

# 8 STEPS TO PROMOTE YOUR RESTAURANT ON SOCIAL MEDIA



## USE PHOTOS

Hire a photographer to take high quality photos of your dishes and happy customers who may pick up their food, so that you can share them on Instagram. Encourage customers to upload images to Google and Instagram of their favorite items ordered for delivery.



## CREATE A BUSINESS PAGE

Create a business page for your restaurant on Facebook, Twitter, Pinterest and Instagram.



## ENCOURAGE CUSTOMERS TO TAG YOU

Encourage your audience to tag your restaurant and post photos when ordering takeout or delivery.



## CLAIM YOUR BUSINESS

Claim your business Google+ page and update your business information, hours of operation, delivery offerings add photos and monitor customer reviews.



## START A BLOG

Blog about your restaurants delivery menu and how your team prepares each order with care. Each blog can be shared as a social media post and it will help consumers get to your website to browse your to-go menu.



## SET UP PINTEREST BOARDS

Set up these boards on Pinterest: Recipe board, menu item board, inspirational quotes and team photos board, and special events board. Assign each blog or photo to a board.



## SHARE VIDEOS

Share videos from your restaurant such as: recipe videos, cooking tips, and chef highlights.



## ADVERTISE ON FACEBOOK & INSTAGRAM

If you have some room in your budget, try taking advantage of the location advertising on Facebook and Instagram to get more people interested in ordering delivery or take out.



Contact us at: [contactus@asmwaypoint.com](mailto:contactus@asmwaypoint.com)

*We care about your business and we are here to help.*

