

The Webbo Guide to Local Restaurant Marketing



Mapping Your Path to Online Success

Digital Marketing

Digital marketing has an established playing field, the web, upon which gameplans and game-changing tactics are built.



Recently the focus has been on local search with home services, auto services, health, beauty, food, dining, real estate, pet services and educational services commanding the curiosity of locals to explore their neighbourhoods.

Let's dive into the restaurant niche. Locals know the local restaurants so what is there to Google? Hmm. a lot could influence residents to patronise a restaurant.

A recent game-changer has been the launch of the Google 3-pack. In short, Google has linked their maps to their Business Profiles, and they have integrated their massive indexing capability to verify content. **The result is locally relevant search results.**

The presentation of search results has changed. Search an itch to find the "Sponsored" results are presented first, followed by the "Google 3-Pack" and then you'll find the Global Search results.



Google Business Profiles

The key to Google local search results lies in the Google Business profile. Optimising your Google Business Profile drives your online presence. Getting it done right is a story for another day. For now, let us say it needs to be completed, and getting it done right is a doable process. This said, there is no one-size-fits-all profile. Every business is free to set itself up to be the answer to a wish list of questions. It is a game of Seek and Find from a bunch of "Me-Me's" (wanting to be found). The key to getting found is the word or phrase used that triggers you as the answer. We call these words "Keywords."

Showcasing related Keywords on an offsite blog, for instance, provides Google with "Verifiable Proof" that the service (or product) is provided by the business. Creating Keyword-Rich Blog Pages is a part of the WebO Marketplace Marketing Bundle.

A complete and keyword-optimized Google Business Profile (GBP) is crucial for ranking highly. If you like, these are qualifying criteria. To read more about what Google require, please study our Step-by-step DIY guide to Local Search. You will find it here

Given that you have completed all the above requirements your business, and others, will be at the starting line.

To stand out by ranking higher here are some additional factors that can significantly impact your GBP ranking:

- 1. Accurate and Consistent Information:** Ensure that your business **Name, Address, and Phone** number (NAP) are consistent across all online platforms.
- 2. Categories:** Choose the most relevant primary and secondary categories for your business. Category selection helps Google understand what your business is about.
- 3. Photos and Videos:** High-quality images and videos of your business, products, and services can enhance your profile and attract more customers. Photos of work in progress at locations close to your address will help extend the "Home Zone" that your business is ranked for.
- 4. Reviews and Ratings:** Encourage satisfied customers to leave positive reviews. Respond to all reviews, both positive and negative, to show engagement and customer care.

There is hope for a new startup to compete with established businesses, even those with thousands of reviews. While having many reviews can be beneficial, there are several key criteria related to reviews that can help a new business rank well:

- 1. Recency:** Recent reviews are more impactful than older ones. Google values fresh content, so consistently getting new reviews can boost your ranking.
- 2. Rating:** High ratings (4 stars and above) are crucial. A few highly rated reviews can sometimes outweigh a larger number of mediocre ones.
- 3. Review Frequency:** Regularly receiving reviews indicates ongoing customer engagement and satisfaction. This can be more beneficial than having many reviews accumulated over a long period.
- 4. Review content:** Detailed reviews that mention specific aspects of your business, such as services or products, can be more valuable. Keywords in reviews can also help with getting found as Google will cite the review in a search result for that keyword.
- 5. Response to Reviews:** Actively responding to reviews, both positive and negative, shows that you value customer feedback and are engaged with your audience. This can positively influence your ranking.
- 6. Diversity of Reviews and Comments:** Having reviews across multiple platforms (Google, Yelp, Facebook, Webo Marketplaces, Webo Blogs etc.) can enhance your online presence and credibility.



3. Review Frequency: Regularly receiving reviews indicates ongoing customer engagement and satisfaction. This can be more beneficial than having many reviews accumulated over a long period.

4. Review content: Detailed reviews that mention specific aspects of your business, such as services or products, can be more valuable. Keywords in reviews can also help with getting found as Google will cite the review in a search result for that keyword.

5. Response to Reviews: Actively responding to reviews, both positive and negative, shows that you value customer feedback and are engaged with your audience. This can positively influence your ranking.

6. Diversity of Reviews and Comments: Having reviews across multiple platforms (Google, Yelp, Facebook, Webto Marketplaces, Webto Blogs etc.) can enhance your online presence and credibility.

By focusing on these criteria, a new startup can effectively compete with established businesses. Consistent, high-quality, and recent reviews can significantly boost your visibility and attract more customers.

1. Regular Updates: Post updates, offers, events, and news regularly. This keeps your profile active and engaging.

2. Attributes: Add relevant attributes such as “wheelchair accessible,” “free Wi-Fi,” or “outdoor seating” to provide more information to potential customers.

3. Q&A Section: Monitor and respond to questions in the Q&A section. This can help address common queries and improve customer experience.

4. Local Citations: Ensure your business is listed elsewhere such as in the Local Webto Alpha Search App, the Local Webto Search Biz Finder, The Webto Directory category search and Webto Landing Pages. Consistent NAP information across these sites can boost your local SEO.

5. Website Link: Link to keyword-rich pages on well-optimized sites (website, blog, marketplace pages etc) that provide additional information and support your GBP.

