

# 10 THINGS TO CUT FROM YOUR RESTAURANT MARKETING



A Publication of  **KULTUREKONNECT**  
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# 10 USEFUL TIPS FOR RESTAURANTS TO SAVE MONEY IN MARKETING

By Jorge Pacheco

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# INTRODUCTION

The fast-paced world of digital marketing -- with all its technological advancements and iterative improvements to our marketing processes -- has theoretically made the lives of restaurant marketers' lives easier. Now, you have more options, tools, and resources than ever to get the name of your restaurant out there faster, more efficiently and stronger message.

But the flip side of the coin -- and probably the more realistic manifestation of all these advancements -- is that restaurant marketers are overwhelmed. It seems like every week there's something new that you absolutely must be doing, lest you get left behind. Problem is, a lot of this new "stuff," is now outdated and an inefficient use of a marketer's time and budget. Or worse, was never a good use of time and budget to begin with.

We'd like the second semester of 2014 to be the year you clean up your marketing toolkit. What are you wasting time on? What tactics are you needlessly holding on to like a marketing security blanket? What can you eliminate from your budget? This e-book is going to outline what many restaurant marketers waste time on that's not going to help you move the needle in 2014 -- so you can review if it's helping your bottom line and consider a fresh strategy that will help you save money!



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## 1

# STOP YOUR ON-PAGE SEO FIXATION

Most restaurant marketers are really comfortable with optimizing their web content for SEO, because they know it's something well within their control to do. They hit the biggies -- H1, Page Title, Post Title, Image, URL, Content -- with their keywords, and sit pretty thinking they totally nailed their SEO.

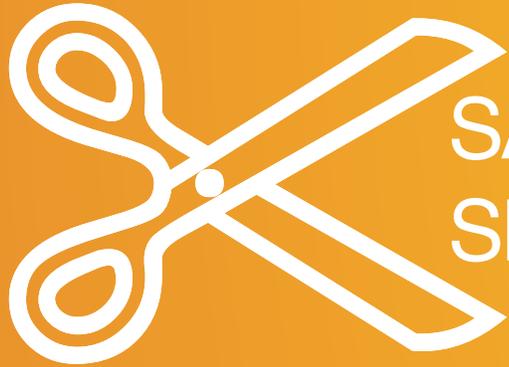
Unfortunately, what we're comfortable with isn't always the best use of our time. On-page SEO, while something you should certainly spend a couple minutes checking out before you publish new web content, isn't something marketers should be obsessing over anymore. Google's algorithm is much more sophisticated than it was even a few years ago, so keyword optimization isn't going to cut it anymore.

As a restaurant marketer, you will need to start making sure that you translate well your in-restaurant experience onto an online environment, giving the user a taste of what it means to be in your store before they actually walk in. Your content also needs to be relevant so the user has an incentive to share their experience and you get more chances to increase your conversion rate with new and repeat patrons.



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# SAVE BY CUTTING THE ON-PAGE SEO FIXATION

AND START FOCUSING ON:

-  Keywords
-  Links
-  User Experience
-  Conversions

## 2

## TAKE CONTROL OF THE FIREHOSE BLAST OF BLOG CONTENT

Much like the social media bandwagon we've all jumped on, a lot of restaurant marketers are convinced they need to be blogging for their restaurant, and pump out content at assembly-line pace. More blogging is better blogging, right? Not necessarily. If you're trying to compensate for low quality with high quantity, you're doing yourself more harm than good -- readers won't regard your content well, and as a result, Google won't hold your domain in high regard, either.

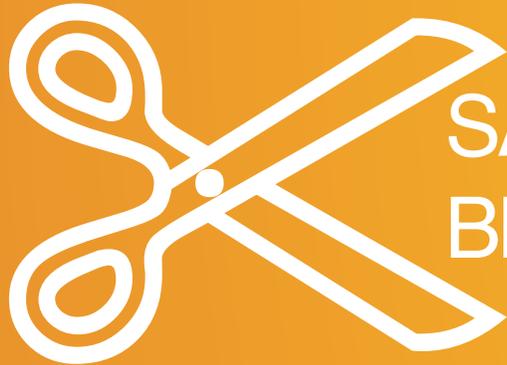
Additionally, if you're resource-strapped, there's a blogging volume sweet spot you can rest comfortably in. 92% of businesses that blog multiple times a day have acquired a customer from it. *But 78% of businesses that blog on a daily basis have also acquired a customer from it.* That differential isn't too big. And if we bring down the volume just a tad to 2-3 times per week, still, 70% of business acquire a customer from their blog.

