

46. Spruce up your mobile image

Millennials are an influential customer demographic and therefore should be important for your restaurant to attract. This group of people are never without their phones. Even when deciding where to eat can sometimes greatly depend on what information they find interesting on their phones. That's where you want to be – be it Facebook, Twitter, or Instagram. Just be there and make sure to get your message across while they are making that decision.

Social Media Strategy & Management for Restaurants, Cafes, and Bars ⚡

Put more patrons in seats, keep them coming back, and encourage them to spread the word – both online and offline.

- Online marketing drives **926 million restaurant visits** per year
- **83% of people** research an establishment on their smartphone when deciding where to spend their money
- 80%+ of restaurants have **successfully increased revenue** using social media

A strong presence on social media platforms like Facebook, Twitter and Instagram is the most effective way to get your restaurant, bar or cafe out in front of thousands of locally targeted customers.

A portion of the article about [Social Media Strategy & Management for Restaurants, Cafes, and Bars](#) by The Social Savior.

47. Create a website for your restaurant

Put yourself in your customer's shoes and think of ways you would find a good restaurant. People search online for good restaurants so if you don't have a website, you are obviously missing out on A LOT.

Set up a website for your restaurant as this will help convince customers to visit.

Clueless on how or where to start in building your restaurant's website? Here's a simple guide on learning what important things your customers need to see on your website.

What I want from a restaurant website:

- ▶ Menu
- ▶ Specials and happy hour info
(Including social promotions such as Foursquare, Groupon, and Twitter specials)
- ▶ Address with a link to google maps
- ▶ Online reservation system that actually works
(Instead of one where I make a reservation online, show up, and the hostess gives me a blank, confused stare when I tell her my name)
- ▶ Hours of operation, parking and contact info

Key points to remember when creating a restaurant website by [Online Store Guys](#).

There are a many free website templates available on the Internet that are tailored for restaurants. You can also pay a webmaster who will create a customised website for you.