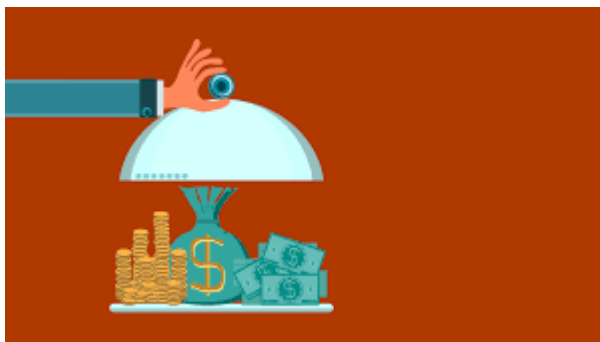
Speed in delivering orders is one of the most important factors that lead to success and customer satisfaction, so that he becomes a repeat customer, which increases sales. Voodoo also provides a Delivery Boy app that makes it easy for you to follow up on your delivery service team

Renovation and attention to the restaurant menu

Continuous renewal and adding new items to the menu periodically, is one of the ways to attract the customer's attention and create a desire to experiment

The art of coordinating and designing the menu is one of the most important things that draw attention to the customer, and there are individuals who specialize in preparing menus

You can put the most important items that you want to focus on and increase their sales in the upper right part of the list because it is one of the points that attracts the most customer's attention



Advertising campaign for the restaurant

Producing a single ad is different from creating an intense advertising campaign. A single ad for one advertising platform or means will most likely not achieve sufficient results. It will also cost much more than producing a set of advertising campaign ideas and contracting to publish them on different advertising platforms and means over a specific period of time. To a wide audience and the more likely it will be repeated for the same person, which means a greater percentage of achieving goals ,[You may be interested to see how online stores succeed](#)

Here are some successful steps for creating an advertising campaign

Set your goals

Setting goals has many benefits, including helping to effectively evaluate the results of the campaign later, ensuring that the marketing plan developed according to a specific schedule is reached until reaching the goals, ensuring that all your efforts are aligned and ensuring that the team is on the same path

Select the budget

There are advertising campaigns that are very large and spend millions of dollars, and others with limited budgets, and if you do not set your budget accurately, you may spend many times what your business can afford. Therefore, planning and budgeting wisely helps you achieve your goals at the lowest possible cost, and helps you choose the most appropriate advertising media

Define your target audience

Who is the ideal client for your project? A very important question that needs a detailed and accurate answer resulting from studies and research of the market and the target audience. There is no advertisement or advertising campaign directed to all people, not everyone will be interested in your product or services, but an advertising campaign can be presented for a variety of demographic characteristics of the audience

Choose advertising media

After you identified your target audience and divided it into segments according to its different characteristics, now it is the turn to choose the most appropriate advertising medium to address it to achieve the best result, according to its different interests and the extent of its presence on it, taking into account the budget that you set at the beginning, and trying to divide it on advertising means to cover most of the channels and media that you have your audience there as much as possible within your budget

Create Ad Content

At this stage, you will start the actual work on the content of the advertising campaign of different designs and written, audio and visual content according to the chosen advertising media and platforms. Accompanying the video or photos in the advertising campaign

Launch your advertising campaign

Now is the time to publish your advertising campaign on the selected platforms and means, taking into account the most appropriate timing for publishing the campaign on each advertising medium and platform according to the nature of the medium and the target audience, and publishing on all platforms must be simultaneous at the same time, so that the advertising campaign appears intensely to the audience. Advertising on TV screens is one of your advertising means. You have to choose the time when your audience is focused in front of the TV and choose the advertisement during their favorite programs to ensure that the advertisement reaches them

Track results and take notes

Your role is not over when the ad campaign is published, but you have to monitor the KPIs according to the objective set at the beginning of your campaign, here you need to generate reports regularly so that you can get real insight into the progress and performance, you need to have consistent numbers that indicate what worked and what didn't. Regardless of whether your campaign went viral or faltered



The most effective way to market a restaurant

Create an identity for the restaurant and the special story that comes from the name, logo and place