With that said, if you still want to have your blog, make sure it has relevant content for the user, and I mean, things that relate to your restaurant and create a connection with your current and potential patrons, such as recipes, shopping and foraging escapades, cooking education, and restaurant updates. Restaurants such as Caminito Argentinian Steakhouse in Northampton, MA ([primecutsblog.com](http://primecutsblog.com)) and The Whale Wins in Seattle, WA ([thewhalewins.com/blog.html](http://thewhalewins.com/blog.html)) tell beautiful stories about their cuisine, patrons' experience and make an effort on educating their audience on food supplies and cooking.



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## SAVE BY CUTTING THE BLAST OF BLOG CONTENT

AND START FOCUSING ON:

Test the frequency of your restaurant blog publishing volume, uncover the volume you need to hold to maintain the customer acquisition you need from that channel, and make sure your content is relevant and provides an experience for your patrons.



## 3

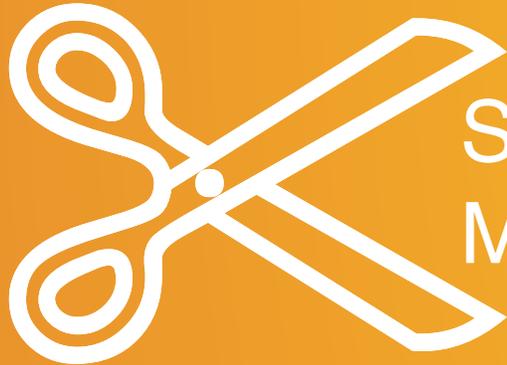
## YOUR GO-TO MARKETING OFFER

To generate leads for your restaurant, you need a blow-out marketing offer that your in-store patrons or online visitors can convert on. But then you need another. And another. And another after that.



After a while, you'll start to realize some offers perform better than others to create more foot traffic, so you start using that offer all of the time. Problem is, that offer can get really over-saturated really fast, and what once yielded your best in-store traffic or click through rate will end up being mediocre at best. Not only that, if you are continuously running offers to generate more traffic in your restaurant, your patrons will start to expect those offers before walking in. They won't go to your restaurant anymore because it's their favorite restaurant, but because there is a \$10 off coupon every Friday.

So, if you run offers, make sure they not only capture your patrons' attention, but also show some special value that makes it a one-in-a-lifetime offer.



## SAVE BY CUTTING THAT GO-TO MARKETING OFFER

AND START FOCUSING ON:

Creating a new offer that'll capture people's attention. Look at historical data to see what topic has performed best for you, and find a way to make it 10 times better.



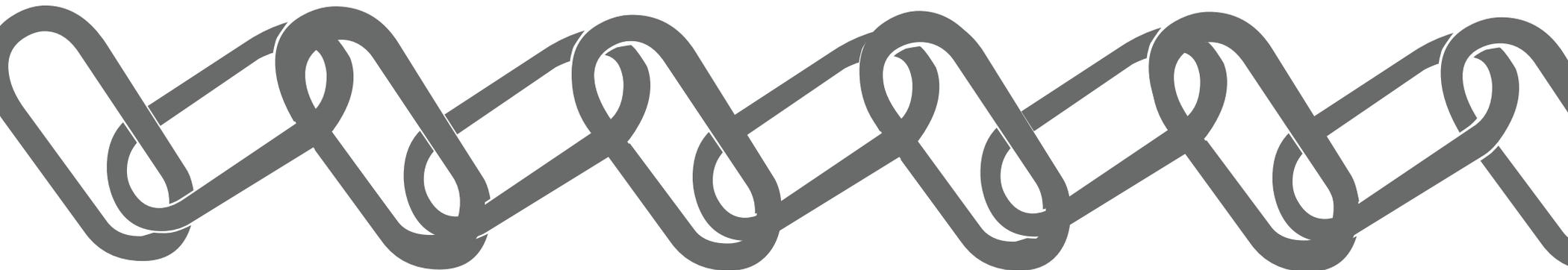
## 4

## THOSE MILLIONS OF MICROSITES

To be great at SEO, you need inbound links. But to get inbound links, you need other sites to link to you. That doesn't give you much control. Oh, I know! I'll create my own little websites, maybe one can have my menu and another one my events and another one my promotion -- many marketers have come to refer to these as 'microsites' -- and link to my main domain from those!

