



Inc 5000 Agency 2016, 2015 and 2014

Advanced Digital Media Strategies FOR RESTAURANT CHAINS





Paid search advertising greatly increases your online visibility, in a way that organic marketing efforts simply can't offer. This is particularly true for restaurant chains looking to capture audiences on a local level.

According to Google, 20% of all searches show local intent. Your organic (SEO) strategy likely optimizes your content for this local intent; however, you can guarantee high visibility and ranking by supplementing your local search campaigns with paid ads.

Many restaurant marketers shy away from paid search because of the pay-perclick essence of this strategy. They fear that the costs of these clicks could never pay for themselves. However, the type of metrics, fast response, and adaptability associated with paid search makes this type of marketing your best bet to enjoy a high ROI.

> And if you want to put yourself in position for an even higher ROI, it's time to take a look at programmatic advertising.

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THE MASSIVE GROWTH OF PROGRAMMATIC ADVERTISING





Food online

ORDER

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That's a fairly incredible surge, seeing as many restaurant chains have yet to hop on this trend.

Programmatic advertising makes it possible for you to automate the display buying process based on data you accumulate on users' online behavior or customer profile. In other words, there's no need to waste time and effort negotiating targeting types, number of impressions and price.

Programmatic advertising takes it over.

Through the use of this automation, you can show highly relevant ads to people at the right time, overwhelmingly increasing the likelihood of a click by a qualified and motivated consumer.

But how can you use this to your advantage as a restaurant chain?



HOW TO REACH THE RIGHT AUDIENCES

The key to a successful programmatic campaign is your data. Fortunately, there is no shortage of data about your potential customers, including:

- Behavior
- Demographics
- Interests
- Actions taken on your site
- Past purchase activity

You can use each (and all) of these attributes to automate display ads that are personalized to your audiences, depending on where they live or what recent behavior they've performed.

For example, if your restaurant chain specializes in desserts (ice creams, for example) you could target audiences that have recently performed searches on "local ice cream shops."

As a brand with multiple locations, programmatic advertising makes it simple to personalize each display ad, based on location. In other words, the ad you craft for your Atlanta location might differ in language from the ad you craft for your Boston location.

You might want to say "Looking to cool down, Hotlanta?" for your Atlanta audiences, while you might want to say "It's wicked hot outside, isn't it, Boston?" for your Boston audiences.

Regardless, programmatic advertising not only makes it easy to adapt your ads, but it also simplifies (and automates) the process of sifting through and harnessing your scores of data and analytics.



MASTERING THE MOMENTS

Successful advertising is all about pushing your ad to the right people at the right moment. That can be difficult to do, but with programmatic advertising, it's a breeze to segment your campaigns based on specific moments.

Poppy & Quail

Sponsored • 📀

Think Super Bowl Sunday is just for craft beer? Think again! We're sharing a few ways to pair your favorite game day foods with wine!



Game Day Pairings That Will Blow Your Mind! Take a look at some of these game day favorites and learn what wine pairs best with each. One of the most popular examples involves football season. Football fans are notorious for going online just before the game (or before halftime) to order takeout or delivery. If you time your advertisement perfectly, you can grab the attention of these searchers at their most vulnerable state.

Learn More

17 • Seen 95 days ago

While that's feasible to do for one location, it's near impossible to master for multiple locations... unless you use programmatic advertising.

After you develop your football campaign, all you have to do is know when each game (where you have a location) will be played. Programmatic advertising makes it possible for you to personalize each ad, and time their display individually, in a streamlined and fluid manner.



PROGRAMMATIC ADVERTISING WILL RESHAPE HOW YOUR RESTAURANT CHAIN TARGETS ITS AUDIENCES

Programmatic advertising essentially helps you handle the day-to-day tasks of ad management so that you can think bigger and focus on strategies. Rather than dedicate resources to certain negotiations, you can determine how best to reach your audiences, no matter how many locations you manage.

You can then implement programmatic advertising to take care of the data-based activities, while you monitor the results to make ongoing changes.

