

7 Simple Ways to Give Your Brand Some Love

The health of the restaurant industry is being closely examined, as the reports of decreasing traffic and same-store sales continue to emerge. According to Nation's Restaurant News [LINK to: <http://www.nrn.com/sales-trends/restaurant-same-store-sales-backslide-february>] traffic fell 3.1 percent in February, the industry's worst month since September 2017, and despite a strong Q4 2017, same-store sales saw another disappointing February with a .8 percent decrease.

If traffic is down at your restaurant, it's time to examine your marketing efforts and focus on things that will boost your brand perception and preference among customers. Marketing doesn't have to be a daunting task or a huge investment, either. In fact, there are plenty of incremental efforts that can go a long way to increase satisfaction, loyalty and profitability with your guests.

- 1. Use foodie-quality photos.** Create instant appetite appeal with drool-worthy photos of featured items. Phones and tablet cameras today produce high-quality photos that can be easily shared via social media. And remember to pay attention to how the food is plated. Presentation is still everything.
- 2. Get found on mobile.** Customers are often looking to explore new dining destinations while on the go. Ensuring your site is mobile-friendly – especially your menu – will increase your visibility and ensure a good experience before they even get in the door.
- 3. Create a Yelp account.** Be as detailed and honest about your restaurant and menu as possible. Include photos of your featured items as well as your décor. Check in with your account often to respond to customers' positive reviews – and complaints – quickly.
- 4. Don't just be on social media – ENGAGE.** Respond quickly to posts, have fun with hashtags to get the conversation going, and try to manage complaints privately to avoid negative publicity from getting out of control.
- 5. Offer custom-wrapped mints.** Nearly two out of three people (61%) say they will visit a business more frequently if they offer mints, and 40% would take advantage of an offer on the wrapper. Try promoting your website, social page, a coupon code, or messages like delivery and online ordering to encourage repeat business.

6. Offer loyalty programs. Bring patrons back more often with limited time offers for free beverages, food discounts, BOGO and bounce back coupons.

7. Make the most of your FREE Google listing. Use the Google My Business tool to build online visibility in your community. Show up for customers when they search for your business and businesses like yours on Google Search and Google Maps. Plus, you can post updates, respond to reviews, and add photos.

With 40 years of experience and a commitment to quality, Hospitality Mints is the guest experience experts, offering real marketing solutions through the power of mints. To learn more ways mints can make a difference in your operation, [contact us](#) today, or visit www.hospitalitymints.com