

3 Restaurant Marketing Trends That Are Here to Stay

Restaurant marketing is moving fast. Forget trying to keep up with supply and demand. What did you do yesterday that will impact you today? Between industry related trends, hype, and buzzwords from one year to the next, it's hard to see the complete picture.

Let's dive into the three essential restaurant marketing trends you need to follow to remain ahead of the curve.



1 Grocery heads deeper into the on-demand food business

The food ordering aggregator giants added supermarket-like goods, flowers, and even baby essentials to order.



In addition, they are experimenting heavily with services like courier and fast delivery (around 15 minutes since placing the order).

On the rise



For restaurant marketing and sales, this will mean extra competition in a digital environment.



Europe and Asia will likely follow this trend,

incorporating additional verticals and key retail brands with significant awareness in their listings.

Food-related mobile apps that act as a marketplace environment are very accessible and easy to use for the end user

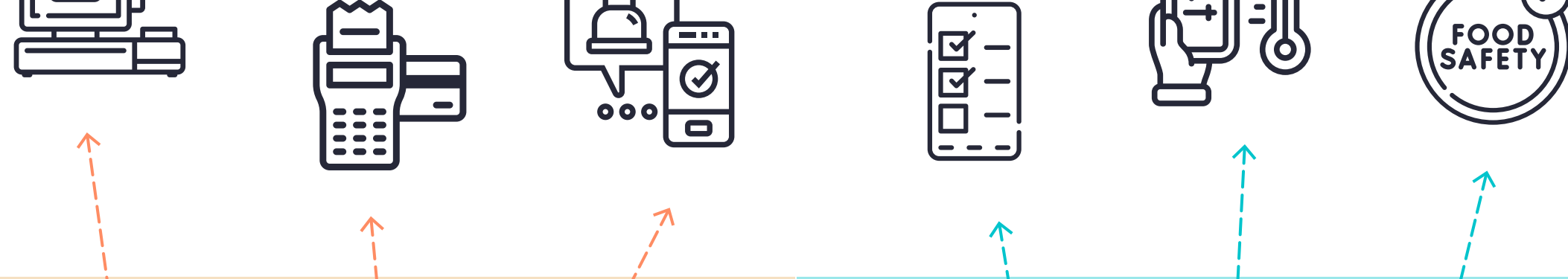


but should keep restaurant owners and managers mindful of the opportunities and pitfalls that come along. In the end, every customer experience matters regardless of where they came from.

G ★★★★★

Wow! Best burgers we've ever had.
Delicious food, really friendly staff!

2 How you collect, optimize and take action on your feedback will be your strategic differentiator



Having a digital customer experience, with online profiles, listings and reviews is table stakes in today's environment.

Achieving a top-performing digital infrastructure, not just for the restaurant marketing part but operations and the front line and management, helps a restaurant business sustainably grow.



It's beneficial for the whole company to track leading performance indicators like NPS.



With NPS you can monitor your customer satisfaction over time and evaluate what's truly driving a good or bad customer experience.

A CX solution allows managers to adjust critical aspects in a shorter window of time.

To dive into a real-world scenario: a location manager can see in a matter of hours if there is a spike of reviews mentioning "food arrived later than expected" during the breakfast shift and take action to adjust it. This would ensure quality control over the experience, and your future traffic will be more likely to return



With NPS you can monitor your customer satisfaction over time and evaluate what's truly driving a good or bad customer experience.

3 Restaurant brands expanding to eCommerce

Ecommerce should not be regarded as a "back-up" for restaurants but more like a complementary sales channel.