6. Engagement Metrics: Higher engagement rates, such as clicks, calls, and direction requests, can positively influence your ranking.



In the rush to complete a Google Business Profile, many do not devote enough time and attention to content validation. Content validation is not a requirement. This said, it is probably the single most important matter that gets your site found. Yes, it will get your profile a higher ranking, but it runs deeper and is more critical. This is because your GBP will not be ranked at all for keywords that your profile is not optimised and validated for.

Because of the rampant keyword abuse prevalent in Global Search Google has strict policies to prevent keyword abuse and ensure the accuracy of business listings. Here are some key points regarding keyword validation and other requirements for a Google Business Profile (GBP):

- 1. Keyword Monitoring:** Google monitors keywords in business profiles to prevent spammy practices. It's important to use keywords naturally and relevantly in your business name, description, and posts.
- 2. Categories:** It is best to think of your Google Category and Sub-Categories as Keyword categories. Selecting the most accurate primary and secondary categories with relevant keywords for your business is crucial. This helps Google understand what your business is about and match it with relevant search queries. A general rule people do not search for "Seafood Restaurant" in their Neighbourhood as they already know where it is. What they search for maybe eg "prawn specials." The keyword phrase "Prawn Specials" could be used on a dedicated page on a blog Titled Monthly Specials. The inclusion of a range of specials on the blog linked to offers on the GBP will boost your ranking. If you do not optimise for the phrase "Prawn Specials" your profile will not be offered as a search result. The word "Prawn or Prawns" used in a review will also get you found. It is critically important to build a "KEYWORD/KEYWORD PHRASE WISH LIST." It will not help if you have thousands of reviews for a category heading (as you have sent customers the link to your Seafood Restaurant's GBP for years) if a user searches for a keyword eg "Prawns" your site will not be found.
- 3. Offsite Optimization:** Having dedicated offsite pages optimized for each of your business category and related keywords can be beneficial, it's not a strict requirement to be listed but it will vastly improve your overall local search ranking. Having a blog that promotes social sharing, comments and reviews that are relevantly rewarded is a game-changer, especially if users can follow blog topics eg Specials to receive an e-mail notification each time a new special is posted.
- 4. Consistent Information:** Ensure that your business name, address, and phone number (NAP) are consistent across all online platforms.
- 5. High-Quality Content:** Regularly update your GBP with high-quality photos, videos, posts, and offers.
- 6. Reviews and Engagement:** Encourage customers by sending them a link or by having a QR Code Tent Card on the tables as they make it easy to leave reviews and respond to them promptly. Think of having a different QR Code for each waiter and incentivise them based on the quality and quantity of reviews received.
- 7. Attributes and Services:** Add relevant attributes and services to your profile.

If you get stuck implementing the DIY option and need help, Webo offers one free consultation to kick-start your DIY GBP build.

- Chinatrad -

CHINESE FOOD

WE SERVE TRADITIONAL FOOD MADE WITH HEALTHY
INGREDIENTS AND HERBAL INGREDIENTS



MONTHLY SPECIALS

CHINATRAD - MENUS TRIED AND TESTED FOR GENERATIONS

Problems

Many restaurants set themselves up to be who they are rather than who they want to be found for. To illustrate, a Chinese Restaurant may build its online presence around the brand they want to be. In the rush to achieve this goal, they ignore the fact that locals are searching for eg monthly restaurant specials, pensioner specials, etc. The result is that they may not be found for "CHINESE SPECIALS" but may be found for the "Chinese Restaurant" near me. You guessed, nearby residents know where they are and so they get little search traffic, if any for "ChinaTrad.". The missing link, once again, you guessed, is keywords!



ON
SPECIAL
5 MUST
TRY
CHINESE
DISHS

Keywords

Think of keywords as the bait that attracts the "catch" your desire. If you do not "bait up" you'll not attract the "Catch."

Three-quarters of local people who find what they are looking for on an online search (probably on a phone) visit the local business within a day or two and, on average, one-third of them will make a purchase.

Webo has a tried and tested strategy; attract, excite, retain, grow and support. The Webo strategy starts with "Attract" which couples with delight which is part of making it easy and rewarded to "Grow."

To start, map your skills. Next research the competition for keywords that they showcase. It is not about matching keywords with the competition but rather it is about matching keywords with skills that will drive delight. This done, establish exactly what the demand is, exactly! This opens the door to matching your skills, (the "supply"), with demand.

Classically, analysts will gather data, on average search volumes, clicks, impressions and (CPC) Cost per Click. CPC can be easily found by opening a Google AdWords account. The higher the cost per click the more competition there is for the keyword.

There is a range of free and paid software available to mine keyword use. [Click Here](#) to download a list of over 100 Software programmes that assist with Keyword SEO. Another tool that will help you better understand the marketplace is Google Trends. Google Trends works well for gaining insights on global and first-world countries, but for others, it does not collect enough data to be relevant. If you have the budget we suggest [www.GMBeverywhere.com](#) For limited use the free version is worth the download. It works by scraping Google SERPs (Search Engine Results Pages).

The screenshot shows a Google search for "seafood restaurants near Fourways, Sandton". The search bar at the top contains the query. Below the search bar, there are navigation options: All, Maps, Images, South African, Shopping, Videos, Web, and More. The results are for "Fourways, Sandton".

