Kraft Heinz AWAY FROM HOME

AUTHENTIC CONNECTIONS: APPROACH SOCIAL MEDIA LIKE A NATURAL

If you're looking to bring pizza lovers into your restaurant, social media is a great way to get in front of them wherever they are. In fact, 45% of U.S. diners say they tried a restaurant because they saw its social media marketing.[1]

And, though people spend an average of 143 minutes a day scrolling,[2] there are 80,000 other restaurants selling pizza to compete with in the U.S. for attention.[3] That's a lot of noise to cut through, and a lot of corporate spending power to overcome.

Getting social media marketing right is crucial to stand out in such a crowded market — and show off what makes an independent, natural ingredient-focused Italian restaurant so much more appetizing than the big chains.

BELOW ARE TIPS ON THE KINDS OF SOCIAL MEDIA MARKETING THAT WILL GET YOU A SIZEABLE PIZZA THE ACTION!

GIVING YOUR ITALIAN RESTAURANT A SOCIAL BOOST

Social media takes you out of the kitchen and into potential customers' daily lives. It displays your restaurant and amazing menu where people already hang out online — enabling you to provide information and chat with them in that environment. And it lends your restaurant more legitimacy.

It's also a great tool to let your diners do the social media marketing for you.

As the fastest-growing platform, TikTok is currently changing how people find restaurants. Diners use it (and Instagram) as a search engine — up to 40% of Gen Z prefer this over Google.[4] Additionally, more than 36% of users have eaten at a restaurant after seeing a TikTok about it.[5]

Instagram is the most popular app among millennials, and 30% of millennial diners actively avoid restaurants with a weak Instagram presence.[6] They are also avid picture takers, with 69% taking a photo of their food before eating it.[5] A quick Instagram search for #pizzatime brings up over 7,000,000 posts!

Kraft Heinz AWAY FROM HOME

TIPS FOR SOCIAL MEDIA MARKETING

Whatever the platform, you'll want to follow these guidelines for your Italian restaurant.

ESSENTIAL INGREDIENTS

- **Make it snappy:** Prioritize short and vertical videos. And if they're not perfect? No problem — people love videos that feel real, just like the authenticity of natural ingredients and independent restaurants.
- **Use paid posts:** Amplify important upcoming moments, such as limited-time-only pizza toppings and deals, new location openings, and big events.
- **Post regularly:** A good cadence for a restaurant to post is about 3 times a week, on average. It's especially helpful to create a social media marketing calendar, with posts scheduled in advance. To build up this cadence, think about new things you have planned. New toppings? New menu items? Think about how to best schedule these smaller updates to ensure you're posting consistently.
- **Answer customer questions:** One of the most important functions of your social account is to answer customer questions and offer prompt, personable, and overall informative answers. You'll want to check in on DMs or @mentions, daily.

A SLICE OF YOUR BRAND

- **Stick to your brand's personality:** Make sure your restaurant's social fits into your overall marketing strategy and showcases your restaurant's atmosphere.
- **Use social to get email signups:** Email is a great way to stay connected with your customers and keep them informed of weekly specials, events, and deals. Use your social strategy to push email sign ups through paid ads or with a simple link in your account's bio.
- **Use relevant hashtags:** Hashtags help to expand reach and connect with people interested in food and dining. You can "piggyback" broader Italian restaurant and pizza-specific hashtags and trends. Hashtags like #pizzalife, #pizzatime, #pizzaslice, and #pizzagram abound — and you can and should be jumping on them with the addition of your own local tags to draw attention to your special promotions, contests, and more happening at your restaurant.

THE PEOPLE BEHIND THE PIZZA

- **Highlight your team:** People love food and cooking videos and also enjoy an insider's perspective. Let chefs, sommeliers, bartenders, servers, and more "take over" the account for a day-in-the-life-style video. Bonus points for showing off the perfect pizza toss and new, natural ingredients.
- **Engage with your audience:** Respond to reviews. Repost diners' pizza pictures to your own account. Chat with them in the comments or direct messages.
- **Jump on trends:** If a "silly" dance is trending, let your staff recreate it — but make sure it's appropriate and relevant to your brand.
- **Get your employees involved:** Encourage staff to post to their own accounts — especially for restaurant events, their favorite dishes, job openings, a milestone they've hit, or even just hanging out with their favorite regulars enjoying a slice. You can also let them offer on-the-spot discounts to encourage customers to return.

Prepped with these guidelines and strategies, your Italian restaurant will be ready to tackle the social media world.

SAMPLE THE REAL TOMATOES

Like these tips? Want more that are tailored specifically to you? Request two free cases of Escalon 6 in 1® and Bonta® tomato products, and enter for the chance to be the lucky restaurant to add some world-class flavor to your photography and online marketing.

The winner will receive a professional photoshoot to showcase their food, restaurant, and staff on menus and other materials, and a comprehensive marketing toolkit. Just request the cases of Escalon 6 in 1® and Bonta®, take a photo of a pizza you've created with them and post it on Instagram using #6IN1BONTA and #Sweepstakes and tag @EscalonTomatoes in the caption.

Sources:

[1] MGH study on how influential a brand's social media marketing can be when it comes to driving restaurant trial and customer loyalty
[2] Statista
[3] Statista
[4] Google's SVP Prabjakar Raghavan in interview with TechCrunch
[5] MGH survey, "How TikTok Influences Restaurant Dining Behavior"
[6] Social Media Today, "How Instagram Changed the Restaurant Industry," Feb 20, 2020

NO PURCHASE NECESSARY. Void where prohibited. Open to legal residents of the 50 US and DC who are 18 years of age or older and operate a restaurant. The Real Tomato Sweepstakes starts 12:00 am ET on 7/10/24 and ends 11:59 pm ET on 11/24/24. Offer must be redeemed by 10/20/24. Sponsored by Kraft Heinz Foods Company. Void where prohibited. For rules visit kraftheinzawayfromhome.com/therealtomato/rule