

Restaurant Marketing Strategies - US - 2022

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This report looks at the following areas:

- How operators can attract customers to their establishments during times of financial uncertainty
- The most influential restaurant discovery sources, including the impact of social media and general consumer perceptions of discovery sources
- The communication topics diners want to hear about from operators and what would motivate them to try new restaurant menu items
- How marketers can use loyalty reward programs and promotional offers to further build relationships with diners

The COVID-19 pandemic hit the foodservice industry at light speed and, in turn, accelerated the industry's outlook on digitization. Although 64% of diners discover new restaurants through word of mouth from friends/family, marketers must be nimble to meet the continuous evolution of digital marketing. Marketers should be aware that many traditional marketing methods will no longer sustain or resonate with the bulk of their consumers, especially younger generations. Word of mouth can extend communication through social media and online review websites in today's modern age.

Operators should highlight their uniqueness to differentiate themselves from their competition as inflationary impacts persuade diners to limit their spending on AFH dining experiences. Each segment within the industry requires diverse marketing strategies to interact with consumers effectively and drive sales. Bringing forward innovative menu items that are cost effective and less laborious can aid operators in driving traffic. Customers want value and seek promotional rewards to justify their discretionary spending. Marketers must understand how to stay relevant, maintain relationships with current customers and identify strategies to broaden their scope to attract new customers.

The challenge for operators is that consumer needs and interests are diverse, and many conventional marketing strategies have become less effective. Understanding varying generational and cultural needs will play a prominent



“Word-of-mouth marketing remains the most vital source of restaurant discovery. Still, operators should continue to grow their brands in the digital space as it evolves. Diners want to hear more about establishments regarding topics of food quality, new menu items and loyalty rewards and programs.”

– Pooja Lal, Analyst, US Foodservice and Mintel Menu Insights

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role in how operators can tap into different markets. Social media will continue to be a bright spot for restaurants, but only if messaging conveys an authentic tone.



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