The first result is from TripAdvisor, titled "The Best Seafood Restaurants in Fourways - Tripadvisor". It lists three restaurants: Jonny's Place (55), Ocean Basket Monte Casino (108), and the Rock Design Quarter.

The second result is from Dining-Out.co.za, titled "Fourways Seafood Restaurants". It lists several restaurants including Thava Indian Restaurant, Ocean Basket - Fourways, and Ocean Basket. It has a rating of 4 stars and 32 reviews.

The third result is from Restaurants.co.za, titled "Seafood Restaurants in Fourways". It lists several restaurants including Restaurant & Wine Cellar, Fourways Central, and The Rock Design Quarter.

A blue box with white text is overlaid on the right side of the search results, reading "Sponsored 'Paid' Search Results".

Below the search results is a map of the Fourways area. The map shows several restaurants marked with red pins and their ratings. A blue box with white text is overlaid on the right side of the map, reading "Google 3-Pack Local Search".

Below the map are three restaurant listings:

- Jonny's**: 4.7 stars (1.1K reviews), Seafood, 5.8 km from The Valley Family Centre, Broadacres Dr. Review: "Fresh, delicious, generous portions."
- John Dory's Fourways**: 4.3 stars (25 reviews), Seafood. Review: "seafood restaurants near Fourways, Sandton"
- Fishmonger**: 4.4 stars (391 reviews), Seafood, 3.4 km from Johannesburg. Review: "Freshest seafood, lovely ambience and good service"

Below the listings is a "More places" button. The bottom of the screenshot shows the start of another search result from TripAdvisor, titled "THE BEST Seafood Restaurants for Families in Fourways". It lists Fishmonger (Illovo) and Mozambik. A blue box with white text is overlaid on the right side of this result, reading "Global Search Results".

HOW TO GET CUSTOMER'S TO Market YOUR RESTAURANT!

1. DELIGHT

DELIGHT DINERS AND CREATE MEMORABLE DINING EXPERIENCES.

2. REWARD

REWARD DINERS FOR ORDERING MORE & MORE OFTEN. MAKE IT EASY TO SHARE & ADD REVIEWS

3 SELL

ATTRACT, ENGAGE & CONVERT

4. GET CUSTOMERS MARKETING

GIVE DINERS SOMETHING TO ENJOY & TALK ABOUT, & REWARD THEM FOR DOING SO.



seafood specials near me today



prawn deals near the waterfront, cap



Results ⓘ

Cape Town Fish Market GrandWest

3.9 ★★★★★ (1,134) · RR
Seafood · 41, GrandWest Casino, 1 Jakes Gerwel Drive
Stylish seafood chain with sushi bar
Open · Closes 10 pm



Dine-in · Takeaway · Delivery

RESERVE A TABLE

Seafood restaurant Family restaurant Sushi restaurant

John Dory's N1 City

4.4 ★★★★★ (1,039) · RR
Seafood · Shop U03A, N1 City Mall, Louwtjie Rothman St
Open · Closes 7 pm



"We love their seafood specials 😊"

Seafood restaurant Family restaurant Sushi restaurant

Ocean Basket Century City

4.2 ★★★★★ (1,959) · RR
Seafood · Shop 92 & 94, Canal Walk, Century Blvd
Bright, modern seafood restaurant chain
Open · Closes 9 pm



Dine-in · Takeaway · Delivery

Seafood restaurant Family restaurant Mediterranean restaurant Sushi restaurant

Mozambik Century City

4.2 ★★★★★ (315)
Seafood · cnr of Century Way and, Ratanga Rd
Open · Closes 10 pm



Dine-in · Takeaway · No-contact delivery

RESERVE A TABLE

Restaurant Family restaurant Portuguese restaurant

Seafood restaurant

Cape Town Fish Market Canal Walk

4.1 ★★★★★ (1,708) · RR
Seafood · Shop 485 Canal Walk Shopping Centre, Century Blvd
Stylish seafood chain with sushi bar
Open · Closes 11 pm



Dine-in · Takeaway · Delivery

RESERVE A TABLE

Seafood restaurant Family restaurant Sushi restaurant

Results ⓘ

Greenfish - Fresh Fish & Seafood

5.0 ★★★★★ (380)
Fish store · Unit E, Berkley Square, Ryger St
Closed · Opens 8 am Mon · 063 666 2802



"1.6 kg Prawns were a really good size and deveined and butterflied."

Fish store Seafood wholesaler

Category & Sub Categories (Max 10) GET YOU FOUND

Seafood restaurant -

Seafood · Temporarily closed · 021 421 0935

"Their prawns are one of the (if not thee) best in Cape Town."

Seafood restaurant

SeaBreeze Fish & Shell

4.5 ★★★★★ (1,247) · RRR
Seafood · 213 Bree St
Open · Closes 9 pm · 074 793 9349



"The prawns and mussels are out of this world"

Seafood restaurant

Beluga Cape Town

4.3 ★★★★★ (2,733) · RRR
Asian Fusion · 1st Floor, Cruise Terminal, Duncan Rd
Art Deco restaurant & African/Asian menu
Open · Closes 10 pm · 021 418 2948



"Prawns, Prawns, Prawns!"

