

A QUICK GUIDE TO SOCIAL MEDIA FOR YOUR RESTAURANT!



With Ashleigh (@diningwithash)



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ABOUT ME

Firstly, if you're new around here, my name is Ashleigh and I'm a Social Media Manager/Content Creator here in Auckland. With a Bachelor of Business majoring in Marketing & Innovation/Entrepreneurship, my passion is supporting the growth of hospitality businesses through social media marketing.



My food blogging journey started in 2020 (while I was living abroad in Melbourne) as a creative outlet to express my love for food. I believe that social media marketing is the most powerful tool when it comes to increasing the revenue of hospitality businesses.

BRANDS I'VE WORKED WITH

**Hello Fresh Wel.Vitamins Nandos Roll'd 7 Eleven Meetfresh Just Drinks Co
Indian Gypsy Stillman Cafe Cafe Gaia Tasmanian Oyster Co Dineamic Food**

WHY IS SOCIAL MEDIA IMPORTANT FOR MY BUSINESS?

There's never been a more influential time to have a strong social media presence for your business.

Restaurants, cafes, takeaways and other food businesses can no longer afford to ignore social media as a powerful marketing tool - it's where your customers are! People spend approx 144 minutes on social media per day, and this is time spent that they could be connecting with your business.

According to the latest research from HGEM, more than **TWO THIRDS** of people base their dining choices on what they have seen about the venue on social media (whether it be Instagram, Facebook or TikTok).

This guide is all about leveraging social media platforms to keep your restaurant/cafe front of mind, whether it be in your neighbourhood or as a 'destination dining' kind of venue.



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HOW TO CREATE A POWERFUL SOCIAL MEDIA STRATEGY - 5 KEY TIPS!

1. DETERMINE YOUR TARGET AUDIENCE

It's important to consider the groups of people that you could target to attract more customers as no one's target audience is the whole of Auckland. The first step is getting clear on who you want to attract to visit your venue.



For example, maybe your cafe is a home away from home vibe, aimed at older people looking for a quiet place to relax and enjoy their coffee. Or maybe you're in a central location targeting the busy corporate crowd. You can then create a social media strategy based on what platforms this audience are spending their time on, and how you can capture their attention.

2. FIND YOUR NICHE AND LEVERAGE IT

What is the difference between your cafe and the cafe across the road? For example, do you offer the most premium specialty coffee? Or have a unique fusion inspired brunch menu? Or maybe you have a lovely garden seating area outside. Really hone in on what it is that makes your venue special throughout your online presence so your audience know why they should visit you!



3. BE AUTHENTIC + TRANSPARENT

Only talking about the newest dish on your menu gets boring quickly. Keep your followers engaged by mixing up your content. You could share personal anecdotes, behind the scenes of food being prepared and collaborations with bloggers offering their genuine opinions.

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4. ENGAGE, ENGAGE, ENGAGE!

Responding to all your comments and direct messages will not only show that you care about your customers but will also significantly help boost your account in the algorithm - therefore showing your posts to more people. Improve your engagement by asking fun questions and doing polls in your Instagram stories to encourage responses.

5. TAKE ADVANTAGE OF NEW FEATURES/PLATFORMS

When Instagram releases a new feature (e.g reels), they want everyone to get on board with it and typically push this content out the most. It's important to reach new audiences via different social media platforms i.e make sure your business is active on Instagram, TikTok and Facebook.



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INFLUENCER MARKETING

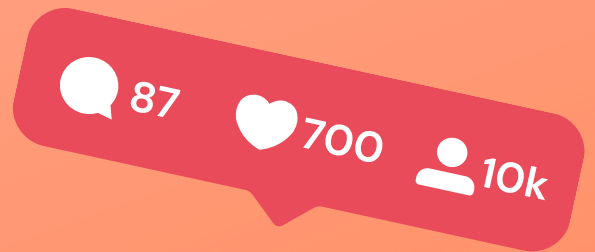
I just couldn't write a social media guide without dedicating a section to influencer marketing - it plays a big role in any successful social media strategy.