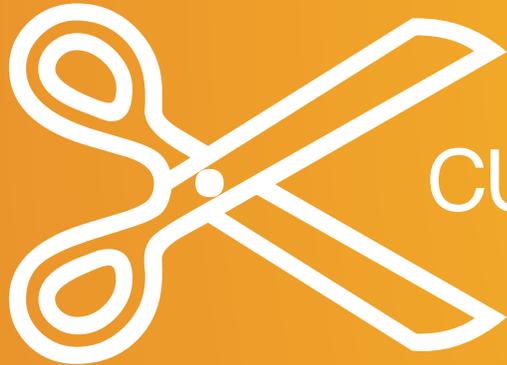
Drop this. First of all, as if restaurateurs didn't have enough to do, maintaining a bunch of websites takes a ridiculous amount of time and money. I mean, where are you getting all the content to keep them going? Plus, for your inbound links to mean anything, they need to be coming from a wide variety of high quality sites. Unless you plan on creating hundreds of microsites that have a ton of clout with the SERPs, this strategy is a waste of your time.

Instead of creating blind assets, focus your efforts in creating the right on-site and digital environment for your restaurant so people start "tagging" you and linking back to your website content more organically. Your social media and blogging strategy can become a great tool to do this.



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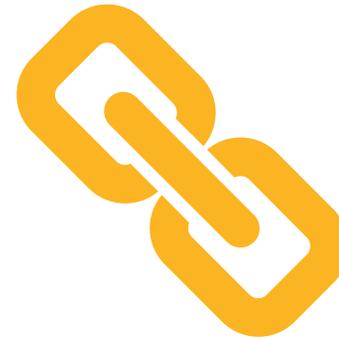




## CUT THOSE MICROSITES

AND START FOCUSING ON:

Attracting organic inbound links. Work on creating content and marketing people love. Do that, and you'll see the right kind of linking -- the inbound kind.



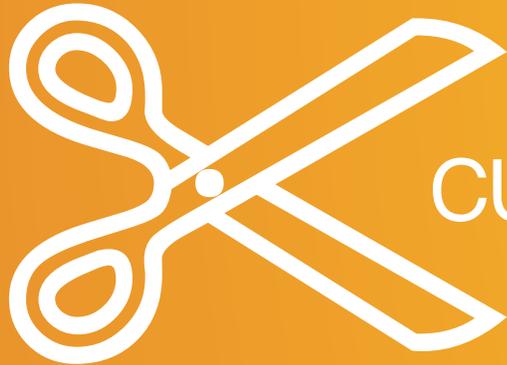
## 5

## ALL THAT OVER-REPORTING

We're the last ones to say you shouldn't be reporting on the marketing for your restaurant, but with the Big Data explosion has also come a whole lot of time wasted interpreting numbers and analytics that don't really mean anything for you, your restaurant or your patrons right now.

It's easy to spend an entire day just diving into, say, conversion reports, but what is all that information getting you? A lot of spreadsheets and numbers does not make a marketing strategy. Figure out exactly what numbers *you* need to know for *your* restaurant's marketing, and do deeper dives into specific metrics as needed. As a busy restaurateur, it's a better use of your time, and frankly provides more actionable advice than running hours of reports at the end of each month that you never use.





## CUT OVER-REPORTING

AND START FOCUSING ON:

The metrics you need to make your restaurant succeed. Analyze where your restaurant has performed well, and where it has potential. Start focusing on these areas.



## 6

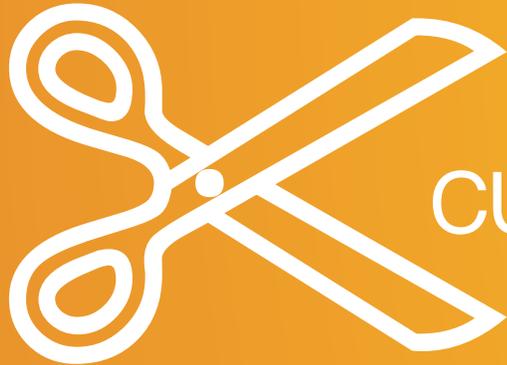
## PRETTY MUCH ALL OF YOUR PRESS

The thinking behind the millions of press releases restaurants produce each year is that they'll get placed on an external site when picked up, and the coverage will come with an inbound link. Also, you know, getting press coverage.