RESERVE A TABLE

Asian fusion restaurant Bar Cocktail bar European restaurant Event venue Function room facility Live music venue Restaurant Steak house Sushi restaurant

Wymans Irish Tavern

★★★★★ (2,879) · RR
Restaurant · Locomotive Shed, Dock Rd
Open · Closes 2 am · 021 419 7748



"The prawn cocktail tasted overwhelming cinnamon like."

Restaurant

AN UNLIMITED NO OF KEYWORDS used in Reviews GET YOU FOUND

Target Audience

Is there "existing demand" that you'd like to "supply" and why? Couple this with what is searched for and when. Is there a unique value proposition that you can articulate to establish your restaurant as the go-to restaurant for your target audience?

With a deep understanding of your home zone; your skills and how they best serve the local demand and supply economy you are in a position to build your "Keyword Wish List." Keywords often take the guise of keyword phrases.



Webó

Loco Marketplaces




GO Local

for Crazy Deals & Specials

**MAKE IT EASY AND REWARDING
FOR CUSTOMERS TO SHARE
A REWARD AND THEY WILL.**

**DO YOUR CUSTOMERS
GROW YOUR BUSINESS?**

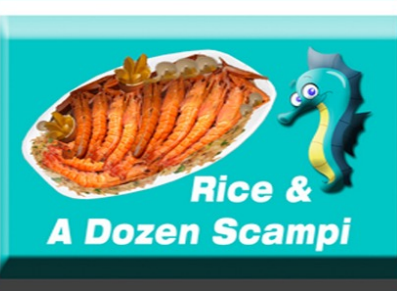
ASK US HOW!



Sally's Seafood Restaurant

Mains: A dozen Scampi and savoury rice
2/4/1 Mondays to Thursdays Only

<input type="text" value="Thorn Hill"/>	<input type="text" value="715071400"/>
<input type="text" value="If Gifted: Recipient's Name - ID Document Required"/>	<input type="text" value="Telephone Number"/>
<input type="text" value="Purchaser's Name"/>	<input type="text" value="Telephone Number"/>
<input type="text" value="Redemption Admin"/>	<input type="text" value="For Office Use"/>
<input type="text" value="Advocates"/>	<input type="text" value="Booking Details"/>



Rice &
A Dozen Scampi

Subject to T's & C's - [Click Here to view](#). Redemption Process: 1: Make a Reservation & Quote the Order No. 2. Print Coupon & Upon Arrival, Present it for verification. 3. Enjoy

Note: This Coupon Excludes VAT & Expires On 31/11/2017

CLOSEDOWNLOAD ITPRINT ITMY ACCOUNT

ADD TO MY ACCOUNT FOR LATER USEEMAIL IT

Sally's Seafood Restaurant Terms & Conditions

Coupons:

Are a limited time and availability offer, that is subject to validity confirmation at the time of redemption and which

10

Keyword Phrases

Here are some of the most popular restaurant-related keyword search phrases:

1. **“Best restaurants near me”**
2. **“Local restaurant specials”**
3. **“Happy hour deals”**
4. **“Top-rated restaurants in [city]”**
5. **“Food delivery near me”**
6. **“Lunch specials near me”**
7. **“Dinner specials tonight”**
8. **“Vegan restaurants nearby”**
9. **“Family-friendly restaurants”**
10. **“Outdoor dining options”**
11. **“Restaurant deals”**
12. **“New dishes at [restaurant name] in [city]”**
13. **“Seafood platters on special near me”**
14. **“Best pizza places”**
15. **“Fine dining in [city]”**
16. **“Pensioner specials near me”**
17. **Pet-friendly restaurants in [suburb]”**

Any keyword or phrase list will be influenced by the type of restaurant to be marketed and the keywords need to be embedded and linked in an effective restaurant marketing strategy that helps attract new customers and retain existing ones.



**Invite Customers
To Post a Review
About a Wishlist
Keyword**

Effective Restaurant Marketing Strategies

Effective strategies are a blend of a variety of matters. The following are key to building an effective strategy.

1. Online Presence

- **Website:** Ensure your restaurant has a user-friendly, mobile-optimized website with essential information like menu, location, hours, and contact details.
- **SEO:** Optimize your website so that your restaurant appears in local searches. Use your Keyword/Keyword Phrase "wish list" as a checklist to ensure that your website or blog dedicates a full page to each aspect of the restaurant. These pages may have various keywords on them, but they must all be related to the page topic. "To validate being the best restaurant in a [city] for a [category]" you could have keywords related to awards, testimonials, popular events, photos, social media links, local news stories and more.

2. Social Media Marketing

- **Platforms:** Utilize platforms like Instagram, Facebook, and Twitter to showcase your dishes, share updates, and engage with customers.
- **Content:** Post high-quality photos of your food, behind-the-scenes content, and customer testimonials. Use stories and live videos to create a more personal connection.

3. Email Marketing

- **Newsletters:** Send regular newsletters with updates, special offers, and events. Encourage customers to sign up through your website and social media.
- **Personalization:** Personalize emails based on customer preferences and past behaviour to increase engagement.

4. Local SEO and Listings

Google Business Profiles: Claim and optimize your Google Business Profile. Ensure your information is accurate and up to date.

Local Directories: List your restaurant on local directories and review sites like the Web Directory, Marketplaces and Pocket Advisors, Yelp, TripAdvisor, and Zomato.

