

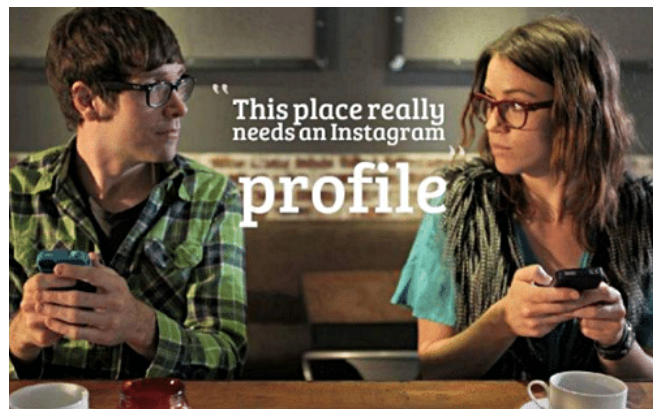


Winning Loyal Customers - make them feel special ([Flickr Image](#))

A recent survey was made on 2000 businesses having different loyalty programs that constitutes 14 million store visits from more than 1 million customers. According to the study, loyal customers who visited at least 10 times may only be accounted for about 20% of the total customers but that that 20% is actually what drives 80% of the total revenue and 72% of total visits.

42. Be on social media

Restaurant businesses simply can't afford not to be on social media these days. And if you decide to give it a go, make sure that as you engage with your customers online, even your own staff should also be engaged. You can share your staff's photos at work, your special dishes, or any important event happening in your restaurant.



[immineodigital](#) posted on Instagram about the importance of [social media presence](#) in every businesses.

Use social media to drive visitation - photos of dishes should be posted daily - photos of staff having fun, mixing cocktails, receiving new or interesting stock, visiting the markets. - [Nicole Kelly of Restaurant & Catering Association](#)

There are a lot of social media agencies that can take care of engaging with your customers in social media on your behalf but never let your customers don't know about this at all.

You'll lose your authenticity when customers find out they've been talking to strangers all along, and not those who really own and run the business.

Here are a few helpful things to consider when joining social media:

- After creating a profile for your restaurant on the most popular social networks, don't leave them dormant, you need to stay active.