



# 5 Simple Marketing Tips to Maximise Sales of Your Food and Beverage Outlet

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## 1. Visually appealing food creates visually appealing content

People eat with their eyes and it has been well and truly proven now that food that looks great, is perceived to taste better than food that is not presented in an engaging way. For a food business, the visual appeal is not just about providing an experience for the individual customer but also about creating attractive content which can be used on social media pages, websites and sent between friends to draw new customers in. With more people researching offers online and through Apps such as Instagram, having content that is visually appealing is your first step to engaging people online and getting them interested in your concept.

## 2. Fill in the gaps on customer-review websites

A number of customer review websites rely on the operator filling in the gaps on what type of food is offered, when you're open, what your contact details are and what the menu looks like. An easy way to ensure your customers can get all the information they are after is to check on all the review websites from Zomato to Trip Advisor and make sure your information is up to date. More than half of people aged between 18 and 34 years old refer to online reviews before making a decision on where to eat so do your bit and make sure the information is as complete as possible.

## 3. Log your business on Google+

As soon as a potential customer googles your business, it should pop up at the very top of the search results page as a Google location. This function allows Google to deliver all of your relevant and important information such as address, contact details, opening hours and website to the customer quickly and effectively so they do not have to go searching for it. With 75% of people not looking past the first page of search results, Google+ is an easy way to ensure you remain right at the top.

## 4. Keep your online details up to date and correct

There is nothing worse than rocking up to a cafe or restaurant and realising it is closed, relocated or you're in the wrong place completely. If you want customers coming through your doors, you need to ensure you have given them all the right details to get there. If you are changing your opening hours, make sure you update this on every online platform you are registered on and ensure you maintain this level of information consistency every time your details change. This includes the menu!

## 5. Get social on your social media accounts

Twitter and Instagram have over 300 million active monthly users and Facebook has around 1.6 billion, meaning your social media accounts are your biggest ticket to marketing success. Businesses are now engaging with customers on social media platforms to identify influencers and monitor patterns and behaviour around social media engagement and how this directly relates to sales and business success. Get social on your social media accounts by connecting with people of influence as, much like online reviews, the people and accounts that promote your business as a 'must visit' can be ones that people are placing their trust in when it comes to where to spend their food dollars.

**As you have now read, a number of these easy marketing measures relate to your business' online appearance and activity. People can access information in a matter of seconds thanks to the internet and the use of smart phones so getting your business profile set up correctly and using the internet to your advantage is a simple, effective and often cheap way of engaging new customers, getting existing customers to return and boosting sales.**