5. Promotions and Special Offers

- **Discounts and Deals:** Offer specials, promotional deals, paired deals (a wine with a main dish), happy hour specials, and loyalty programs to attract and retain customers.
- **Events:** Host events like live music, themed nights, or cooking classes to draw in crowds.

6. Influencer and Blogger Collaborations

- **Partnerships:** Collaborate with local influencers and food bloggers to reach a wider audience. Offer them a free meal in exchange for a review or social media post.

7. Customer Engagement

- **Reviews:** Encourage satisfied customers to leave positive reviews online. Respond to reviews, both positive and negative, to show that you value feedback.
- **Surveys:** Conduct customer surveys to gather feedback and improve your services.

DEALS FINDER



eBook Categories

- DIY Projects
- Education & Careers
- Family
- Food & Beverage
- Gaming & eSports
- Health & Beauty
- Hobbies
- Home & Garden
- Kids Activities
- Kids Tales

eBook Categories

- Legendary Tales
- Lifestyle, Outdoor & Travel
- Making Money Online/Business
- Motivation & Productivity
- Personal Development
- Pets & Animals
- Software & Apps
- Sports
- Wealth Building
- Weight Loss & Exercise

Be Thoughtful
In 10 Minutes
Browse & Share
"Deals & Specials"
Relevant to
Friends

Be Kind
In 10 Minutes
Browse & Share
"eBook Rewards"
Relevant to
Friends



**It's about Finding & Sharing Crazy Deals & eBooks
on the Web Directory Loco & Nook Marketplaces
www.Loco.Markets**

8. Visual Marketing

- **Photography:** Invest in professional food photography to make your dishes look irresistible.
- **Video Content:** Create engaging video content, such as recipe tutorials, chef interviews, and customer testimonials.

9. Community Involvement

Local Events: Participate in local events and festivals to increase visibility.

Charity: Partner with local charities and host fundraisers to build goodwill in the community.

10. Technology Integration

- **Online Ordering:** Offer online ordering and delivery services through your website or third-party apps.
- **Reservations:** Implement an online reservation system to make it easy for customers to book a table.

11. Collective Marketing

- **Flyers:** If 10 stores in a mall all hand out say 50, flyers a day. Together they will hand out $30 \times 10 \times 50 = 15,000$ Even if it is half this per day - the reach is far wider than any individual flyer campaign can achieve.
- **The Secret to Flyer Success is a two-step with referral marketing:** Flyers are cheap, it is the cost of distribution that makes flyer marketing unaffordable. Consider adding a QR code to the flyer that, when read, opens a webpage with a referral reward for social media sharing. If 5% do it - $15,000 \times 5\% \times 300$ friends (on ave) = 225,000!

By combining these strategies, you can create a comprehensive marketing plan that helps your restaurant stand out and attract more customers. Customers enjoy being part of a community where they feel they belong. A restaurant that becomes customer's "local" for say, Thursday evenings, business meetings, regular get-togethers for a calendar of events, say will build a loyalty and profitability.

Is your business lost on the internet?
1.5 BILLION WEBSITES ARE LOST!

INTERNET SEARCH NEVER RESULTS IN
Local Websites getting Found!

THEY'RE LOST IN THE HUNDREDS OF THOUSANDS OF SEARCH RESULTS

Old School Marketing on the internet can get you found.

14

Calendar of Events



Calendar of Events

The goal would be to have a monthly event that is popular with your regular customers. Consider naming tables to honour frequent diners.

You should survey customers and get them to vote for **Types of Events that may include the following:**

- **Wine and Cheese Pairing Nights:** Host an evening where guests can enjoy a selection of wines paired with different cheeses. You can invite a sommelier to guide the tasting and provide insights into the pairings. Alternatively consider craft beer tastings, or whisky tastings.
- **Cooking Classes:** Offer cooking classes where your chef teaches guests how to prepare some of your restaurant's signature dishes. This can be a fun and interactive way to engage with your customers.
- **Themed Dinners:** Organize themed dinners based on different cuisines or holidays. For example, you could have an Italian Night, a Mexican Fiesta, or a Valentine's Day special.
- **Live Music or Open Mic Nights:** Invite local musicians to perform at your restaurant or host an open mic night where customers can showcase their talents. This can create a lively and entertaining atmosphere.
- **Chef's Table Experience:** Offer an exclusive dining experience where guests can sit at a special table near the kitchen and interact with the chef as they prepare a multi-course meal.
- **Trivia/Game Nights:** Host trivia nights with different themes, such as pop culture, history, sports. Alternatively host game nights with board games, card games, or video games. This can be a fun way to bring in groups of friends and families.
- **Farm-to-Table Dinners:** Partner with local farmers and producers to create a special menu featuring fresh, locally sourced ingredients. Highlight the stories behind the ingredients and the farmers who provide them.
- **Art and Dine:** Collaborate with local artists to display their work in your restaurant and host an art show. You can also offer painting or craft workshops paired with a meal.
- **Seasonal or Holiday Events:** Celebrate seasonal changes or holidays with special events. For example, you could have a summer BBQ, a Halloween costume party, or a Christmas dinner.
- **Charity Fundraisers:** Host events where a portion of the proceeds goes to a local charity. This can help build goodwill in the community and attract socially conscious customers.
- **Beer or Cocktail Tasting:** Partner with local breweries or distilleries to offer beer or cocktail-tasting events. Guests can sample different drinks and learn about the brewing or distilling process.
- **Mystery Dining Experience:** Create a mystery dining experience where guests don't know the menu in advance. Each course is a surprise, adding an element of excitement and intrigue.
- **Guest Chef Nights:** Invite guest chefs to take over your kitchen for a night and offer a special menu. This can attract food enthusiasts eager to try something new.
- **Interactive Food Stations:** Set up interactive food stations where guests can customize their meals, such as a build-your-own taco bar or a pasta station.

