



5 FOOLPROOF TIPS TO SKYROCKET YOUR RESTAURANT SALES

Reinventing yourself is an essential process for you to achieve success. But after all, how can you keep up with the constant changes in the market and always be ahead of the competition?

Everything in our life is a constant adaptation. Reinventing yourself is part of our professional trajectory. It is through this process that we can reach new heights in our careers.

Even the market needs to change constantly. New demands, technologies, trends, and competitors make companies have to change perspectives and trace new paths.

In this e-book, we will give you many tips for you to make your restaurant take off and stand out in such a crowded market.

1. Build attractive social media accounts



Social networks have several features that make interactions and connections between users and brands possible. And it is because of this power to connect people in a very effective way, that we find many opportunities to sell through social media!

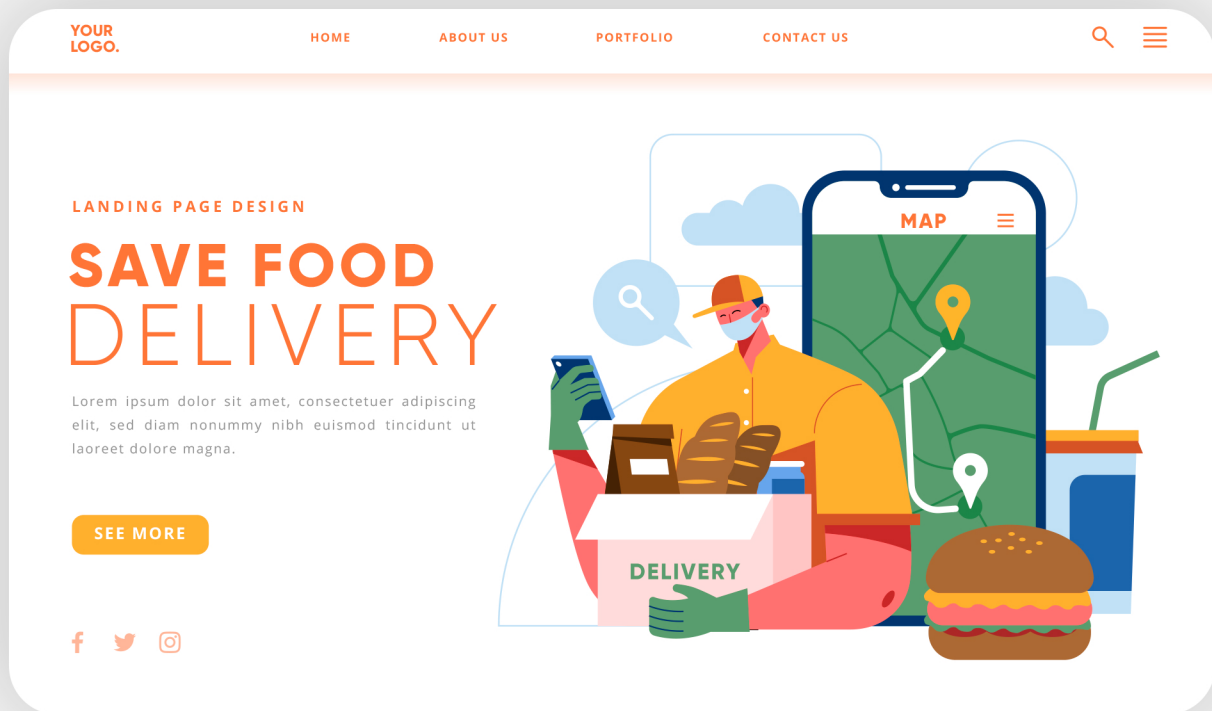
With a universe of possibilities ahead, it is necessary to seek strategies to implement assertive actions.

You can't act on Instagram, Facebook, LinkedIn and other networks, as if you were handing out flyers on the street. It is necessary to understand these channels and the audience that is there to succeed in sales.

Among the most used platforms are Facebook, Instagram, Twitter, LinkedIn, YouTube, WhatsApp, Pinterest and TikTok. But do you need to be in all of them to sell more?

