

The Ultimate Guide to DIY Marketing for Restaurant Owners



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Why do I need to start marketing?

Marketing for the food service industry has changed a lot in the last decade. Marketing used to be as simple as putting a sign in your window for any offers that you had, maybe running an advert in your local newspaper if you had a special event coming up. A business could survive on word of mouth and walk-by traffic alone.

But now? Unless you're very lucky, walk-by traffic alone doesn't cut it. From our surveys, over 80% of people research a restaurant on social media before going to it, people are finding food from online delivery apps.



word of mouth now comes from people talking about it online and the competition is growing as big chains move in and their budgets continue to skyrocket.

Now, you don't need to spend the kind of money the chains do, but with a few small steps, most of which can be done for free or very little money, you'll be able to take the lead in your area, establish an online presence that'll make you better than the competition and increase your revenue so that you can make more money and grow.



Establishing Your Restaurant Brand

The biggest thing to do before marketing is figuring out exactly what your marketing is about, and what it is you offer to customers. Are you the cheapest or the best? Sit in or takeaway? High street bakery? Country pub?

This should be a realistic assessment of your business right now, not what you want it to be.



Finding Your Ideal Customer

Now that you have an honest assessment of what your business currently looks, it's time for us to figure out the customer you want your advertising to reach.

Remember, we're striving for improvement but we need to be aware of what we are capable of. If you're currently a 4 on the expensive scale, aiming to be a 6 or 7 in the next 3 months could be a realistic and doable goal, but we need to set goals based on actions we can take to reach them.



How old is your ideal customer?

[18 - 25] [26 - 35] [36 - 50] [51 - 64] [65+]

How far will people travel for your food?

[<1 Mile] [<5 Miles] [<25 Miles] [Tourists]

Will you make most of your money from takeaways,
deliveries, walk-ins or bookings?

[Takeaway] [Delivery] [Walk-Ins] [Bookings]

Run a Restaurant, Not a Marketing Agency

Running a restaurant is a big job and although marketing is important and it's fantastic that you're making steps to improve yours, we're also aware that you have a lot of jobs to do, so we believe the best thing for DIY restaurant marketing is implementing easy steps that you can do without massively changing your routine.



- Regular Social Media posting (One of the easiest ways to do that is with a social manager app, we recommend Dinabite as it is custom made for the food service industry)
- Special Offers that you share online and adverts prepared for them (also doable with dinabite)
- Reviews that are answered across all platforms and highlight your successes (Dinabite)
- A website that makes it easy to contact you
- Social messages answered right away to inform customers (Dinabite)

Social Media That Really Works

Running good social media for a food service business comes down to a few simple things.

1. Good posts that show off your food

Good posts should be simple. A high quality picture of the food and drink you're discussing. A short piece of text that makes your offer clear and hashtags that make it easy for people who are looking for what you offer to find you.

2. Posting regularly so you're always on the mind

Posting regularly is important, quality is important but the algorithm on most social media platforms value consistency, try for at least once a week posting.



Social Media That Really Works

3. Posting in all the right places

You probably have a facebook, but a food business that really wants to stand out online should be easily accessible to everyone. We recommend a Facebook page, Instagram page, Twitter Account and Google My Business Profile.



Posting to all of these platforms at once can be done very easily from Dinabite, which is currently free.

Don't Pay for Ads Before Reading This

Adverts can be fantastic, but unlike what some people will tell you, they aren't a universal solution. You might have a business that can benefit from ads, but you need to decide if you're one of them before you spend your money and you need to make sure if you're going to do it, you're doing it right.

Are adverts right for you?

If you're interested in running adverts, you need to figure out two things.



1. Is the cost per purchase worth it? If you run a sit down restaurant with high value items and good margins, or you cater large events it might be easy to see profit from adverts, but it's not financially worth it for every business. For example, if it cost you £4 to get a booking, would that be fantastic, or would it be half your profit margins? Only you can be sure about that, or you can [message us at Dinabite for some advice.](#)

2. If adverts are right for you, you need to make sure they're adverts that work, are easy to track and designed to highlight a clear offer. You don't want to just run paid adverts saying 'come buy food!', it should be 'book a table for our sangria special!', that way it's easy to compare cost to profit. [Dinabite can help you with this.](#)

A Good Website and Reviews That Help

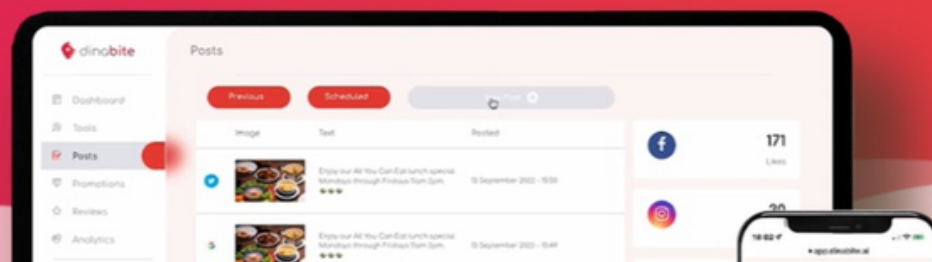
We believe that a website is a great asset for a food business, but the question is, is yours helping you or hurting you?

A website that helps you will show good photos of your food and drink, include an up to date menu so customers know what you have to offer, include links to your social media pages so people can talk about you and follow you, and will make people aware of any special events that you have on offer.

An all in one marketing app for Restaurants

Dinabite brings to market, the final perfect all in one marketing solution specially tailored to the food service industry.

[Join The Beta](#)



A Good Website and Reviews That Help

If you have those things, fantastic, but if you don't have them and don't have the ability to update them regularly, you might be better off prioritising your social medias or finding someone to take care of them for you.

A better thing to prioritise if you can't take care of a website is your online reviews. People are reviewing your establishment on Facebook, Google and Tripadvisor, and answering the good reviews is an easy way to get customers coming back, as well as answering bad reviews so that anyone who researches you can see the most honest picture about your business and that you're a business owner that cares about customers.



A good way to take care of this is through Dinabite, where you can connect all of your review platforms and answer them all from one easy dashboard.

Being Ready for the Future

With how much things have changed in the last few years, we believe one of the most important things is being ready for the changes that are coming down the line.

New social media platforms, new ordering platforms, new foods, new ways to advertise, AI, you need to be ready for all of it.

That's why we think the best way to prepare is with Dinabite.



Dinabite is an all in one marketing automation app built specifically for the food service industry. With messaging, reviews, social posting and scheduling, constant updates, advertising, new social medias being added regularly, new tools being added and AI features being implemented to help you write your posts, post at the right time and more.

[Join The Free Beta](#)





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restaurant marketing
and advice, Dinabite
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App and our articles.

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