Webbo

www.webbo.directory

LOCO MARKETS **are** LOCAL MARKETPLACES
that offer Crazy Deals & Specials

We're on the
Webbo Directory

Or Find us at
www.CPT.Loco.Markets



Specials 5 to 24% Off Deals 25%+ Off

- **Cultural Nights:** Celebrate different cultures by hosting nights dedicated to specific countries or regions. Offer traditional food, music, and decorations to create an immersive experience.
- **Book Club Meetings:** Host book club meetings where customers can discuss a selected book over a meal or drinks. This can attract book lovers and create a sense of community.
- **Cooking Competitions:** You have a kitchen and dining area - use it to host fun cooking competitions for schools, churches, sports clubs, etc. Organize cooking competitions where customers can participate or watch. For example, you could have a chili cook-off, a bake-off, or a burger challenge. Offer small prizes for the winners to encourage participation.
- **DIY Food Stations:** Set up DIY food stations where customers can customize their meals. Examples include a build-your-own taco bar, salad bar, or pizza station. This can be a fun and interactive experience for guests and or their children.
- **Social Media Contests:** Run social media contests for the best waitron where customers can win a free meal or a discount by suggesting great ideas for improved service. Encourage them to share photos of their meals, tag your restaurant, and use a specific hashtag. This can increase your online visibility and attract new customers.
- **Seasonal or Holiday Events:** Celebrate seasonal changes or holidays with special events. For example, you could have a summer BBQ, a Christmas dinner, a New Year's Eve party, Valentine's or Mother's Day and Father's Day. Use seasonal decorations and menus to create a festive atmosphere. **Private Parties:** Cater to private events like birthdays, anniversaries, and corporate gatherings.
- **Charity Fundraisers:** Host events where a portion of the proceeds goes to a local charity. This can help build goodwill in the community and attract socially conscious customers.
- **Beer or Cocktail Tasting:** Partner with local breweries or distilleries to offer beer or cocktail-tasting events. Guests can sample different drinks and learn about the brewing or distilling process.

- **Mystery Dining Experience:** Create a mystery dining experience where guests don't know the menu in advance. Each course is a surprise, adding an element of excitement and intrigue.
- **Guest Chef Nights:** Invite guest chefs to take over your kitchen for a night and offer a special menu. This can attract food enthusiasts eager to try something new.
- **Interactive Food Stations:** Set up interactive food stations where guests can customize their meals, such as a build-your-own taco bar or a pasta station.
- **Cultural Nights:** Celebrate different cultures by hosting nights dedicated to specific countries or regions. Offer traditional food, music, and decorations to create an immersive experience.
- **Book Club Meetings:** Host book club meetings where customers can discuss a selected book over a meal or drinks. This can attract book lovers and create a sense of community.
- **Cooking Competitions:** You have a kitchen and dining area - use it to host fun cooking competitions for schools, churches, sports clubs, etc. Organize cooking competitions where customers can participate or watch. For example, you could have a chili cook-off, a bake-off, or a burger challenge. Offer small prizes for the winners to encourage participation.
- **DIY Food Stations:** Set up DIY food stations where customers can customize their meals. Examples include a build-your-own taco bar, salad bar, or pizza station. This can be a fun and interactive experience for guests and or their children.
- **Social Media Contests:** Run social media contests for the best waitron where customers can win a free meal or a discount by suggesting great ideas for improved service. Encourage them to share photos of their meals, tag your restaurant, and use a specific hashtag. This can increase your online visibility and attract new customers.
- **Seasonal or Holiday Events:** Celebrate seasonal changes or holidays with special events. For example, you could have a summer BBQ, a Christmas dinner, a New Year's Eve party, Valentine's or Mother's Day and Father's Day. Use seasonal decorations and menus to create a festive atmosphere.
- **Private Parties:** Cater to private events like birthdays, anniversaries, and corporate gatherings.



Calendar of Events Planning and Preparation

- **Menu:** Create a special menu for the event, including unique dishes or limited-time offers.
- **Staffing:** Ensure you have enough staff to handle the event smoothly. Consider hiring extra help if needed.
- **Decorations:** Decorate the restaurant to match the theme of the event.
- **Entertainment:** Arrange for any entertainment, such as live music, DJs, or performers.

Calendar of Events Promotion

- **Social Media:** Promote the event on your social media channels with eye-catching graphics and engaging posts.
- **Email Marketing:** Send out invitations and reminders to your email list.
- **Local Advertising:** Use local newspapers, radio stations, and community boards to advertise the event.
- **Partnerships:** Partner with local businesses or influencers to help spread the word.

