

RESTAURANT PROMOTION CHECKLIST

Promote your restaurant effectively with this easy-to-use checklist. From leveraging your social media to establishing community ties, this list is your go-to, quick reference guide.

CLAIM YOUR ONLINE PRESENCE

There's no end to the ways you can maximize your online presence. Start with a solid and multifaceted foundation.

- Get a professional website that showcases your brand and cuisine
- Secure listings on restaurant discovery sites like Yelp, Zomato, and Tripadvisor
- Claim and set up accounts with all the major social media platforms like Facebook, Twitter, Pinterest, and Instagram
- Be sure to [claim your Google My Business](#) listing to improve local rankings

MAXIMIZE YOUR SOCIAL MEDIA

Now that you have the foundation for your online presence, keep your customers engaged.

- Run restaurant promotions and cross promote across all social media sites
- Create your own unique hashtag
- Analyze the best days and times to post, based on your online traffic, and stick to a schedule
- Snap high-quality photos of your food, staff, dining area, and restaurant exterior and post to Instagram and Facebook
- Take behind-the-scenes videos of chefs and staff and share the stories online

BUILD PARTNERSHIPS

Develop some key relationships to help reach a larger client base.

- Reach out to social media influencers and share information about your restaurant
- Utilize third party reservation sites to increase customer traffic
- Partner with delivery services like Postmates, Grubhub, and Caviar
 - Make sure to understand the fees associated with each, and whether your dishes are still profitable.
- Host an event with artists, musicians, or other performers from your community

The tips above will help any restaurateur successfully market themselves and advance sales.