Unfortunately, almost all of the press releases getting churned out of restaurant marketing departments is not landing any actual press coverage. And the releases that are picked up? Those aren't exactly valuable inbound links when they're getting funneled out to low quality sites.

Stop trying to weave an amazing story out of something relatively "unamazing" just so you have PR fodder. Sending out a PR about new lights in your kitchen will simply make journalists get really used to ignoring you, and your writing time is better spent on other types of content -- like blog kitchen and supplies blog posts, for instance -- that attract qualified readers and quality links.





CUT ALL THOSE PRESS RELEASES

AND START FOCUSING ON:

Writing other types of content that are relevant for your restaurant patrons, food blogs and food journalists -- like blog posts, for instance -- that attract qualified readers and quality links.



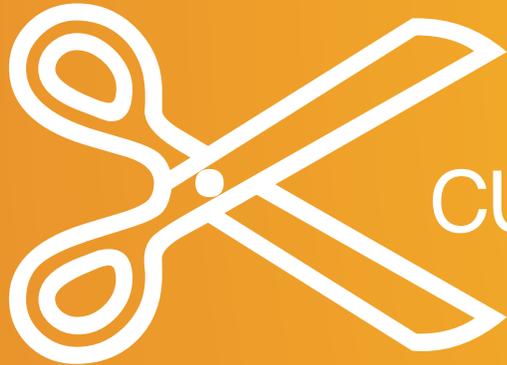
## 7

## YOUR UNTARGETED PAID MEDIA SPEND

2013 and during 2014 we have seen a ton of advancements in paid advertising targeting options. For instance, did you know that Twitter paid advertising now allows marketers to target their audience by interest or username? Did you know that Facebook paid advertising now lets marketers target their audience by desktop or mobile? If you're investing in PPC for your restaurant in any capacity and using targeting like this, congratulations, you're doing it right.

If, however, you're dumping money into completely untargeted PPC, it's kind of like sending a birthday email or anniversary email to your entire contacts database without doing any segmentation. Turn off your paid media spend that isn't leveraging targeting functionality, otherwise you're throwing your marketing budget right out the window.

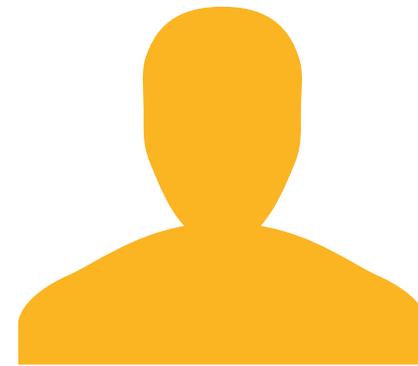




# CUT UNTARGETED PPC SPEND

AND START FOCUSING ON:

Targeting your PPC campaigns to patrons and potential customers that you want to reach. Even if that overall volume is lower, the conversion will be higher.



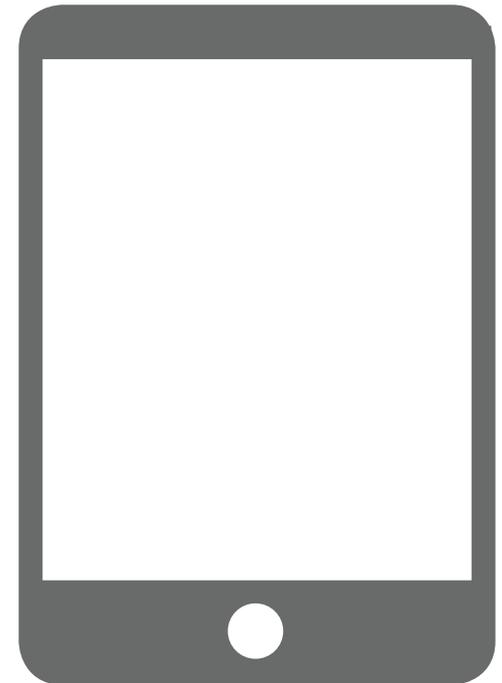
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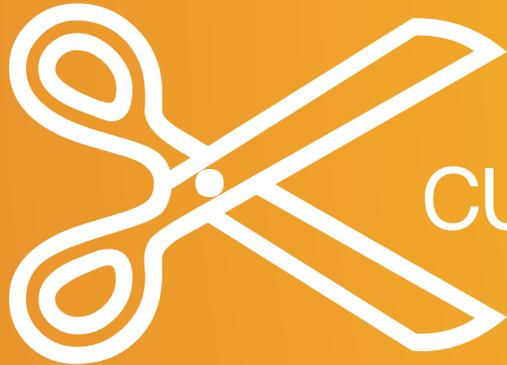
## THAT MOBILE APP YOU'RE DEVELOPING

As a business, you unequivocally should be investing in mobile marketing. As a restaurant trying to reach patrons and prospective customers on-the-go, you must invest in mobile marketing. However, it is a distraction and resource sap for most restaurant marketers.

