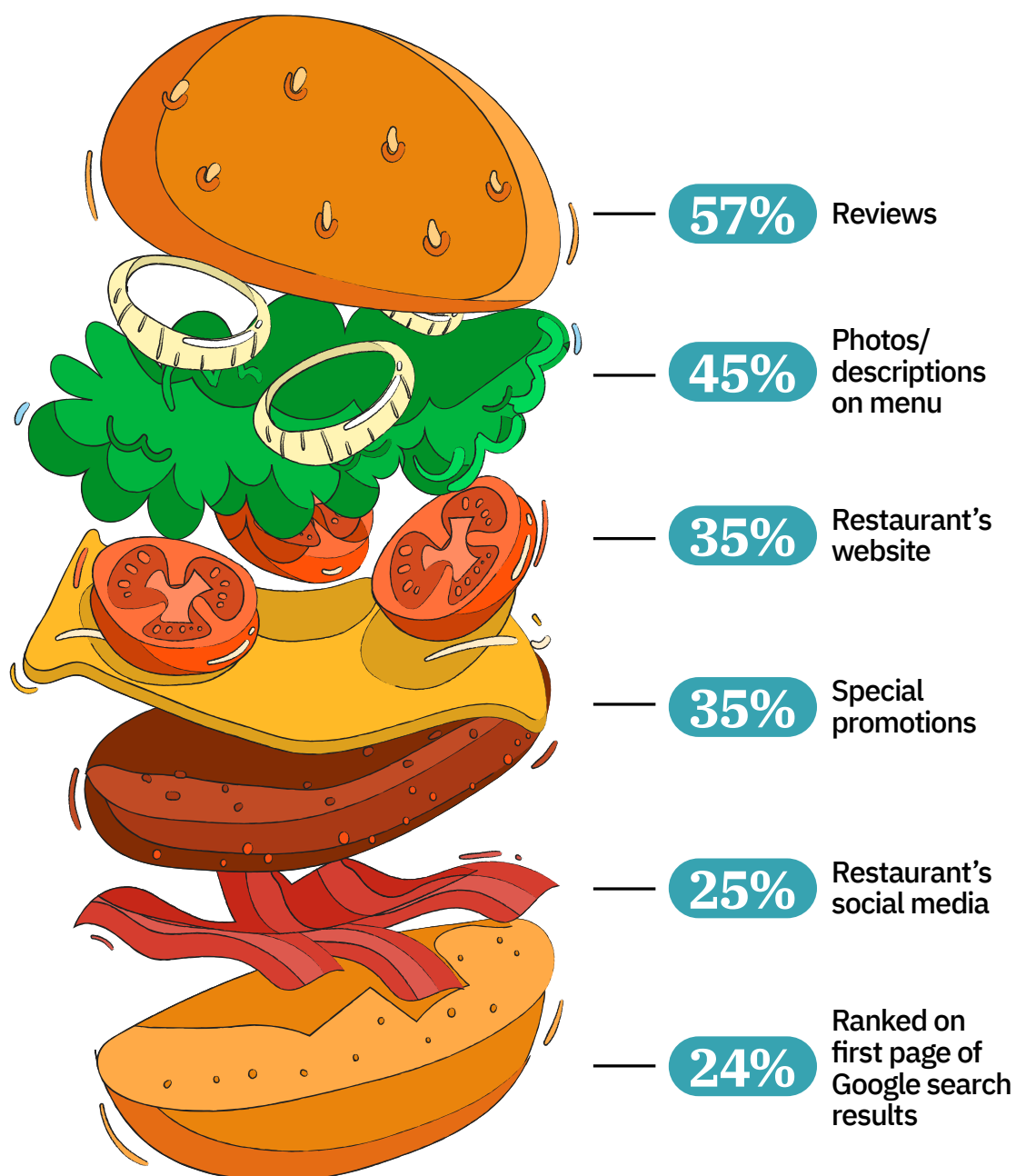


Competing for Cravings

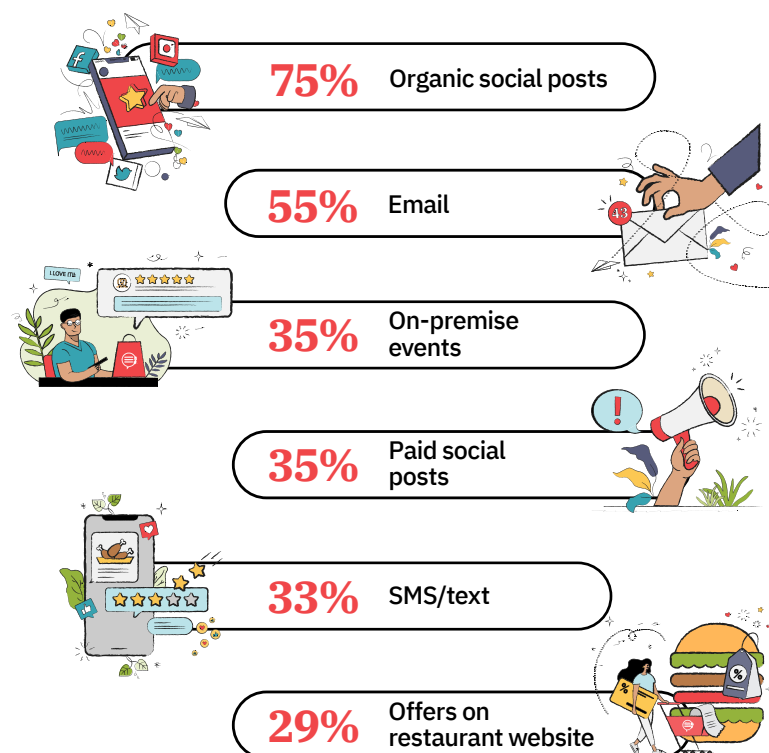
How does your restaurant marketing compare to the industry?

First, a word from guests on how they choose where to eat...



3 in 4 restaurants rely on the quality of their food and service to stay top of mind for guests. Great point for sure, *but is it enough?*

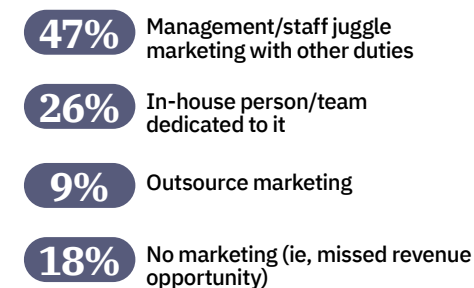
Other Ways Restaurants Keep Guests Engaged...and Spending



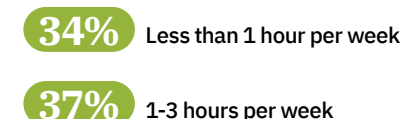
Side dish: 1 in 3 restaurants say automating functions online and on-premise increased their brand visibility

Most restaurants handle marketing in-house, spending 3 hours or less per week.

How Restaurants Manage Marketing



How Much Time is Spent on Marketing



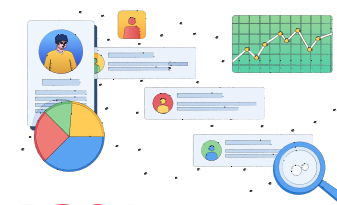
Guests are hungry for offers and many restaurants are leaving money on the table.

65% of consumers want to receive special promotions/news from restaurants at least once a week

1 in 4 restaurants send emails or texts less often than once a month

38% of restaurants do not send any emails or texts

