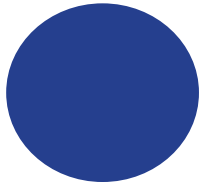


DINING

Tips For Online Marketing & Promotions



PROMOTION IDEAS:

- ‘Gardens Aglow’ themed special menu – early bird and late night (pre and post Gardens)
- Themed weekends/events – ‘Gingerbread’ weekend, ‘Coastal Christmas’ weekend, etc.
- Wine and/or craft beer paired dinners
- Tasting menus
- Family friendly meal deals
- Cooking classes
- Stay & dine with local lodging establishments
- Shop & dine with local retailers
- PICTURES PICTURES PICTURES Food pictures sell!

ONLINE RESOURCES:

- Yelp – post your menu, hours, website, photos of the food
- TripAdvisor – post your menu, hours, website, photos of the food
- Boothbaylights.com - Make sure your listing is up to date and there is a link to your website.
- VisitMaine.com - Make sure your listing is up to date and there is a link to your website.

SOCIAL MEDIA CHANNELS:

FACEBOOK. Facebook is a great resource but it is not a website for your business. If you have a Facebook page, and you don’t maintain it, it’s doing you more harm than good – especially if it’s your only online presence (no website). Most of the Gardens Aglow visitors will be finding you on a mobile device. If all you have is a weak Facebook presence, you will get passed by. If you’d like to build a website – and it’s easier than you think (it can take as little as a few hours) – see the website builder resources further down in this document. But if you’re going to stick with your Facebook page for now, make sure it is up to date and active.

Great ways for a restaurant to use it:

- Daily specials
- Special menus & events
- Promotions
- Pictures of the food

Businesses who are doing it well:

- McSeagull’s : clear message of open year-round, regular posting (almost daily), variety of postings of people, events and food pics, can easily identify atmosphere from posts, menu/review/photos all available, ‘About’ info is thorough and up-to-date
- Mel’s Wood Fired Pizza: regular posting, reminder of updated hours, tons of pictures of food, updated info

INSTAGRAM. Instagram is a great resource for building followers and engaging in a community conversation. But it is entirely visual (photos). If you can actively take photos and post regularly, with the appropriate hashtags (always include #boothbaylights and #gardensaglow), it can be a great tool.

TWITTER. Twitter serves well to reinforce your Facebook and Instagram messaging but cannot be relied on alone.

IMPORTANT: All social media amplifies your message but you need to communicate directly through your website and email list.

OVER

DINING

Tips For Online Marketing & Promotions



SOCIAL MEDIA CALENDAR DEVELOPMENT:

How often should a dining establishment be posting? Almost daily. You have an abundance of opportunity between your atmosphere, pictures of the food, pictures of the chef, happy customers, local fresh product coming in, events and special menus, etc.

Here are some great templates to help you develop what and when to post:

- Hootsuite. There are some great templates and instructions here: <https://blog.hootsuite.com/social-media-templates/> We highly recommend #'s 3&4
- Buffer Social. Great instructions with examples and templates: <https://blog.bufferapp.com/social-media-calendar-guide>

SOCIAL MEDIA MANAGEMENT PLATFORM:

Did you know you can sign up for an online dashboard that allows you to schedule all of your posts, to all of your channels? No more logging in every day or multiple times a day!

We recommend:

- Hootsuite
- SproutSocial
- AgoraPulse

BUILDING A WEBSITE –

IT'S EASIER THAN YOU THINK AND CAN TAKE AS LITTLE AS A COUPLE OF HOURS!

People find the info they need on the web, and more and more it's on their mobile. Facebook is a great resource but it is not a website for your business. Your energy is far better spent on a new website. The website builders recommended below are extremely user-friendly and can take as little as a couple of hours to set-up. Plus, they're all mobile friendly!

- Website Builder: Flavorplate - specifically geared towards restaurants. See examples at:
<http://www.joineryrestaurant.com/>
<http://www.leesgrilledcheese.com/>
- Website Builder - Wix – very user friendly, inexpensive, Boothbaylights.com is a Wix site. Wix sites:
<http://www.boothbaylights.com/>
<http://www.philadelphiafurnitureshow.com/>