As we mentioned above, launching an identity for the restaurant from a name and logo increases the restaurant's attractiveness and increases the likelihood of the audience remembering it constantly. What increases the value of this identity is the accompanying story that always begins with a sentence that becomes part of the place and its story; For example, if a fast food restaurant is based on food delivery only, it might use a slogan such as "With you everywhere" or "With us, forget the hunger." This particular saying or slogan

will make the audience remember the restaurant as soon as it is mentioned, and thus it is the base on which the marketing process is built, if you will, [You may be interested to see how to market on social media platforms](#)

Social media

Social media networks or media have become an integral part of any marketing process, because what they provide in terms of speed of access to the audience and a mechanism for targeting the required category exceeds what other marketing means, especially the classic ones. Thus, any marketing plans for restaurants are preferable to provide ideas to attract the public before the opening process through new and innovative promotional phrases

The most important social media is

Instagram

Perhaps when talking about restaurants, Instagram is the perfect platform for its help options, such as the speed of spread, the ability to add photos, add videos, or even the ability to reach the target audience

Facebook

The most widespread network in the world, but it is suitable in more specific markets than others. Despite this, it is very influential on restaurant results because of the options it offers to create private pages and the ability to reach the largest possible number of content through interaction on publications or even when used for advertisements

tik tok

The terrible spread speed achieved by the Tik Tok application during the last period, and perhaps the mechanism of the application and its artificial intelligence algorithms made it easier to reach the public

Twitter

An important platform for publishing and marketing innovative recipes and a distinctive image, and it is a platform that enables targeting some categories in an enriching way

It is worth saying that the use of hashtags in publications on all social networks is an essential factor in reaching the target audience

When there is a pizzeria, it is better to use hashtags such as “#pizza-#pizza-margherita” and others in accordance with the food

Putting contests on social media

Contests increase the value of interaction anywhere, but on social networks this interaction doubles, which contributes to accelerating the spread of the name of the restaurant, and thus reaching the largest fan base

Ads

Ads always help to catch the eye of the audience, whether the old audience and remind them of the place or the new audience in order to attract them for the first time

Advertisements include several types, between visual and print, such as banners, paper advertisements, and advertisements for social networks

Create a website

Although most restaurants currently focus on social networks, creating a website increases the value of the restaurant in front of the public, and makes it easier for the public to access all social networks by including them in it, and their access to the menu, and other things

The presence of the website also puts an idea in the mind of the public that this restaurant has high potential, and thus enhances their acceptance

Website search engine optimization

If the website is available, it is important to consider its ability to compete in search engines and easier access to users through SEO optimization, which

helps the public to access the site directly by simply searching in Google

It can be said that adding a blog within the site to talk about food and restaurant helps the audience reach faster through search engines

Build a custom app

Large restaurants are launching their own applications, as these applications help the public to learn about what restaurants offer and their prices and allow the possibility of ordering from them easily via the Internet, which is an important step to acquire a new category that may not prefer to go to the same restaurants

food delivery

Food delivery service enhances the possibility of attracting a class of audience - those who do not prefer to go to restaurants. Which provides an increase in sales without providing additional services to the public when they come to the place and reduces pressure on the work team, especially during crowded periods

Get reviews about the place

Encouraging the public to write their reviews about the place on social networks or Google means proving that the public has reached the place and tried different meals, thus making it easier for the category who did not try the restaurant to try it

Reply to reviews

Responding to public reviews expresses the restaurant's interest in its customers and its keenness to constantly improve their experience, which encourages attracting more of them

Add restaurant information on Google Maps and the search engine itself

Adding location information on Google certifies its actual presence, especially when adding location information on Google Maps, which makes public access to the place easier

Marketing through influencers

Influencer marketing is one of the most powerful methods of marketing, as it expresses the story of a real experience that the audience sees in front of them, and thus their confidence in the person is reflected in their confidence in what the restaurant offers, which increases the audience's demand for it

Conclusion

If you want to use any of the professional [e-marketing](#) and social media advertising

companies, you can contact [the digitmark](#) team

Where we offer you a group of specialists in professional website design services, social media and SEO services, and many different digital marketing services. Hurry up [to contact us](#) through our various digital platforms, or visit [the digitmark](#) website on the Internet

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