Data is driving marketing decisions...half of the time.



48% of restaurants use data to guide marketing campaigns...which means 52% do not.

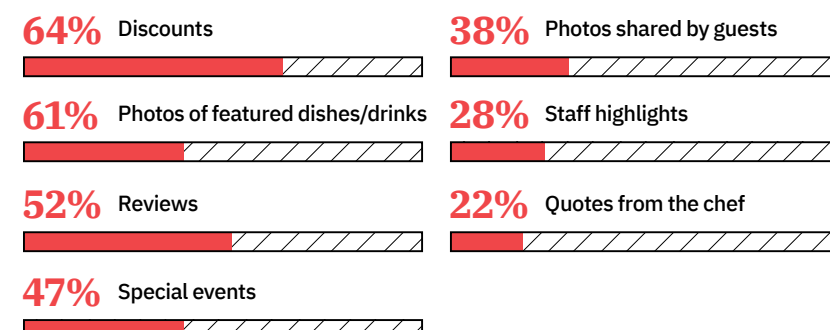
Restaurants are becoming more social to meet guest expectations.

54%

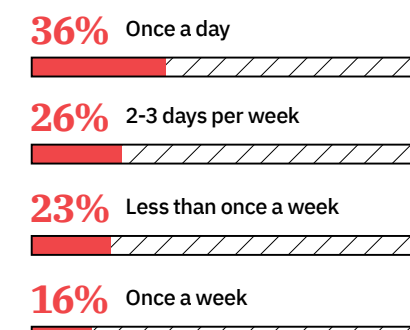
of guests follow restaurants on:



What Consumers Want to See Restaurants Post



How Often Restaurants Post on Social Media



Start with measurable goals with shorter timelines and track progress (ex: Grow online orders 10% over last month)

Make sure your online menu has photos and is optimized for search engines

Post special offers/events on your website and invite guests to become VIPs

Keep orders on your own website to capture guest data for remarketing

Automate emails/texts based on guest info and behavior (ex: welcome, happy birthday, thank you for your review, etc.)

Post on social media 2-7 times per week

Time communications when guests are hungry (ex: right before lunch or happy hour)

Source: Popmenu's surveys of 1,110 restaurant owners/operators and 3,000+ consumers, October 2021 – June 2022.