Think: is your team capable of handling all these platforms? Remember that social media marketing is not just about publishing posts – you need to plan, produce, interact, monitor results and optimize. All of this takes work and time.

In addition, it is necessary to assess where consumers are. Is it worth being on a social network that your audience doesn't use? Does it make sense to communicate with those who are not interested in your brand?



2. Have a website

Nowadays, consumers use the internet to research products and services before making their choice. In the case of a restaurant, it is no different and customers browse the internet in search of the ideal space, considering location, menu, look, prices and even the comments of other customers about the venture.

Some customers have dietary restrictions and others are looking for a specific dining experience, and they will use the internet to find out exactly what they want. Therefore, it is not enough to have an excellent service and excellent menu, it is necessary to have a website to promote them and expand their online presence.

It's not enough to have a website, it needs to stand out among the thousands of restaurant websites that exist. SEO (Search Engine Optimization) techniques are used so that your website receives the best ratings from search engines and thus be easily found when the customer uses Google to find a restaurant. In other words, if query engines can't find your site easily, your potential customers won't find you either!

There are a few ways to stand out on Google, and quality content is one of them. Therefore, it is recommended that your restaurant's website has a Blog and publishes regularly - weekly is a good frequency - texts of interest to your target audience. For example, healthy eating tips, recipes, and promotions, among others.

In addition, in general, your website needs to have: your menu (with beautiful images of the dishes), the history of your restaurant, the mission, and values of the establishment, a link to the restaurant's social networks and contact details.

3. Invest in your own delivery platform



Marketplaces usually charge up to 30% commission on each delivery order. Therefore, this practice causes the profit margin to become smaller. In addition, it makes you have to increase the prices of your products to avoid losses.

On the other hand, the scenario changes with their own applications, since, with them, the restaurant does not pay any sales tax and can make a greater profit. In this way, you can also offer more competitive prices to your customers. Which will certainly make a difference when the customer chooses where to order.

In addition, with it, it is possible to advertise restaurant promotions, give exclusive discounts, create loyalty programs and send push notifications directly to the customer's smartphone. Everything to make sure he has a positive experience and that the orders are recurring.

How about getting to know Ondway? We provide an efficient and ultra-fast delivery service that helps you follow the entire process, with peace of mind and at rates well below the market! Delivery can be hard. We make it easier. Register today!



4. Influencer Marketing

Using influencer marketing is associating your brand with someone who can influence others. Currently, this exchange happens through partnerships with digital influencers through social networks, and your restaurant can – and should! – use that visibility to increase sales.

Your business can gain more prominence and be recognized by a greater number of people if it is associated with an influencer. The reason for this is quite simple: currently, internet users follow the social networks of certain people and want to consume the same as they do, be it clothes, beauty products or even frequent the same restaurants.

Therefore, a photo posted on a well-known social network and followed by a reasonable number of people can be a good way to use influencer marketing in favour of your restaurant.

You must have consumed a product or visited a certain place under someone else's influence, right? For this to happen naturally, the restaurant hires a personality that can be famous, a sub-celebrity or a micro-influencer, that is, someone known in their city who has a good number of local followers on their social networks.





5. Invest in paid traffic

Investing in paid traffic for delivery is an excellent way to unite two important points for your company's success. The first is to generate a greater flow of customers for your business, especially using social media and Google for this. The second is to strengthen your delivery strategy now that the model is more popular than ever.

Paid traffic brings more results and has a much better ROI than offline strategies. After all, as we have seen, payment is only made when a customer clicks or converts, which greatly increases the chances of closing a sale.

In addition, one of the benefits of investing in paid traffic is that the tools are very complete and allow for several types of actions. It is possible to analyse the number of visitors, the number of people affected, how many refused the action and how many liked it.

With this, it is possible to optimize resources, invest in new actions, try a retarget, and advertise on Google, on social networks. Ultimately, the options are many. Just know how to use it!

