



How The 4 Ways to Successfully Advertise Your Restaurant

Anyone in the restaurant business knows that the quality of their food and restaurant experience is proven by the number of satisfied repeat customers. Like your restaurant, your advertisement is a reflection of your business. You want it to be perceived as offering something valuable and it needs to look visually appealing and professional.

With so many advertising tactics, we've decided to focus on the top 4 that will help promote and grow your restaurant's business.

1. *Advertise with Coupons*

Coupons have a significant influence over the buying decisions of almost every consumer in America. Who wouldn't opt to buy a product or service for less money if they had the option? Your restaurant can greatly benefit from offering coupons, especially if your offer is for a period of time where business is generally slower.

Discounts on popular products or services will prompt locals to visit your business, especially people who might've been putting off going out to eat because they are on a budget. As a matter of fact, customers who use coupons to visit your restaurant are likely to spend more than they might have without the coupon.

Your local community will be more likely to support your restaurant when you choose to advertise exclusive coupons and deals. And if you need help, a business like [Ad Pages](#) can help.

2. *Native Advertising*

What is native advertising? Think of it as an advertisement that is incognito. That is, while it is an advertisement in the true sense of what that means, to the person looking at and reading it, it may appear as if it's purely meant for informational purposes and not promoting anything.

For instance, you may want to write a short article on the top 3 ingredients that you must include to make the best tomato sauce. At the end of the article, you'd include a brief statement asking something like... "Don't want to cook tonight? Let us do that for you". There is a topic for every subject, so whether you're a full-scale restaurant or a small cafe, they'll be something you can write about that people will value and that you can advertise.

One example of native advertising is to create an article that appears as if it was published by the website or publication it's in. You will pay the publication for the "ad space" even though the format is that of an article. This will inherently produce trust with the reader since they may not be aware that it's an advertisement. You can also have your articles published on other websites as "sponsored" content. This means that you are paying for your article to be published.

Talk to one of the business development advisors here at Ad Pages, who can help you strategize and optimize your native advertising strategy to help you achieve your goals.

3. *Tackle Social Media Advertising*

Upon first glance, social media advertising might feel intimidating, but not to worry, there are companies out there that can help you through this. Launching ad campaigns on social media platforms is intrinsic to increasing your followers, generating brand awareness, and acquiring potential new clients. These ads should ultimately direct viewers to a particular landing page on your website. And that landing page should speak directly to the content that was featured in your ad.

It's critical when developing your social media ad campaign that you create a visually appealing ad as well as offer something that your target audience truly desires along with a promotion they can't refuse! Additionally, be sure to utilize all of the campaign's features when developing the ad - which will help target your intended audience - including your target audience's demographics and interests.

For instance, if you're an upscale full-service restaurant you might want to target households with incomes over \$100k, on the other hand, if you're a small coffee shop on a college campus, you'll want to target college-aged students.

You should also log on to your social media accounts regularly during the day, in case people have questions about things that your ads don't answer.

Ad Pages Solutions offers free social media audits that can improve your online presence. These audits cover everything from content creation to targeting your exact demographic on Social Media.

4. *Display Target Advertising*

Display ads feature images or videos and are published in designated places within any given website or blog that supports advertisements. Since they're highly visual, they are effective at catching people's eyes.

The most common way to develop a display ad campaign is via Google Adwords, which can be very successful if executed correctly. One important thing to mention here is that there are a lot of technical aspects that you need to understand when creating display ad campaigns and if not done with precision and accuracy, you'll end up wasting your money.

[Display advertising](#) is great for local businesses, such as those in the restaurant business since many people actively look for nearby restaurants online. Additionally, these campaigns are very effective when wanting to target people in a specific geographic area, like the town or city that your restaurant is located in.

You can also take advantage of remarketing your display ads. This means that if a person visits your website and then goes to another website afterward that allows advertisements, your display ad will show up. This is why targeted display ads are one of the most powerful ways to reach the exact audience you want to attract.

Ad Pages Solutions offers a custom strategy and design to our clients for their Targeted Ads. Let us do the heavy lifting and target your exact demographic online.

Advertising campaigns like these four above are very effective when it comes to bringing in additional business to restaurants. That being said, unless you have the qualifications to ensure your ads are developed and executed accurately, it is advised that you contact a professional.

When you're ready to boost your home improvement business using advertising tactics, contact our consultants at Ad Pages for a [free consultation](#).