HOW YOUR RESTAURANT CHAIN CAN GROW EACH LOCATION THROUGH PAID SOCIAL ADS

The restaurant industry is growing at a tremendous rate, with ad spending in this space outpacing the overall ad market, according to Ad Age.

And with more and more folks using social networks like Facebook, if you want to reach your audiences, you have to play the social ad game.

But it takes so much more than just tossing a few dollars toward a campaign to make a splash. Here's how your business can grow each of its locations with paid social ads.

UNDERSTANDING HOW TO APPROACH PAID SOCIAL ADS

Most restaurant chains don't look at paid social ads as their main course; rather, they use it as a special ingredient, for tactical purposes. That's because paid social advertising is often transaction focused – designed to compel consumers to click through to your site to make a purchase or take another type of action – things that a customer usually doesn't do on a restaurant chain's website.

But that doesn't mean chains have to lose out on the returns that paid social ads can deliver.



USE THE LOCAL DATA OF SOCIAL TO CREATE PERSONALIZED EXPERIENCES

Social networks like Facebook have built their entire platforms on the concept of local.

Think of how often you "check in" on Facebook.

— at The Atlantic Crossing Pub	<u>,</u>	These check-ins not only tell Facebook where you're located at
Check in ^p /Video	··· Feeling/Activity	that exact moment, but they also tell the social network the types of
Check in	Tag Friends	actions you take and establishments you frequent.
😵 Sticker		
()	🟦 Friends 🔻	Se Post

As a restaurant chain, this type of information is *invaluable*. Facebook's analytics can help you target audiences that have recently visited or "liked" one of your competitors. You can then create an ad that compares your price points to that brand.

Analytics can also help you target audiences based on actions they've made. For example, you can target local audiences that have recently checked in at a golf resort with an ad that uses some type of spin on golf.





CAPTURE YOUR LOCAL AUDIENCES IN REAL TIME

Mobile devices have made it possible to target your audiences in the moment, and social media is king of the real-time strategy.

Your audiences – across all of your locations – constantly check their phones while in line at the market, while at a stop sign, while at the bar, and so on.

This is the perfect opportunity for you to target your audiences in the now. This can be tricky for restaurant chains that manage their marketing from the corporate HQ level, but it is possible.

Let's say, for example, you create a campaign that will advertise promotions based on the weather. You can then implement automated advertising that will trigger your ads when certain parameters are met (which we discussed in the section on programmatic).

An example would be an ad for ice cream that triggers in Dallas when the temperature reaches 90 degrees, while your ad for hot chili triggers in Detroit when the temperature dips below 32.

You can create excitement for this ongoing campaign by adding language to your ad, such as: "Each time Dallas hits 90, enjoy 10% off any ice cream flavor of your choice."

This type of personalized advertising can help you build an army of seasonal devotees who are eyeing the mercury waiting for the chance at a discounted offer.



ADVERTISE YOUR ONLINE ORDERING

The food industry is currently shifting towards online delivery for restaurant chains. While you might think of pizza chains as the leader of this field (Papa John's), other niches are getting in on the game as well, including Five Guys Burgers and Fries.

FIVE GUYS



They offer easy online ordering, which is one of the reasons why they're leading the way in the burger category for restaurant chains.



They then promote their offer through social ads that are timed to fill the social media streams of qualified audiences when these audiences are most likely to convert (say, just before dinner time).



Save

Just look at the ad Applebee's did for their online ordering:



Hootlet

You have important things to do, so we'll meet you at the car. Get \$5 off your first order...

Seen 376 days ago

As you develop an online ordering system to promote, keep in mind that technology is constantly evolving. Beyond internet ordering, you may want to add (and promote) the ability to order via Twitter, smart TVs, smart watches, text messaging and more.



KNOW WHAT YOUR AUDIENCES CRAVE

Does your restaurant chain sell desserts or all-day breakfast? Either of these types of menu items are widely popular with online audiences, making them ideal categories to invest in with your advertising.

McDonald's

Sponsored 🛚 🚱

Celebrate better weather with a tasty treat. Get any small McCafe smoothie, frapp or shake for \$2.



