



Restaurant Marketing Strategies - US - 2023

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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 motivators to drive interest in new restaurant menu items
- How marketers can use loyalty reward programs and promotional offers to further build relationships with diners

While word-of-mouth recommendations from friends and family remain the most trustworthy and reliable information sources, operators and marketers will need to lean on a mix of traditional and emerging forms of marketing to reach potential patrons. Almost two-thirds of US consumers discover new restaurants through word of mouth from friends/family, showing the personal connection consumers have to where to choose to dine.

With consumers cutting back on discretionary spending due to current inflationary highs, operators will be challenged to deliver solely on price. To help customers look past price barriers, operators should communicate the quality of food and drinks offered on menus. Offering customizable options and made-to-order dishes will resonate with patrons looking to elevate their experiences based on their personal needs. Additionally, clear communications regarding promotional offers and targeted ads will help spread brand awareness, allowing consumers to come across restaurants in their vicinity more naturally.

Operators can leverage social media by working with content creators who can authentically communicate with consumers online, and by expanding their own presence through posts and videos. As technology evolves, younger generations will primarily rely on online-based platforms to engage with operators. Brands can encourage consumers to provide feedback via social



"Word-of-mouth recommendations from family and friends remain the most prevalent restaurant discovery source, followed in importance by reviews on social platforms that speak to taste, visual appeal, and service."

- Pooja Lal, US Foodservice and Mintel Menu Insights

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media and online review websites to further delve into building trust online. Personalized incentives and promotional offers will help consumers buy into brands and drive menu trials.

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
Figure 1: Top takeaways, 2023
- **Consumer trends**
Figure 2: Consumer trends, 2023
- **Competitive strategies**
Figure 3: Competitive strategies, 2023
Figure 4: Category outlook, 2023-28
- **Opportunities**
- **Satisfy consumer appetites through lifestyle needs**
Figure 5: Motivations to try a restaurant, 2023
- **Leverage social media platforms to connect with patrons**
Figure 6: Restaurant discovery sources, 2023
- **Boost restaurant discovery via Facebook, YouTube and Instagram**
Figure 7: Social media platforms used to discover restaurants, 2023

MARKET DRIVERS

- **Inflationary pressures set to ease**
Figure 8: Change in Consumer Price Index, 2007-23

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Sponsored ads can cut through scrolling spells**
Figure 9: Instagram sponsored ads, February 2023
- **Taco Bell takes marriage to the metaverse**
Figure 10: Taco Bell metaverse Wedding, 2023
- **Chipotle goes viral with influential social media menu hacks**
Figure 11: Chipotle TikTok menu hack
- **Delivery deals target at-home diners with incentives**
Figure 12: Applebee's & Chipotle online marketing for takeout, 2023
- **Time-sensitive competitive deals can boost traffic**
Figure 13: Value-driven restaurant deals
- **Nostalgic promotions generate buzz**

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Figure 14: KFC (2023) and McDonalds' limited time offerings (2022)

THE RESTAURANT CONSUMER – FAST FACTS

- **Consumer behaviors are changing to meet lifestyle needs**
- **Social media channels allow brands to tap into vast demographics**
- **Communicate about topics consumers want to hear about**

TYPE OF RESTAURANTS ORDERED FROM

- **Consumers are shifting back to in-person dining**

Figure 15: Types of restaurants ordered from, 2023

RESTAURANT DISCOVERY SOURCES

- **Sponsored ads encourage “happen to come across” discovery**

Figure 16: Restaurant discovery sources, 2023

- **Online reviews are the new word-of-mouth**

Figure 17: Restaurant discovery sources, by generation, 2023

Figure 18: Black Pearl tabletop QR code for posting Google Reviews

- **Women are more inclined to actively search for restaurant options**

Figure 19: Restaurant discovery sources, by gender, 2023

SOCIAL MEDIA PLATFORM DISCOVERY SOURCES

- **Video-based social media content continues to capture attention**

Figure 20: Social media platform discovery sources, 2022 vs 2023

Figure 21: Chipotle Rewards – TikTok Fajita Quesadilla

- **Gen Zs are connecting with brands on TikTok**

Figure 22: Social media platform discovery sources, by generation, 2023

- **Less socially focused online platforms resonate with men**

Figure 23: Social media platform discovery sources, by gender, 2023

PERCEPTIONS OF RESTAURANT DISCOVERY SOURCES

- **Opt for authenticity via social media influencers**

Figure 24: Perceptions of restaurant discovery sources, 2023

RESTAURANT MOTIVATORS

- **Offer unique menu items to entice new and existing guests**

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Figure 25: Motivations for trying a restaurant, 2023

- **Familiarity, promotional prices help restaurants expand customer base**

Figure 26: TURF analysis of motivations for trying a restaurant, 2023

- **Millennials want restaurants to do more for their health**

Figure 27: Motivations for trying a restaurant, by generation, 2023

Figure 28: Black Pearl, March 2023

- **Women are motivated to order menu items based on aesthetics**

Figure 29: Motivations for trying a restaurant, by gender, 2023

MARKETING-RELATED BEHAVIOR

- **Bring forward enticing offers around the clock**

Figure 30: Marketing-related behavior, 2023

- **Social media can pave the digital path to purchase**

Figure 31: Marketing-related behavior, by generation, 2023

Figure 32: Marketing-related behavior, by gender, 2023

COMMUNICATION TOPICS

- **Communicate quality**

Figure 33: Topics of interest to diners, 2023

- **Food quality, offerings and promotions are crucial talking points**

Figure 34: TURF Analysis of topics of interest to diners, 2023

- **Gen Z prioritizes food safety**

Figure 35: Topics of interest to diners, by generation, 2023

Figure 36: Too Good to Go app

- **Double down on loyalty program perks to attract female diners**

Figure 37: Topics of interest to diners, by gender, 2023

RESTAURANT MARKETING ATTITUDES

- **Listen to customer needs to develop stronger connections**

Figure 38: Attitudes to restaurants, 2023

- **Connect with Millennials via community-based initiatives**

Figure 39: Attitudes to restaurants, by generation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Consumer survey data**
- **Abbreviations and terms**
- **Abbreviations**

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- **Terms**

APPENDIX - TURF ANALYSES

- **Methodology**

Figure 40: TURF Analysis of motivations to try a restaurants, 2023

Figure 41: TURF Analysis of topics of interest to diners, 2023

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