Calendar of Events Engagement

- **Reservations:** Encourage customers to make reservations in advance to ensure a spot. Presell coupons for buffet tables.
- **Special Offers:** Offer discounts or special deals for attendees, such as a free drink with a meal.
- **Feedback:** After the event, gather feedback from attendees to improve future events.

Calendar of Events Logistics

- **Seating Arrangements:** Plan the seating to accommodate the expected number of guests comfortably.
- **Sound and Lighting:** Ensure the sound and lighting are appropriate for the type of event.
- **Permits and Licenses:** Check if you need any special permits or licenses for the event, especially if it involves live music or alcohol.

Calendar of Events, Event Follow-Up

- **Thank You Notes:** Send thank you notes or emails to attendees.
- **Social Media Recap:** Share photos and highlights from the event on social media.
- **Surveys:** Conduct surveys to gather feedback and improve future events.

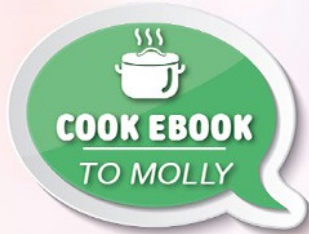
Benefits of Hosting Events

- **Increased Visibility:** Events can attract new customers who may not have visited your restaurant otherwise.
- **Customer Loyalty:** Regular events can build a loyal customer base.
- **Revenue Boost:** Special events can lead to increased sales and higher average spend per customer.
- **Community Engagement:** Hosting events can strengthen your ties with the local community.

By carefully planning and promoting your events, you can create memorable experiences that keep customers coming back. Central to the success of engagement are customer contact lists. Many restaurants do not keep contact lists and starting one is a good idea. Here is why.



FRIENDS *that* BENEFIT



WOW!
ALL THESE BENEFITS
FOR SHARING A DEAL
WITH MY BROTHER!



Customer Contact Lists

Maintaining a customer contact list can be incredibly beneficial for restaurants. Here are some key reasons why:

- **Personalized Marketing**
 - **Targeted Promotions:** With a customer contact list, you can send targeted promotions and special offers based on customer preferences and past behavior.
 - **Personalized Communication:** Address customers by their names and tailor messages to their interests, making them feel valued and appreciated.
- **Customer Loyalty**
 - **Loyalty Programs:** Implement loyalty programs that reward repeat customers with discounts, free items, or exclusive offers.
 - **Birthday and Anniversary Offers:** Send special offers on customers' birthdays or anniversaries to make them feel special and encourage them to celebrate at your restaurant.
- **Event Promotion**
 - **Event Invitations:** Easily invite customers to special events, such as themed nights, live music, or cooking classes.
 - **Reminders:** Send reminders about upcoming events to increase attendance.
- **Feedback and Improvement**
 - **Surveys:** Use your contact list to send out surveys and gather feedback on their dining experience. This can help you identify areas for improvement.
 - **Reviews:** Encourage satisfied customers to leave positive reviews online, which can attract new customers.
- **Increased Engagement**
 - **Newsletters:** Keep customers informed about new menu items, seasonal specials, and restaurant news through regular newsletters.
 - **Exclusive Content:** Share exclusive content, such as recipes, behind-the-scenes stories, or chef interviews, to keep customers engaged.
- **Crisis Communication**
 - **Timely Updates:** In case of unexpected events, such as temporary closures or changes in operating hours, you can quickly inform your customers.
 - **Health and Safety:** Communicate health and safety measures to reassure customers and build trust.
- **Boosting Sales**
 - **Upselling:** Promote high-margin items or special deals to increase average spend per customer.
 - **Seasonal Offers:** Highlight seasonal offers and limited-time promotions to drive sales during specific periods.
- **Building Community**
 - **Community Engagement:** Use your contact list to promote community events or partnerships with local businesses and charities.
 - **Customer Stories:** Share stories and testimonials from your customers to create a sense of community and belonging.

- **Data-Driven Decisions**
- **Customer Insights:** Analyse customer data to understand their preferences, spending habits, and feedback. This can help you make informed decisions about menu changes, pricing, and marketing strategies.
- **Competitive Advantage**
 - **Staying Ahead:** By maintaining a customer contact list, you can stay ahead of competitors who may not be leveraging this valuable resource.

Maintaining a customer contact list can help you build stronger relationships with your customers, increase loyalty, and drive sales. It's a powerful tool for any restaurant looking to grow and succeed.

A way to achieve nearly all the above is to start a blog that offers customers the option of following the blog or individual blog topics. This means that when a blog topic receives a comment or an edit the follower will be sent an e-mail to nudge them to look at the new content when they have a spare moment. This process of "pull" versus "Push" Marketing is effective and is recommended. ie you let them know and they then can pull the detail when they have the time to study the detail. In addition, it supports relationship buildings as do loyalty programmes.

BOB'S BISTRO

Mother's Day Sunday Roast

PERSONALIZED FOR MOM!



Mother's Day Special:
15% off on all mains



Book now

www.BobsBistro.com

Loyalty Programmes

Implementing a loyalty program can be a great way to increase customer retention and boost sales. Here are some steps and tips to help you get started:

1. Define Your Goals

- **Customer Retention:** Aim to increase repeat visits from existing customers.
- **Increased Spend:** Encourage customers to spend more per visit.
- **Customer Data:** Collect valuable data on customer preferences and behaviour.

