

Here are [5 Principles of Word of Mouth Marketing](#).



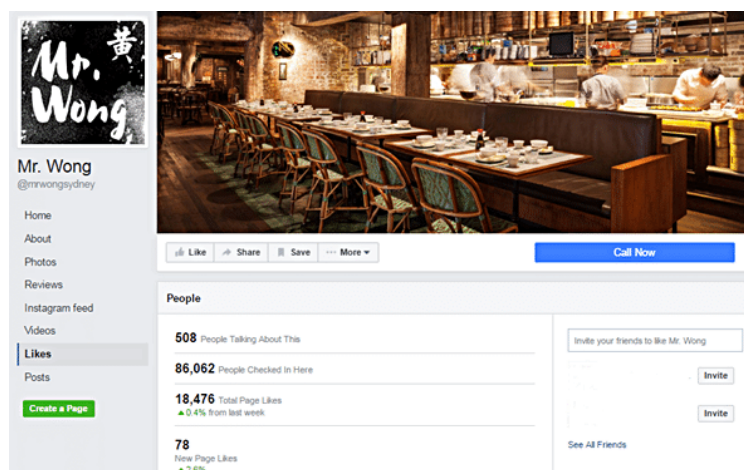
35. Use SEO to grow your audience

Carlos Swinton-Lee of [Bar & Restaurant Consultants](#) shared that using SEO and digital marketing are still the most effective ways of growing your audience.

Claiming your Google places page early and keeping updated with relevant, fresh pictures and moving images will always help as well as encouraging (and responding to) reviews from Zomato, Trip Advisor and the other 3rd-party platforms. Likewise, using SEO tools on your web site to target local searches will help you gain exposure on Google.

“Converting your audience to paying customers is a little more tricky and cannot be done with marketing alone, *reputation* will always spread far and wide so concentrating on a *quality experience* with great service and a fantastic product is paramount.” – Carlos Swinton-Lee

36. Make the most of Facebook



[Mr. Wong Restaurant's Facebook page](#) gains a lot of visitors, page likes, tags and activities.

According to Carlos, Facebook is still the most targeted sales drive you can perform and it helps you to define your offer with tools to select age groups, areas, behaviours and times that people are online, the great thing about Facebook is that you can segment your marketing and open areas of your business up to other customers without damaging your core business.