

FOODIE

AT THE HEART OF FOOD & SERVICE™

SOCIAL MEDIA & DIGITAL MARKETING

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Sysco Services Featured in this issue:

Menu Services

Is your menu designed to sell your most profitable dishes? Discover profitable menu tips with Sysco's Menu Services.

Business Review

Need help building your brand's digital footprint? Sysco's team of Business Review experts can help you start or grow your digital brand.

Marketing Services

Looking for easy to execute tips to drive social media engagement? Connect with Sysco's Marketing Services Team for inspiring ideas and tips.

To get recipe ideas, food trends, and more, visit FOODIE.SYSCO.COM

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6 Tips to Maximize your Biggest Marketing Tool:

YOUR MENU

Every guest looks at the menu – making it your most visible marketing asset. With all those impressions, here are six tips on how to make the most of your menu.



Tip #1

Pare it Down

In 2013, the average number of items on menus was 153, according to the *National Restaurant Association*. The current trend is leaner, as **too many choices can cause anxiety in diners** and slow service and increase food waste.

Tip #2

Analyze It

Before you redesign your menu, analyze which dishes are profitable and which are actually costing you money. **Make sure you highlight your money-makers** and re-evaluate the low performers — especially the ones that require the most labor in the kitchen.

Tip #3

Socialize It

Make sure your **menu is available on all the platforms** your potential guest could be viewing – your website, Facebook Page, Google Places, etc. Most diners do research before picking a place to eat – and the menu is a big factor in making their selection.

Tip #4

Picture This

Depending on your type of business, pictures work! **Diners eat with their eyes first** and a beautiful photo can definitely influence a purchase – especially for add on items like apps and desserts. Menu images can double as great content for your social media channels and website, too.

Tip #5

Add an Adjective

Don't rely on your servers to get the details right – print them in the menu. According to research, **customers are willing to pay sometimes up to 10% more for items that are thoughtfully described**. Descriptions can also help inform customers with food allergies.

Tip #6

Think Inside the Box

Attract the readers' eye to certain spots on the menu by **using design elements like a box or special font or icon**. Items with special treatment are typically big sellers or popular signature dishes.

Talk to your marketing associate about **Sysco's Menu Services**. From cost analysis to menu engineering and design that highlights your best dishes, Sysco can help your menu be your best driver of profitability. **Learn more at SyscoMenuServices.com.**

SOCIAL MEDIA MATTERS

Today's diners do their research before going out to eat. Without a strong digital presence on Google and top social media platforms, your business could be missing out on the chance to build loyalty with local patrons. **Stay top of mind with your customers with these seven social media strategies.**



GET GOOGLING

Google is a good place to start establishing a stronger web identity. Create a free Google My Business listing or log into [google.com/business](https://www.google.com/business) and search for your business and input basic information. Google will verify your business and once that's complete you can begin to customize your listing with images, menus and more!



BE AUTHENTIC & CUSTOMER FIRST

Social media is more than pretty pictures. It is a medium to communicate your brand story and authenticity is key to connecting with your customer base. Social media is also another way to deliver customer service. When followers engage with your content, be sure to respond just like you would if they were right in front of you.



DEFINE YOUR AUDIENCE

When you know who your target customer is, it is easier to create content that will appeal to them. If you are a family-friendly restaurant, post about your kids menu. If you are a sports bar & grill, post your happy hour specials and remind customers you will have the big game on the TV.



DATA IS YOUR BEST FRIEND

Leverage your point of sale system data to help you understand your busiest nights and your best sellers. Use that information to guide your posts and create hype around signature dishes or bring exposure to new ones. Create reasons to drive traffic on slower days with specials, kids eat free promotions or community partnerships with schools, sports teams or service groups and make sure to post those experiences on your channels.

BE SMART AND SCHEDULE IT

There are so many free tools out there that will allow you to schedule your social media posts. This way, you can map out your posts to advertise certain things on specific days all at once. All you need to do is check on posts and answer follower questions or comments and it gives a real-time feeling to a pre-scheduled activity.

CONSISTENCY IS KEY

Before you create accounts on every social media platform, ask yourself which channels are right for your business and which one you can supply with consistent content. Posting on your accounts consistently is a legitimate business task to make sure you stay top of mind and relevant with customers.

CONTENT IS KING

There is so much "noise" on social media – you want to make sure you differentiate your business with content that connects with your audience and brings value to their relationship with your brand. Mix up your content with images and videos or quizzes and questions to drive engagement. Make sure your posts are relevant, on brand and work to build affinity with your customers.