Depending on the specifics of your restaurant, target audience, and/or business plan, there is a great range of products a brand can sell online:

- Meal kits
- Key ingredients
- Vouchers and special packages for different occasions
- Branded accessories
- Signature sauces and spices

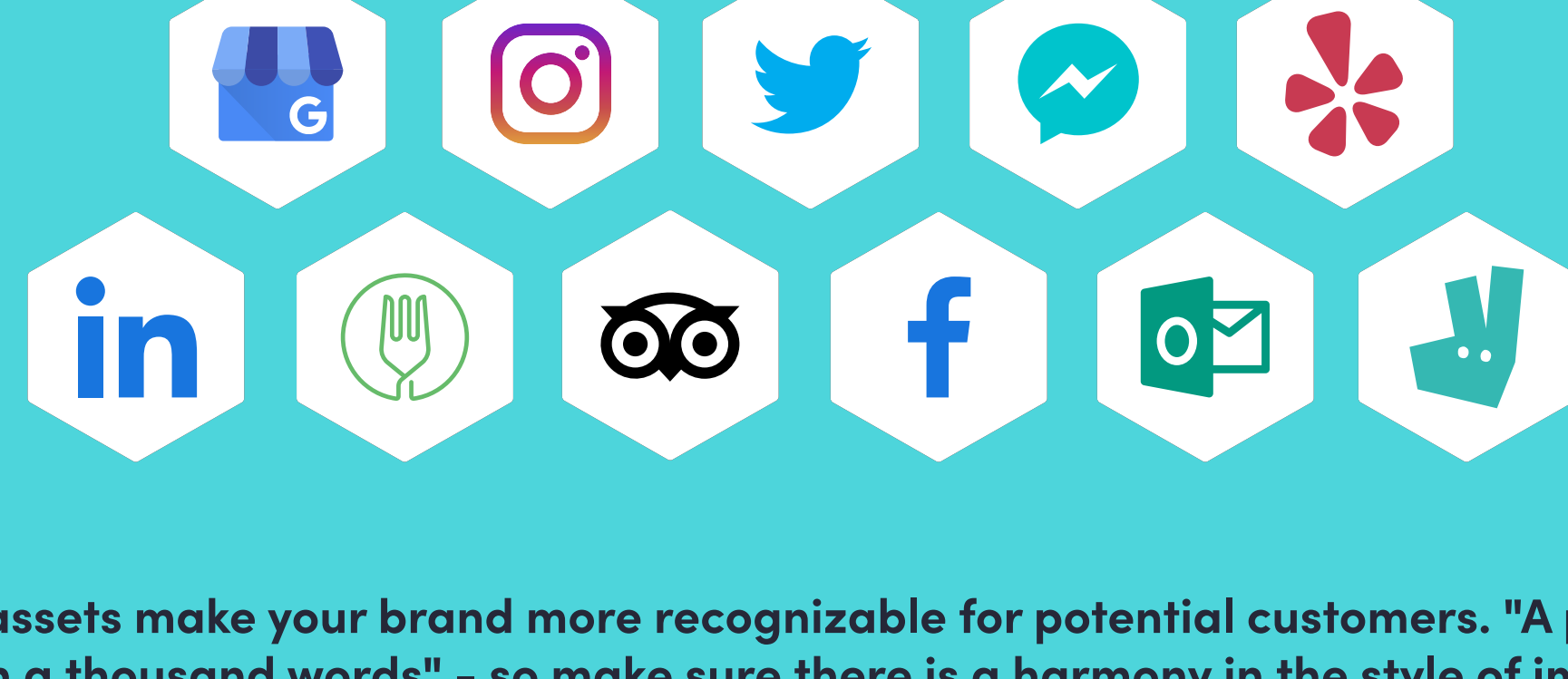


Setting up an e-commerce store can be intimidating at first, but there are off the shelf solutions that can help your team to hit the ground running. With a relatively low upfront investment and even lower maintenance costs, an online shop should be on every restaurant marketing department's watchlist.

Moving towards an omnichannel brand experience is not just for the big players

In more practical terms, an omnichannel brand experience means having the same style and tone of communications, branding and approach to engaging the brand's audience on all channels.

This includes Instagram, Google Business Profile (formerly known as Google My Business), Facebook, food ordering mobile apps and the rest of the branded channels, as well as in-location branding and communication.



Visual assets make your brand more recognizable for potential customers. "A picture is worth a thousand words" - so make sure there is a harmony in the style of images and video, adapted to the way your customers consume content online.

So where do you invest your time? You need to understand where the majority of your online traffic and engagement comes from. Then focus on improving that online channel before progressing to the rest.