

3 WAYS TO USE YELP FOR RESTAURANT MARKETING

Yelp sees millions in online traffic. Harnessing the power of Yelp's massive consumer base can increased your customer base and boosted revenue. If you are new to the marketing opportunities that this online platform offers, here are a few tips on how you can leverage Yelp for your restaurant.

1 CLAIM YOUR FREE LISTING

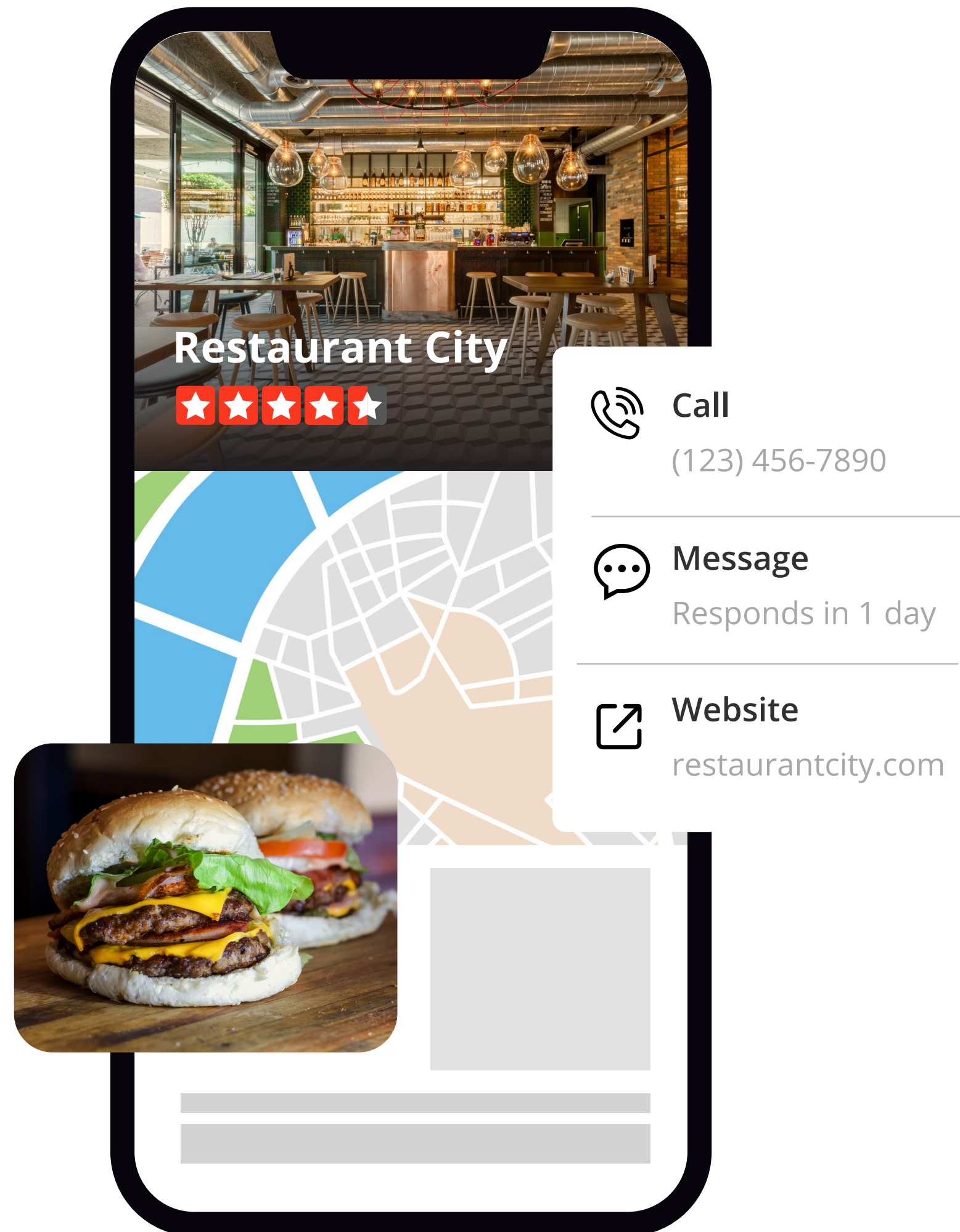
The first step to marketing your restaurant is to get set up on Yelp and take advantage of their free services.

- Visit the Yelp Business Sign Up page, and follow the prompts to claim your free listing.
- Choose features from Yelp's curated list that your establishment offers. For example, a children's menu, patio dining, private event space, or free parking.
- Upload current menus and photos, and provide contact info and hours of operation.

2 CONSIDER PAYING FOR EXTRA FEATURES

In addition to free services, Yelp offers paid upgrades to further your marketing power. These "pay as you use" services can enhance your visibility online and encourage customer visits.

- Create a Yelp Deal to draw in customers. Yelp deals are prepared vouchers that offer guests a dining deal. For example, restaurants can offer a \$40 coupon for \$50 towards their dining bill.
- Yelp Cash Back is another way to incentivize diners. This program gives customers 10 percent cash back after making a qualified purchase from participating establishments.



3 FOSTER REVIEWS AND CHECK-INS

Consumers look to reviews and their online peers to guide their purchasing decisions. One of the most beneficial ways to market yourself on Yelp is through reviews and check-ins.

- Read and respond to positive and negative reviews. Taking the time to address feedback encourages customer interaction and showcases concern for consumer experiences.
- When a diner checks in at your establishment via Yelp, their friends see where they frequent. Encourage diners to check in upon arrival, add a Yelp button to your restaurant's website, or display the Yelp sticker on your store window.

Note: Directly asking customers to leave a review on Yelp is considered soliciting and goes against the platform's terms of service. Provide the best customer experience to improve the chances you receive a positive review naturally.