There are well over one million mobile apps on the market, and they're being released at rapidly increasing rates -- not to mention 25% of apps are downloaded only once, and never used again after their initial download. With a cluttered market and stickiness challenge, unless your new custom reservation mobile app is going to drive some serious results for your restaurant, reroute your efforts to something that will give you a bigger bang for your buck.

If you're still worried about your mobile presence, invest in optimizing your restaurant website for all and any mobile device with responsive design. This technology will allow you to have and control one website that will give your users the best experience on their mobile devices with minimum or no loss of resolution, re-sizing, panning and scrolling.

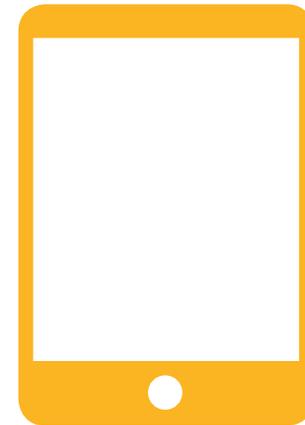




# CUT THAT MOBILE APP PROGRESS

AND START FOCUSING ON:

Optimizing your restaurant's entire web presence *for* mobile. The negative impact from having an unfriendly mobile presence will be far greater than the success of a mobile app.

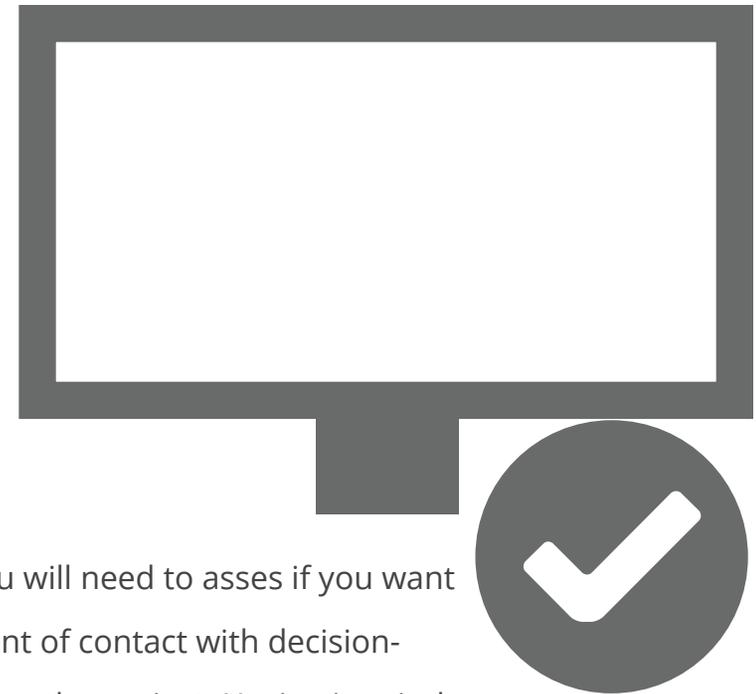


## 9

## YOUR UNNECESSARY WEBSITE REDESIGN

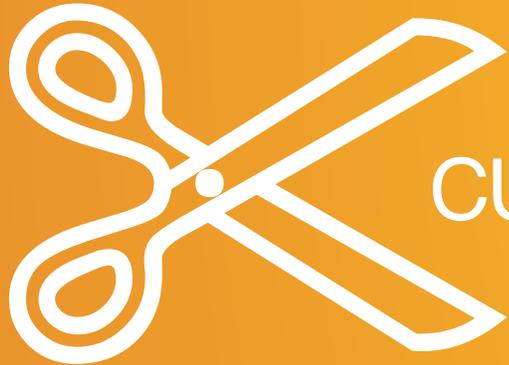
Unless well planned, full-fledged website redesigns start out sounding like a great idea, and end up being a massive headache -- typically pulling in more people than you thought would be involved, spending more money than you budgeted, and often adversely impacting conversion rates.

