



Three Reasons Your Restaurant Needs Internet Marketing

adapted from: webpagefx.com

A restaurant's reputation is based on its food, but a good marketing strategy can recreate the total dining experience. Since Internet marketing has become a necessity for restaurants, your online marketing strategy needs to do the same as your offline one. When people want to try a new place for dinner, they may go online to look for recommendations or read reviews of local spots. Your restaurant has to use the Internet to promise a great meal and a pleasing environment. If you don't have an online presence, you may lose many opportunities to reach new customers.

How does Internet marketing for restaurants work?

Internet marketing is the process of promoting your restaurant on the Internet. Like traditional marketing, there are many channels you can use. Some Internet marketing channels are dishonestly similar to traditional channels, including banner and display ads, videos, and local directories. Others are completely different, like blog posts and infographics. Social media is the best example. If your followers aren't mentioning you, posting on your pages, or responding to your content, it quickly becomes a one-sided conversation. Thanks to the web, marketing has become more focused on two-way dialogue than ever before, and one of your goals is to foster this dialogue.

Why is Internet marketing so important?

The web completely changed the way people communicate with each other and with businesses. By now, everyone should be marketing online – and if they aren't, they should start as soon as possible. Why?

Because...

- 1) ... your customers are online.** Right now, 3 billion people around the world are using the Internet. That's 42 percent of the population. If your marketing plan doesn't include the web, you are missing out on new customers and new revenue. What's worse, you are unable to have any influence on your reputation.
- 2) ... it costs less.** Traditional marketing is expensive. An ad in the newspaper can cost a few hundred dollars, and a menu or coupon sent through the mail can cost thousands. Internet marketing costs far less than other methods, even if you utilize channels like pay-per-click (PPC) advertising.
- 3) ... it creates conversations.** The main difference between traditional and Internet marketing is the conversation. Traditional marketing is one-sided, with your restaurant sending a message that may never receive a response. With Internet marketing, customers can communicate as well. Potential customers may talk to or about you on social media, send emails with questions or complaints, or respond to the content on your site in the form of a comment. The feedback may not always be positive, but it's better for your reputation and business that you can hear them.

How can restaurants attract new business on the web?

Internet marketing for restaurants requires a mix of creativity, availability and constant presence.

- 1) Accept orders or reservations online.** The ultimate goal of online marketing is to attract more diners; they might even use your site to order a meal.
- 2) Utilize local SEO.** While choosing keywords to describe your restaurant's environment or cuisine, remember to optimize the content you write for location as well. Most people prefer to dine out near home, so they'll almost always search for a restaurant in their towns or neighborhoods.
- 3) Monitor online reviews.** Online reviews let new customers know what your current customers think, and they can be hugely beneficial to your business.
- 4) Offer social media incentives.** Social media is a great way to keep in touch with current customers and the community at large. Create discounts, special offers, and other incentives on social pages like Facebook and Twitter.

A) Decide if these sentences are true (T) or false (F)



T F

1. People consider diners' comments about a restaurant before visiting it	T	
2. Internet marketing is a form of promotion	T	
3. Social media are an example of Internet marketing	T	
4. The web marketing doesn't aim at creating conversations with the consumers		F
5. Internet marketing is more expensive than the traditional marketing forms		F

B) Match the definition...



... to the correct word

1. Something such as a message or picture that you publish on a website or using social media ... c ...	a. reputation
2. A reduction in the usual price ... e ...	b. blog
3. The opinion that people in general have about someone or something, or how much respect or admiration someone or something receives, based on past behavior or character ... a ...	c. post
4. Someone who supports, admires, or believes in a particular person, group, or idea ... d ...	d. follower
5. A regular record of your thoughts, opinions, or experiences that you put on the internet for other people to read ... b ...	e. discount

C) Choose the correct option



1. Internet Marketing is:

- a. an all-inclusive term for marketing products and/or services online
- b. an all-inclusive term for selling products and/or services online
- c. an all-inclusive term for buying products and/or services online
- d. an all-inclusive term for promoting products and/or services online

2. SEO is an acronym that means:

- a. search engine overview
- b. search engine optimization
- c. search element of optimization
- d. strategy engine optimization

3. Negative reviews can become positive if:

- a. you erase them on your website and social page
- b. you use them to improve your skills and reputation
- c. you report the author
- d. you don't give them any relevance and ignore them

D) Solve the crossword filling the horizontal boxes with the words corresponding to the definitions. If your solutions are right, the key word will display in the colored frame.



S	O	C	I	A	L	M	E	D	I	A
			F	A	C	E	B	O	O	K
	F	E	E	D	B	A	C	K		
			O	N	L	I	N	E		

Definitions:

1. Websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone
2. The name of a website where you can show information about yourself, and communicate with groups of friends
3. Information or opinion about something, such as a new product, that can tell you if it is successful or liked
4. Bought, used, connected, etc. to the Internet