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# ONLINE RESTAURANT MARKETING: *bonus tips*

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Once you've gotten all of the best photography of your food and your space, you've published it on all the relevant platforms and provided free Wi-Fi for your customers to take their own photos celebrating your space, there is still work to be done. Below are three bonus tips to make your eatery stand out online.

## 1. Brand Mention Alerts

While brand alerts are a good move for most companies, they are particularly important for restaurants where one bad review can immediately turn away customers. But you can't check every site throughout the day just to see what people are saying about you. Instead, here is what you can do:

### Google Alerts

Set up general alerts whenever your brand (or your competition) is mentioned online. This service is free and you can set up multiple alerts (restaurant name, signature dishes, chef/employee names, etc.)

How often	At most once a day
Sources	Automatic
Language	English
Region	Any Region
How many	Only the best results
Deliver to	britklawrence@gmail.com

[Create Alert](#) [Hide options](#)

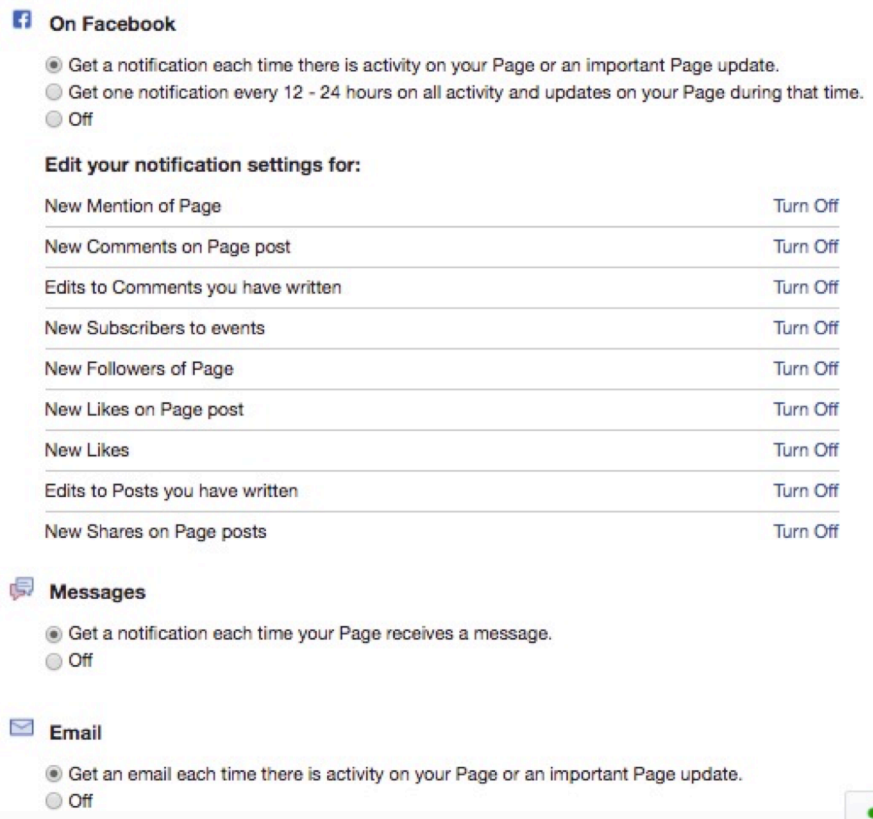
### Mention.com

Another great resource for tracking brand mentions online. Mention is a paid service starting at \$29/month that allows you to customize searches and results.

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## Facebook notifications

Set up custom alerts to the kinds of interaction you want to know about and how often. Found under the Settings link on the upper right corner of your Facebook page, turning these notifications On helps maintain good customer response times, allowing Facebook to work for you as a great customer service tool.



## 2. Mobile Responsive Web Design

Ahhhhhhh! But I'm not a web designer! No worries. For one, if your site is hosted on WordPress, you can change to a mobile responsive theme - and you should.

*In April 2015, Google rolled out an algorithm change that overtly favored sites optimized for mobile in mobile Google searches. What this meant for any business without a mobile-friendly site was that they would be pushed to the back of the line in Google.*

*"Why You Should Start Now, On Facebook"  
TheBritLawrence.com*

If you are not on WordPress and went the route of a designer, this should be something your designer is capable of handling. If your site was designed in the past two years, this should have been something your web designer spoke with you about and may be a negotiating factor for you.

The bottom line is potential customers are using location-based Google searches to find places to eat nearby. In order to attract their business, you need to have the right keywords, an appealing look and a mobile responsive website so that you show up in the search results.

### **3. OpenTable**

For most restaurateurs, this is probably obvious but as someone looking for a place for dinner just last weekend, I can tell you that for many, it is not. OpenTable is an app for restaurants that allows customers to reserve a table online.

Maybe the restaurants that don't yet have it are of the school of thought that, 'if I get them to call in, I can find out more information about the experience they are wishing to have, develop a rapport with the customer before they even walk through the door and be able to provide a better experience once they arrive.' To those people I say 'Amazing! Bravo! A great mindset to have.' And to their customers I would say, 'how often have you found this to be the case?'

It is my general experience that people are primarily looking for convenience. I was speaking with a friend this week that works at a salon. She told me she was shocked by the amount of adult women who still had their mothers or husbands schedule their appointments because the only way to do so was over the phone. I also recently heard of a woman who has her boyfriend call in her lunch orders because she doesn't like to speak on the phone. For better or worse, let people book online and WOW them once they're in the door.

Don't get me wrong; outstanding customer experiences should be the goal but if you're determined to make the customer call, make sure the experience is nothing short of outstanding. I'll leave you with this short story that I shared as part of a recommendation to a friend this week.

*My goddaughter and her mother were coming to visit me when I was living in New Jersey and commuting into the city. She had never been to New York City and I wanted to make the trip memorable so I planned out lots of fun kid things, including a trip to the American Girl doll store.*

*She had just gotten her first American Girl doll and was very excited. At my lunch break, I called the store to make a reservation. They asked me the date and time I would like to reserve, how many people were in my party and who they were, they asked what our plans were for the day and were we celebrating anything in particular. They even asked me her doll's name and when I said I didn't know, I described the doll and they identified her for me.*

*Needless to say, when we arrived, the staff greeted everyone, including the doll by name. Our waitress came over and asked about all of the things we had done that morning. To my goddaughter, it seemed like magic. Knowing that everyone had had a long day, she got the adults situated with drinks while keeping my goddaughter busy putting her doll into the custom high chair.*

We all still talk about that trip and the about the store. I still give the American Girl doll store and café my highest recommendation based off of that experience.

That was four years ago.