It's not that you positively do not need a website redesign in 2014 -- you very well may -- but before you overhaul what you've got, ask yourself if you can work in smaller chunks. Consider a series of A/B tests in which you incrementally improve upon parts of your website, and apply your learnings on a wider scale once they're statistically significant. For example, is your menu making more impact than your events page then record those metrics and, when the time comes to make a new website, apply what you've learned. And if you do come to the conclusion that a bigger redesign is needed, make sure you take and implement certain decisions before starting the project. For example As a VP of Marketing, you will need to asses if you want to be the point of contact and the decision maker, or delegate only one point of contact with decision-making power so you don't have too many cooks in the kitchen that can burn the project. Having in mind little details like this will help you keep on track, ignoring little details like this will contribute to derailing all your other initiatives.



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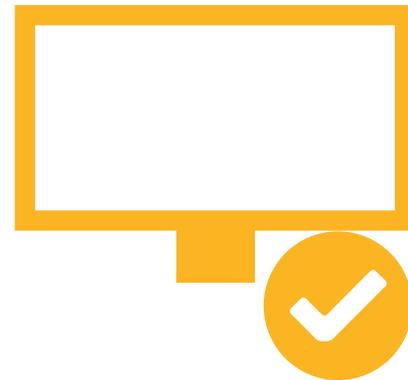




# CUT THAT WEBSITE REDESIGN

AND START FOCUSING ON:

Testing various components of your website to discover what smaller changes you can make to have a large impact on conversion.



## 10

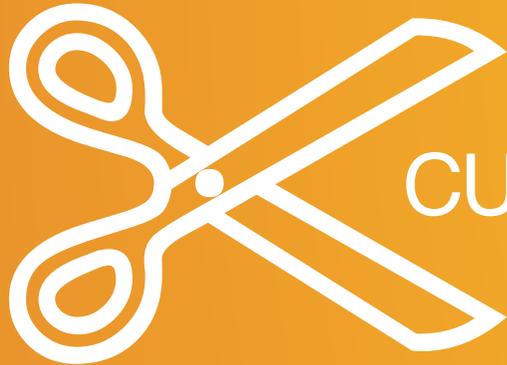
## THOSE SOCIAL NETWORKS NO ONE USES ANYMORE

Do you remember around 2007 when a small handful of marketers started using social media as a marketing channel? Do you remember how almost everyone in the industry thought it was either 1) ridiculous, or 2) not applicable to their business or industry?

Fast forward to today, and most marketers, especially in the restaurant industry, are really scared of being the equivalent of the one who said “Facebook is dumb” back in 2007. As a result, restaurants have all social networks such as Facebook, Twitter, Instagram, Pinterest, G+ and more, creating a whole lot of time wasted on these channels that, frankly, don’t really work for your restaurant. But you keep using them out of fear of getting left behind.

If the social networks you’re using aren’t working, now is the time to stop using them. For example, if you gave Pinterest the old college try, and it simply is not driving any meaningful results for your restaurant, let it go. Just make sure you’re making your decision based on analytics, not gut feelings.





## CUT UNUSED SOCIAL NETWORKS

AND START FOCUSING ON:

Optimizing the social media channels that are driving success for your restaurant. It's okay to admit that a particular network doesn't work for you.



# CONCLUSION

There's no time like the present to take a look at your marketing activities and figure out what's working, and what isn't. And if you're setting aggressive marketing goals for your restaurant, cutting some of the time-wasters and ineffective tactics mentioned in this e-book will give you the bandwidth you need to pursue those new strategies.

As a VP of Marketing or Marketing Director, whatever it is you're resolving to do with your marketing strategy during the remainder of 2014 and next year, make sure you resolve one extra thing: To constantly evaluate whether your activities are moving the needle. It's always a good idea to experiment with something new -- as long as you know when to say "when" with the latest and greatest. This kind of self-analysis will keep your restaurant running an agile, up-to-date, and efficient marketing machine!



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# ABOUT US

Kulture Konnect is devoted to providing diversity through design and is committed to creating innovative graphic design and advertising for our clients. Our design is derived from what is presently going on in the world and is technologically and financially viable and affordable. Our dynamic nature and commitment to think creatively, act responsively and solve problems in a timely manner, allow us to put together the best talent to create ground-breaking designs that will ultimately reflect our clients' needs. In order to develop long and mutually beneficial relationships, we believe our first responsibility is our clients.



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