2. Choose a Loyalty Program Type

- **Points-Based:** Customers earn points for every purchase, which can be redeemed for rewards.
- **Tiered:** Offer different levels of rewards based on customer spending. Higher tiers get better rewards.
- **Punch Card:** Simple and effective, customers get a stamp or punch for each visit or purchase, and a reward after a certain number.
- **Cashback:** Offer a percentage of their spend back as a discount on future purchases.
- **Subscription:** Customers pay a monthly or annual fee for exclusive benefits, such as discounts or free items.

3. Select Rewards

- **Discounts:** Offer discounts on future purchases.
- **Free Items:** Provide free appetizers, desserts, or drinks.
- **Exclusive Offers:** Give access to special events, menu items, or early reservations.
- **Merchandise:** Offer branded merchandise like T-shirts, mugs, or gift cards.

4. Set Up the Program

- **Digital Platform:** Use a digital platform or app to manage the program.
- **Physical Cards:** If you prefer a simpler approach, use physical loyalty cards or punch cards.
- **Integration:** You can purchase software that integrates with your POS system for seamless tracking and redemption. Loyalty programmes that cater for rewards based on online purchases are also available.

5. Promote Your Program

- **In-Restaurant:** Use table tents, posters, and flyers to inform customers about the program.
- **Online:** Promote the program on your website, social media, and through email marketing.
- **Staff Training:** Train your staff to explain the program to customers and encourage sign-ups.

6. Engage and Reward Customers

- **Sign-Up Incentives:** Offer a small reward for signing up, such as a free drink or appetizer.
- **Regular Updates:** Keep customers informed about their points balance, upcoming rewards, and special offers.
- **Personalized Offers:** Use customer data to send personalized offers and rewards based on their preferences and behaviour.

7. Monitor and Adjust

- **Track Performance:** Monitor the program's performance through metrics like sign-up rates, redemption rates, and customer feedback.
- **Gather Feedback:** Ask customers for feedback on the program and adjust as needed.
- **Stay Flexible:** Be willing to tweak the program to better meet customer needs and ~~business~~ goals.

Benefits of a Loyalty Program

- **Increased Customer Retention:** Loyal customers are more likely to return and spend more.
 - **Higher Average Spend:** Customers may spend more to earn rewards.
 - **Customer Insights:** Gain valuable data on customer preferences and behaviour.
 - **Competitive Advantage:** Stand out from competitors who may not offer a loyalty program.
- By implementing a well-designed loyalty program, you can build stronger relationships with your customers, encourage repeat visits, and boost your restaurant's revenue.

Conclusion

Webo offers a comprehensive SaaS that supports restaurants getting found and ranking higher in Search Engine Results Pages.





Book A Chat



Your Path to Success



1

Google Maps
Peg your Location
(For your GO LOCAL HOME ZONE)



2

Google Profile

Be **RELEVANT**,
PROMINENT and
CREDIBLE
(With category & keyword
selection plus reviews,
blogs, webpages, etc)



4

Directory

Get listed on the Webo Directory
(it's enjoyed millions of eyeballs)
& be featured in Category Searches..



3

Blog, Webpages &...

We Craft Information Guidelines e.g. eBooks, Blog Topics and Quizzes (That showcase services with hundreds of keywords.)



5

Marketplaces

Connect to your Blog, Web Pages, Google Profile & Social Media.

- We facilitate network marketing at its finest.
- Just 100 shares expose your information to some 30,000 friends!
- It works because we make it easy, and we offer unlimited eBook downloads for sharing across 20 eBook categories



6

Biz Finder

Go Local Biz Finder For Local Relevant Results



7

Email

Biz Finder Browsers can click-the-link and email friends about your info.



8

Directions

Biz Finder Browsers can click-the-link and your Google Maps Page will open to offer directions, distances and more.



9

About Us &...

Biz Finder Browsers can click Google Link to open Maps & your Google Profile

www.webo.co.za

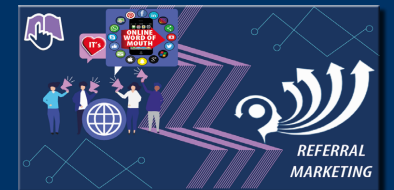
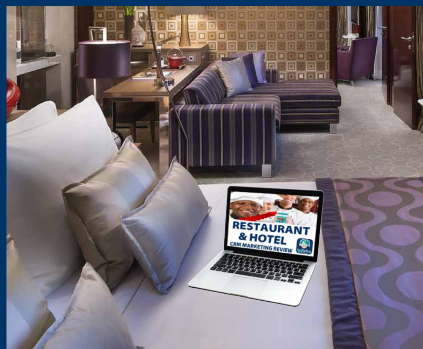
References to Webo Publications

Getting Started & the Webo LPM How To



Loyalty & Referral Programmes for the Hospitality Industry

(A Hotel & Restaurant Loyalty & Referral Marketing Review)



LPM & DTHM
 LOYALTY PROGRAMME
 MARKETING
 DOUBLED TURNOVER
 IN 90 DAYS!



Webo Ozone For Restaurants



Page 1

Ozone for Restaurants is a guide to eBusiness, eCommerce and eMarketing (Loyalty, Reputation and Referral Marketing) – 65 pages

The Webo Academy coaches DIY clients To get their customers to grow their businesses.

It is another way That just works.

