

01. TOUCHPOINT AUDIT | **INSIGHTS, ANALYSIS, & RECOMMENDATIONS - SOCIAL MEDIA**

SOCIAL MEDIA

Role and importance of this touchpoint...

Social media is crucial for restaurant marketing, enhancing visibility and customer engagement. It showcases menu items, shares promotions, and builds community. Engaging content attracts new customers and encourages repeat visits. Additionally, it facilitates customer feedback and targeted advertising, making it essential for driving sales and fostering loyalty.

Improvement recommendations...

- Combine the separate venue accounts into a single brand account per platform to increase brand reach, engagement, and presence - use multi-location features to breakout the separate venues.
- Strategically revamp Little Italy's social media strategy based around your target audiences, which platforms they use, what content they respond best to, and how to maximize ad spend and drive revenue.
- Keep it fresh - post at least 2-3 times per week during optimal timings with content that is both relevant to your target audiences and drives revenue.
- Implement a digital asset management (DAM) and content calendar to strategically plan, operationally align the venue marketing and social media strategy, create content, and manage timely and consistent implementation.

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