Collaborating with food bloggers and locally based social media influencers is an effective way to reach out to potential new customers as well as your existing customers. Here are 3 reasons why:

1. GAIN HUGE ONLINE EXPOSURE

Collaborating with influencers gets people talking and means that your cafe/restaurant is instantly attached to their online community of loyal followers. When they share a post featuring your venue and tagging you, they will gain far more likes, comments and shares than on a non collaborative post.

This means the post will rank higher up on the platforms algorithm (whether it be Instagram or TikTok) and the post will be seen by a significantly broader range of users.



Keep in mind that you don't need to reach out to influencers with tens of thousands of followers. Many times, partnering with nano influencers (under 10K followers) can result in a larger online exposure for your business as they have higher engagement rates.

2. IT'S COST-EFFECTIVE MARKETING

Influencer marketing has proven to have a higher return on investment than traditional advertising. It can cost as little as providing a free meal to a well connected influencer in exchange for a post of your venue. Even if you are paying the influencer as well as providing free food, you can reach the same size audience for less compared to traditional advertising. According to the latest poll by Tomoson, (<https://www.tomoson.com/blog/influencer-marketing-study/>), businesses can make an average of \$6.50 in revenue for every \$1 spent on influencer marketing.



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3. IT BOOSTS YOUR CREDIBILITY

People tend to trust influencers more than they trust ads created by businesses. This is because it is more personal and authentic when someone else is speaking about your business. Furthermore, influencers provide insight into their personal lives and have genuine interactions meaning they develop trust with their followers.

If no bloggers are writing about your amazing food & drinks, then you might be missing out on a lot of potential customers and lag behind competitors (which of course you don't want!). Choosing a quality, trustworthy influencer can really help you build a strong reputation in the local hospitality scene.

■ SOCIAL MEDIA TRENDS FOR 2023



Lastly, I wanted to include key social media trends to watch out for in 2023. Staying on top of the latest social media + marketing trends can help hospitality businesses reach new customers in a world of digital overload. Here are some key ones that are worth following:

1. TIKTOK WILL KEEP INCREASING IN POPULARITY

According to The Enterprise World, TikTok is set to overtake Facebook as the most significant social media platform. Instagram has been the leader of social media for the past few years but this is changing rapidly. The number of active TikTok users is expected to reach 1.8 billion by the end of this year.

As a business owner, it's important to have a close connection with your community and follow them where they go to be at the forefront of their minds when deciding where to dine out. Therefore, showcasing your amazing food and venue on TikTok is going to be even more crucial in 2023.

2. ADS BUDGETS ARE GROWING



Many local businesses will increase ad budgets in 2023 to keep up with the ever changing marketing environment. In order to attract new customers to your venue from further afield, there will be more of a need to boost Facebook + Instagram posts on a regular and consistent basis. This is because of the huge saturation of content from similar hospitality businesses where it is getting harder to stand out organically.

3. SHORT-FORM VIDEO CONTENT WILL DOMINATE

Expect to see even more 9:16 (that's full-screen vertical) video content coming your way and be prepared to make more of this style content rather than static image posts.

According to the Influencer Marketing Hub, 86% of all businesses are already using video as a marketing tool and in the coming years, video content will be the majority of all online content. Time to get creative and start recording!

4. NANO-INFLUENCER AND MICRO-INFLUENCER MARKETING WILL BECOME MAINSTREAM



The rise of the nano-influencer (those with less than 10k followers) and user-generated content (UGC) is not slowing down. Nano-influencers already make up 90% of successful influencer marketing campaigns due to their higher engagement levels compared to macro-influencers.

Collaborating with nano food influencers is a great way to connect your cafe/restaurant with new potential loyal customers given their credibility in the NZ food scene.

SERVICES

I hope this guide has been helpful and that you understand how powerful social media is with it's ability to take your business to a whole new level!

Think you need some help managing your hospo business's social media and staying on top of all these trends? I offer social media growth packages (focusing on Instagram, TikTok + Facebook) where I takeover so that you have more time to focus on your business.

Watch your cafe/restaurant grow by taking advantage of my social media management services which include:

**Content Creation Marketing Strategy Influencer Outreach
Social Media Engagement Reviewing Analytics Google Reviews**



Want to know more? Feel free to send me a DM or reach out via email:

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