Kraft Heinz AWAY FROM HOME

MASTERING THE FEED: TIPS FOR THE TOP SOCIAL APPS

It's important for your Italian restaurant to market on social media. But — like with pizza — each social platform needs a distinct strategy to appeal to its audience.

Across any and all platforms, make sure you keep your brand identity front of mind. Are you a cozy, traditional Italian restaurant, or are you offering up novel toppings via QR codes at the table? Either way, you want to craft your presence to reflect this.

LET'S LOOK AT HOW TO REACH YOUR AUDIENCE ON THE FOUR KEY APPS: INSTAGRAM, TIKTOK, FACEBOOK, AND X (TWITTER).

INSTAGRAM

Pizza is the most Instagrammed and hashtagged food in the world — making it a huge driver of potential customers. Instagram is as important as your own website, so keep it visually appealing and updated regularly.

- Be clear and creative in your bio, but don't write too much — let the pictures do the talking. Consider just a short listing of your key features, for example:
  - 🍕 Proper Chicago tavern-style pizza
  - 🚲 Dine in or get delivery
  - 📍 Find us on Milwaukee Avenue
  - 🔗 Order here
- Create a business account to get access to analytics, data, and ad campaign tools, and options for how pizza lovers can contact you.
- Be consistent in your aesthetic and the hashtags you use. Choose a theme, seasonally or quarterly, and keep it consistent across your posts. If you prioritize natural ingredients, make sure your aesthetic reflects this.
- Use a third-party Instagram grid app to make sure your posts look great together.
- Repost diners' pizza pictures in your Stories to amplify customer satisfaction.

TIKTOK

TikTok is a fast-growing community and a place people go to find new restaurants and pizza to try out. Actively engaging with your community — replying to comments, direct messages, and connecting with followers — will grow your reputation.

- Take part in trends. Participate in duets, stitch videos, or engage with other creators' content about Italian food and pizza making. Join in on popular challenges that align with your brand but add your own flavor to them.
- Use relevant hashtags. Like Instagram, hashtags can increase visibility, but they may be specific to each platform, so do your research. Make sure you're regularly using the "big" pizza hashtags, like #pizzalife, #pizzatime, and #pizzaslice, but mix them up with your own more personalized tags too.
- Leverage TikTok ads and promote your Italian restaurant and pizza to specific target audiences. This could be in-feed ads, branded hashtags, and branded effects.

FACEBOOK

Facebook is a great place to target a slightly older market.

- Unlike with Instagram and TikTok, posting once a week is perfectly fine.
- Post in local groups, where a user base is already established, to amplify your Italian restaurant. Keep it simple: tell people a little bit of what you serve and about your latest offers.
- Create a business account and add your location and contact info, along with links to your website and online ordering. You can also buy paid media and track campaigns to reach more pizza and Italian food enthusiasts.
- Reviews and testimonials are crucial on Facebook for building trust and credibility, so encourage them! Respond to feedback, positive or negative, in a timely and professional manner — and share the positive feedback for added visibility.
- Use Facebook Events for special occasions, themed events, live performances, or exclusive pizza promotions. Invite your followers, get them to share the event, and create eye-catching visuals and persuasive descriptions to generate interest and bolster attendance.

X (TWITTER)

X is another great platform to promote your business and raise awareness of your Italian restaurant and the pizza you make.

- Monitor mentions and reply promptly in a professional and on-brand manner. Make sure to answer questions, repost to highlight your customers' experiences, engage in conversations, and thank users for positive feedback.
- Promote and announce exclusive events, promotions, and limited-time menus with clear calls-to-action to your website or the offer.
- Engage in conversations related to Italian food, dining, and local events. Share insights, add value, and be helpful.
- Remember: hashtags, hashtags, and more hashtags. Like other channels, use branded or relevant hashtags to boost your content's reach, like #DineAtYourRestaurantName or #NaturalIngredients.
- Use compelling and high-quality visuals of your pizza options. Consider using videos and GIFs to make posts more engaging. This can include simple videos of the everyday: the pizza coming out of the oven, getting sliced up, or the cheese pulling. Just make sure it looks good enough to eat.
- Use X Lists to help manage your followers — especially if there are people you really want eyes on. You can add their accounts to an X List for better visibility. Tools like Hootsuite and X Pro can easily manage posts from your list.

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.