

DIGITAL MARKETING TRAINING



SEO



MARKET ANALYSIS



SOCIAL MEDIA



VIDEO MARKETING



ADVERTISING CAMPAIGN



PAY PER CLICK



www.DigitalMarketingExperts.ca



My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





Message us anytime you want...

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Increasing Restaurant Sales





1. Turn Your Existing Customers Into Promoters





Your existing customers can be your most prominent advocates. Treat them well, and they will, in turn, spread the word about how good your restaurant is. **When they visit your restaurant, try to recognize them, what they previously ordered, what reviews they gave, and how you worked on them. You can use your customer database to get this information. Try and use this valuable data to recommend them to new dishes.** Such actions will make them feel needed and valued. You can also give them a few offers.

Restaurants create more sales through their regulars as compared to new customers. Hence retention of customers becomes essential.





2. Upselling





No matter how great business your restaurant is doing, chances are you would still like to increase your restaurant sales. One of the easiest ways to do this is through restaurant upselling. Upselling means convincing customers to upgrade their current purchase or buy more items. Restaurant upselling is the most common strategy for restaurants to boost their profits.





3. Social Media Promotions





Nowadays, everyone is available on social media platforms, be it Facebook, Instagram, Snapchat, or any other. Hence, the best way to increase your restaurant sales is by harnessing this force and making your presence felt on these platforms. It would help if you created social media pages for your restaurant. However, make sure that you update these pages regularly by uploading pictures and posts about upcoming events that your restaurant will be hosting. You can also use these pages for notifying your customers regarding things like changes in the timings of the restaurant or changes in the menu. Social media is especially beneficial when you have to make announcements regarding special offers or discounts.





4. Providing Offers





One of the best means to attract already existing and new customers to your restaurant is surely by offering offers on special occasions. This technique is quite frequently used, but it never fails to bring in that extra crowd in your restaurant. **For example, Domino's came up with a 'Navaratri Combo' which offered consumers unique recipes and ingredients widely used during the festival.**





5. Leveraging Online Ordering





Many people nowadays prefer to order food home, rather than going out and indulging in a sumptuous meal. Offering online food delivery would help you increase your audience base and enable you to reach out to potential customers.





6. Create a takeout and delivery menu





Create a separate menu for takeout and delivery only and make it a simplified version of your dine-in menu. Choose items that are easy to prepare and travel well. Avoid delicate items that could fall apart or melt during transit.





7. Provide curbside pickup.





For the quickest takeout service, you can provide curbside pickup to your customers. If you have a parking lot, reserve a couple of spaces near your entrance. Train your staff on the proper procedures for handling curbside orders and accepting payment.





7. Email Marketing





Email marketing is also gaining a lot of importance in recent years. This kind of marketing helps you to nurture a long-term relationship with your customers, which will enable you to increase restaurant sales. Since messages have a word count limitation, which is not present in the email, you can use this marketing strategy to send longer messages. You can send periodical newsletters to all your customers to keep them hitched to all the new happenings at your restaurant. Find out how to do email marketing the right way for your restaurant here.





8. SMS Marketing





SMS marketing is a definite way to create a short-term relationship with your customers. Since you will already receive all of your customers' information from your customer database, why don't you use it to garner more sales at your restaurant? Whenever you are planning to provide offers at your restaurant, why don't you send an SMS to all the customers from your database? These messages generally also contain links to online ordering sites. Hence, they will compel to visit the website mentioned and order, thus increasing your sales. No one can ignore an invitation directly to their inbox! Try these SMS marketing tips to double your restaurant business.





9. Analyzing Reports





Use a POS that will help you in running your business and augment your restaurant sales. Your restaurant POS must be your best friend, providing you with information about everything that happens at your restaurant, whether you are physically present there or not. You must receive detailed reports of the number of sales occurring at your restaurant and across all outlets, the number of bills generated, the number of offers and discounts given, the items that have reached their expiry date and needs to be reordered and other such information.





Three Ways to Attract New Customers to Your Restaurant





1. Participate in your city's restaurant week. Restaurant week got its start in New York as a way to celebrate restaurants in the area. While every city has its own take on this tradition, the basic idea is that the city chooses one week out of the year to showcase their restaurants, and local restaurant owners can choose if they'd like to participate. Participating restaurants promote special discounted offers that are valid throughout the week. This is a great way to reach new customers because offering discounts encourages people to try your food.





2. Use marketing techniques to attract new customers. Of course, there are many traditional marketing tactics you can turn to, but ad placements can cost a lot of money. Having a strong social media presence, however, costs nothing but your time. If you want to put some money towards paid social media advertising, it can be an affordable alternative to purchasing ads in newspapers. You can even encourage customers to **write reviews** of their experience dining with you, which will add to your restaurant marketing efforts.





3. Develop a first-time customer program. This usually involves **giving away coupons** that encourage customers to come back. Alternatively, you can give your new customers a free appetizer, dessert, or beverage with the purchase of an entree. This is a great way of showing your customers how much you appreciate their business, and it can help set your business apart from the competition.





Use Customer Retention Strategies to Increase Customer Loyalty





1. Develop a customer loyalty program. There are a lot of ways you can set up your loyalty program, but one of the most common is to create a membership card that tracks each time a customer visits your restaurant, so they can work towards earning a free item of your choosing. Offering free drinks and desserts is often a good choice because they're less expensive than an entree, but they will still make your guests feel appreciated. You can set up a card that tracks points in your POS system or a punch card that gets a new hole each time the customer visits.





2. Get involved in the local community. Hosting a charity event for a cause you care about is a great way to give back to the community and customers will notice the extra effort. For example, choose a day where you donate 10% of your profits to a charity. You can advertise the event in advance so that customers will know to dine in your restaurant that day if they'd like to contribute to the cause. Hosting cooking classes, beer tastings, or anything that educates customers about your product is another great way to help the local community feel invested in your brand.





3. Organize events. Something as simple as offering a space for community events, like company parties, can go a long way towards building a relationship with the community. Hosting weekly trivia encourages customers to come out to your bar on a weeknight. Booking live music is another great way to get customers to visit your business more regularly. Overall, organizing games or music helps people feel relaxed in your establishment and encourages them to stay longer and purchase more from your menu.





Questions?

We're happy to help!





We are here to serve you.



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