



Top 10 Marketing Strategies for Your Restaurant

Pursuing a range of different marketing tactics is ideal for your restaurant's success in the long term. There are clear and mindful ways to increase the number of people walking through your doors to eat your tasty cuisine. Here are 10 marketing solutions for how to do exactly that.

1. *Keep up the Positive Reviews*

Online reviews will guarantee that future diners will come to eat at your business. Ask your customers to write about your food and their dining experiences on Google reviews, Yelp, and/or social media like Facebook.

More positive reviews from people will elevate where your restaurant appears in Google's search rankings. As a result, you'll have greater chances of drawing in more and more hungry customers.

Ad Pages Solutions can help with our review generation programs. These programs help to make sure your prospects know how incredible you are!

2. *Explore Direct Mail Advertising*

Print isn't a dying medium. After all, that's why our popular coupon magazine, Ad Pages, reaches almost 2 million homes a month. Hundreds of local businesses are meeting their revenue goals

due to their Ad Pages Magazine advertising. You can be one of those businesses by getting in touch with one of our specialists or advisors today.

3. *Revamp Your Website*

Trends in web design are constantly changing, so you should review your main website to see how visually up-to-date it looks. Ultimately, your website sets the overall tone for your brand image.

Diners will have more trust in the quality of your cuisine if the website design is clean and intuitive. On the other hand, if the design looks outdated and a bit clunky, people may be skeptical about the legitimacy of your business.

Take advantage of Ad Pages Solutions' [free website audits](#) to improve your online presence. These audits cover web design and a multitude of other services.

4. *Hop on Social Media*

Make a Facebook page and Instagram account so that people can find out basic information about your restaurant, such as your hours of operation, where you're located, and what's on your menu. Facebook and Instagram are great for posting pictures of your mouth-watering dishes.

Additionally, remember to regularly monitor your social media presence because potential diners might message you during the day. They might want to place a to-go order or find out the cost of hosting a party at your restaurant.

Take advantage of Ad Pages Solutions' Free Social Media audit on your business. Find out where you can improve. Fix your social media issues on your own or have our Ad Pages social media specialist fix them for you!

5. *Ask for Referrals*

Referrals organically foster trust and draw new customers to your restaurant. Potential diners enjoy being recommended food spots face-to-face and/or over the phone by someone they know and feel comfortable around.

Ask diners to help out by spreading the word about your tasty menu options. They can do this while chatting with friends and family or posting a picture of what they just ate at your restaurant on social media.

You can also offer special discounts to customers who successfully bring in new ones, so they get something in return for helping you.

6. *Cook up Email Campaigns*

Sending newsletters and emails on a regular basis will keep your clientele engaged. You can highlight new menu items and mention special discounts on meals. People can easily forward

your emails to friends and family. Almost everyone checks their email daily, so don't worry about people missing your messages.

Ad Pages Solutions offers email marketing campaigns for our clients. Simply provide us a list of customers or tell us who you want to target and let us compile the list for you. Our team and graphic design artists create the email for you and blast it out. In all of your emails, direct people to give you a call or go to your website.

7. Print Coupons

Many Americans rely on coupons to help lower the costs of their everyday purchases, and lots of people online will inform their buying decisions based on print ads. This illustrates why coupons are so essential to growing your business. It's a mindful tactic to offer coupons for happy hours, weekends, and/or various holidays.

8. Promote Exclusive Digital Deals & Fun Contests

Post about monthly contests asking your social media followers to share a particular post. By doing so, those followers can then be entered into a raffle to win free meals and/or drinks (depending on whether you serve alcohol). This will generate excitement and grab the attention of new customers.

9. Strengthen SEO

Tired of being on the second page of Google? Hate seeing your competition listed above you when you search for your own products/services? Publishing unique keyword-related content can boost your website to the top of search results. With effective SEO (search engine optimization), you will escape Google's dreaded second-page results.

In fact, you don't have to incorporate SEO solely within blog content. You can also use SEO in different subpages around your website. Keeping pace with Google, Yahoo, and Bing thanks to high-quality and authoritative content will enable your business to build on its existing site and appeal to new diners.

Take advantage of Ad Pages Solutions' [free SEO audits](#) to improve your online presence. These audits cover web design and a multitude of other services that directly affect your SEO and ranking on Google.

10. Generate Targeted Ads

Display advertising reaches potential customers based on their browsing behavior and the kinds of content they look at already. You're more likely to reach your preferred audience this way because online viewers will only be seeing ads they might be interested in. Targeted ads help you to raise brand awareness while staying on a budget.

If you're ready to boost your restaurant business and grow your clientele like never before, contact our consultants at Ad Pages for a [free consultation](#).