But even if you don't offer either item, beverages play a very important role for consumers deciding which restaurant to visit.

The key here is to use price-point advertising to attract patrons. This includes value meals, two-for-one deals, and short-term price promotions.

According to a recent Technomic report, more than 1/3 of ad spending for restaurant chains contains pricing points, with some advertisers enjoying a higher than 50% return for that portion of ad spending.





Speaking of a fun, conversational tone, the images you choose for your social media ads have a tremendous impact on the performance of those ads.

SPEAK THE LANGUAGE OF SOCIAL AUDIENCES

While paid search and paid social follow similar rules in terms of crafting ad copy, designing landing pages, and harnessing analytics, there is a fundamental difference in how you approach your strategies.

Social media audiences are far more inclined to demand entertaining content vs. audiences searching on Google.

They're also less interested in advertisements that look and sound like, well, advertisements. Regardless of the social ad strategy you implement, remember to hold onto a fun, conversational tone and you should see some impressive results with your investment.

Speaking of a fun, conversational tone, the images you choose for your social media ads have a *tremendous* impact on the performance of those ads. Now seems a good time to dive deep into the art and science of choosing the right photos for your social media ads. \diamondsuit



FACEBOOK ADVERTISING FOR RESTAURANTS - GETTING IT PICTURE PERFECT





Facebook advertising is now one of the most effective – and, as a result, most competitive – strategies to reach your prospects directly where they spend the most time. If you want to grow your restaurant's reach and brand recognition, then you *must* invest in Facebook advertising.

But just because you throw a few dollars into a Facebook budget doesn't mean your ad will be seen, acknowledged, and clicked-on by your target audiences. The average Facebook news feed is cluttered with information, including posts from friends and pitches from businesses. If you want your ad to stand out in the fray, then it's time to focus on the pictures.

Here are 5 tips to help you pick the best, possible pictures to bring your Facebook ads to life for your restaurant.



1. INVEST IN QUALITY IMAGES

Facebook – and social media for that matter – has the tendency of inspiring all of us to share 'in-the-moment' photos we take from our phones. Some of these photos look great – many do not. While the quality of your images may not matter on your personal feed, when it comes to your restaurant's official FB page, it matters a great deal.

> Invest the time into taking quality photographs of your food and your restaurant. Your smartphone can, in fact, take these pictures, but you may also want to invest in a more professional camera, a tripod, and some

lighting.

Olive Garden

Sponsored • @ A little birdy told us it's someone's birthday.



So, maybe that someone should join our eClub to get a free dessert!

🚹 1K 🔘 111 😯 15 🔹 Seen 382 days ago

If you can't hire a professional photographer, we suggest you dub one or two people on staff (in each of your locations) as your go-to photographers. Encourage them to hone their craft and praise them for their quality work.



2. CHOOSE ENGAGING SUBJECTS AND COMPOSITION

When it comes to advertising, your main goal is to get people to take some sort of action, right? Your ad's image is the anchor that will get these folks to stop in their tracks and read what your ad actually says.

Make sure your ad's image is extremely engaging. The obvious - yet effective choice is to take a high-quality shot of one of your signature dishes. There's a reason why food shots are among the most popular on Instagram - people love looking at delicious food!

FruitcakeFrappuccino Sponsored • 🕥 Starbucks Frappuccino



Ugly-but-cute-but-oh-so-good! The new

available now through Sunday! With hazelnut creme, cinnamon, dried fruit, caramel, and matcha goodness. It's taking the holidays to a whole new level.

🚹 81K 🔘 5K 😵 4K 🏾 Seen 135 days ago

But don't just assume that a standard food photo is your best bet for your ad. Remember, you're trying to get people to engage with your ad. That's why if, and whenever, possible, try to incorporate people into your ad images.

This can be tricky, because a photograph of someone eating doesn't necessarily make for an effective ad. The most effective type of image will show people enjoying themselves while in your restaurant.



3. MINIMALISTIC IS THE BEST APPROACH

Avoid incorporating a cluttered composition in your image – instead of taking a picture of several meals on a table, focus on just one. Also, try not to use any small text on your image. There'll be plenty of places in your ad to use text (your headline, summary, link description).