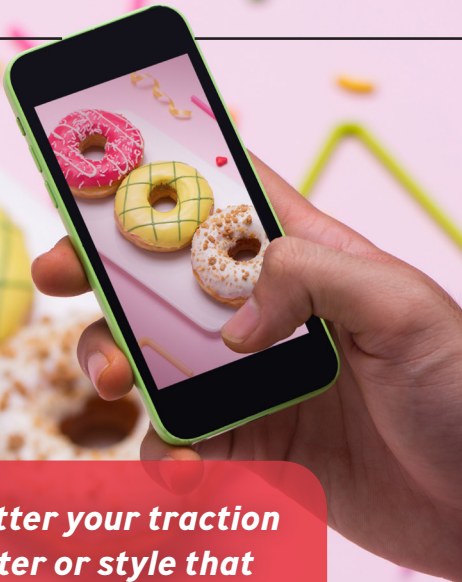
Instagram Worthy Moments that **CREATE ENGAGEMENT AND DRIVE TRAFFIC**

Get Noticed on Instagram

There is no better social media platform to showcase food than Instagram. Dedicated to visual inspiration with short & sweet captions, it's a great place to make a little noise about your brand and the things you are cooking up in your kitchen that will make your place a destination for foodies!



COMPRISED OF IMAGES AND SHORT VIDEO SNIPPETS, Instagram is the platform most likely to help an audience get a sense of what it would be like to dine with you to at your business and peak into your dining room and see the food your kitchen creates. Find what makes your business special, and showcase it on your account – **don't forget the hashtags!**



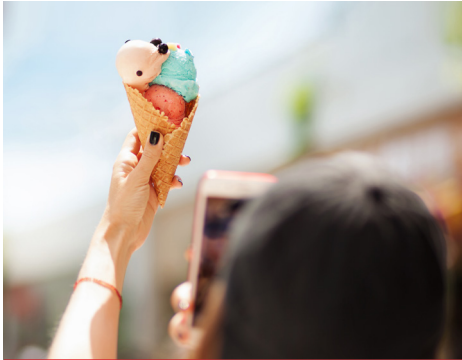
The better your images, the better your traction will be with users. Look for a filter or style that fits your brand and keep it consistent.

MAKE IT BEAUTIFUL. Instagram has all kinds of awesome filters and editing tools to make any image look great. It's always best to start off with natural light but play with the options to get a feel for how to add interest to your average smartphone image. The better your images, the better your traction will be with users. Look for a filter or style that fits your brand and keep it consistent. 60% of the top brands on Instagram use the same filter or settings for every post. This builds brand recognition and helps differentiate your content from the competition.

BRING THE DRAMA. Do you have an over the top dessert on your menu? Or a signature dish that makes your business a dining destination? Make sure to build content around it! Diners are always looking for new experiences and they love posting their foodie adventures on their Instagram channels. Encourage folks to tag your business in their posts and BOOM – free user generated advertising!

SAY IT WITH STORIES.

Instagram's Stories feature is a great place to showcase real-time content since posts disappear after 24 hours. Take a quick video that helps showcase the atmosphere and mood in your business. Show that your place is the place to be and customers will follow!



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#HASHTAG IT. The best thing you can do to increase the volume of impressions your Instagram posts will receive is to add relevant hashtags. Posts with at least one hashtag (you can use up to 24 on any post) are 12% more likely to be seen than posts without tags. Popular tags include #food #foodie as well as hashtagging the city name or neighborhood to give a local vibe.

GET FRIENDLY WITH FOOD BLOGGERS.

Bloggers have big followings and are called influencers for a reason. A single post from the right person can help drive traffic for a product, place or brand. Testing out a new menu? Create a blogger event during off hours and encourage them to help spread the word about your brunch, bar menu or whatever it is that helps differentiate you in the marketplace. These events are typically a mix of beautifully plated food and Instagram-worthy décor.

DRIVE IMPRESSIONS WITH DÉCOR. Speaking of décor – it can really help boost traffic! A big trend right now is to create places in your business that are great backdrops for Instagram photos. Murals on inside or outside walls draw a huge following! Natural light, cool surfaces and fun, festive décor help pictures pop on Instagram. Search the #restaurantmurals hashtag on Instagram for inspiration!

WHY INSTAGRAM IS THE PLACE TO BE:

1 billion monthly users

71% of the billion monthly users are **under the age of 35**

Users spend on **average 53 minutes** a day on Instagram

80% of users follow a business on the platform



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