Outback Steakhouse

Sponsored • \Theta

Indulge with massive & juicy steaks like the 35 oz. Tomahawk Ribeye or the 22 oz. Bone-In Ribeye.



Leave most of the messaging aspect of your ad to the text sections, and use images that are strong, simple and *compelling*.

Learn More

Join us tonight!





4. CHOOSE BRIGHT, COLORFUL IMAGES

Remember - your ad needs to stand out in a busy news feed that your audience swipes through at a dizzying pace. Colorful, bright images have been shown to catch your readers' attention and have them inspect your ad a little closer.

5. TEST YOUR IMAGES

Above all else, test your images to see which ones your audience likes. Each business - and target market - is unique. You'll never quite know which ad images to use unless you test several out.

Does your audience respond better when images have text or no text? Do they seem to convert more with images involving people or just your food? Only the data will really tell.

Testing your images is fairly simple. Just get started selecting some images you feel represent your brand and will appeal to your audience. Start running these ads for a couple of weeks and before you know it, you'll have invaluable information to help you optimize your future ad campaigns.





CHOOSING THE RIGHT FB IMAGES FOR YOUR RESTAURANT CHAIN ADS

The copy that you include in your ad will dictate whether readers will click on or not. But no one will ever spend the time reading your ad if your image doesn't pull them in. Choose high-quality images that are bright, minimalistic, and engaging, and you'll almost certainly see an up-tick in views and conversions. But, in the end, make sure you learn something new for each ad you run, to improve the performance for your future ads. \diamondsuit



HOW TO USE REMARKETING LIKE A PRO TO GROW YOUR RESTAURANT CHAIN





Remarketing (also called retargeting) is a part of Google AdWords. But unlike traditional AdWords ads (that appear in Google search results), **remarketing ads appear on any** website where Google ad space has been purchased.

Not everyone who visits your website the first go-around is ready to come to your establishment and become a diner. More often than not, folks need to be exposed to your brand several times before they're ready to convert.

That's why billboards can be effective. If someone drives by the same billboard for a restaurant day in and day out, that restaurant's name is more likely to come to mind to that person one day when they're thinking of where they should eat.

Remarketing takes that same billboard premise and moves it to the digital landscape.

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Have you ever seen an ad that's followed you around the web? Then chances are likely it was a remarketing ad. These ads are set up to appear when someone visits your website and then leaves.





Often times, they're set to appear to people who visited a specific page, but who didn't take a desired action.

For example, if your website has a page focused on gift cards, and someone visited that page but did not buy a gift card, you can set up a remarketing ad that will "follow" that visitor around the web, reminding them of your gift cards or even pitching a new offer (such as "Limited Time Offer: Get a \$50 gift card for just \$40. Act Now!").

Remarketing is a great way to stay top-ofmind with your prospects and follow them as they funnel through their own personal buyer's journey.

The key to remarketing is personalizing your ads based on the pages of your site where your audiences visited.

By doing that, you're continuing your conversation with your audiences. If your restaurant chain accepts online reservations, and you set up a remarketing ad to target folks who visit that page but don't make a reservation, then your ad certainly shouldn't say "Come Back for a Second Meal!"

That makes no sense. You'd want to create an ad that tries to convince your audience to make a reservation or come into your establishment. Ads showing others enjoying your food and overall dining experience might be all that's needed to push these visitors into conversion. \diamondsuit



DIGITAL DOMINATION REQUIRES NORE THAN JUST THE OCCASIONAL NSTAGRAM POST

Social media has done wonders for restaurant chains. Creative and eye-catching posts on Facebook and Instagram can, without question, build a buzz and audience.

However, as you look to promote your various restaurant locations to local audiences, you need to turn to more advanced digital strategies, including programmatic, paid social, and remarketing. With these strategies in place, you're more likely to see a greater return on your investment for each of your locations, as well as organization wide. *

For more information please call 404-585-2096 or visit us at www.cardinalwebsolutions.com