

Top Tips - Driving Footfall & Revenues to your Restaurant, Café, Pub or Gastropub

Business Supports Suite:
Sales and Marketing for Recovery

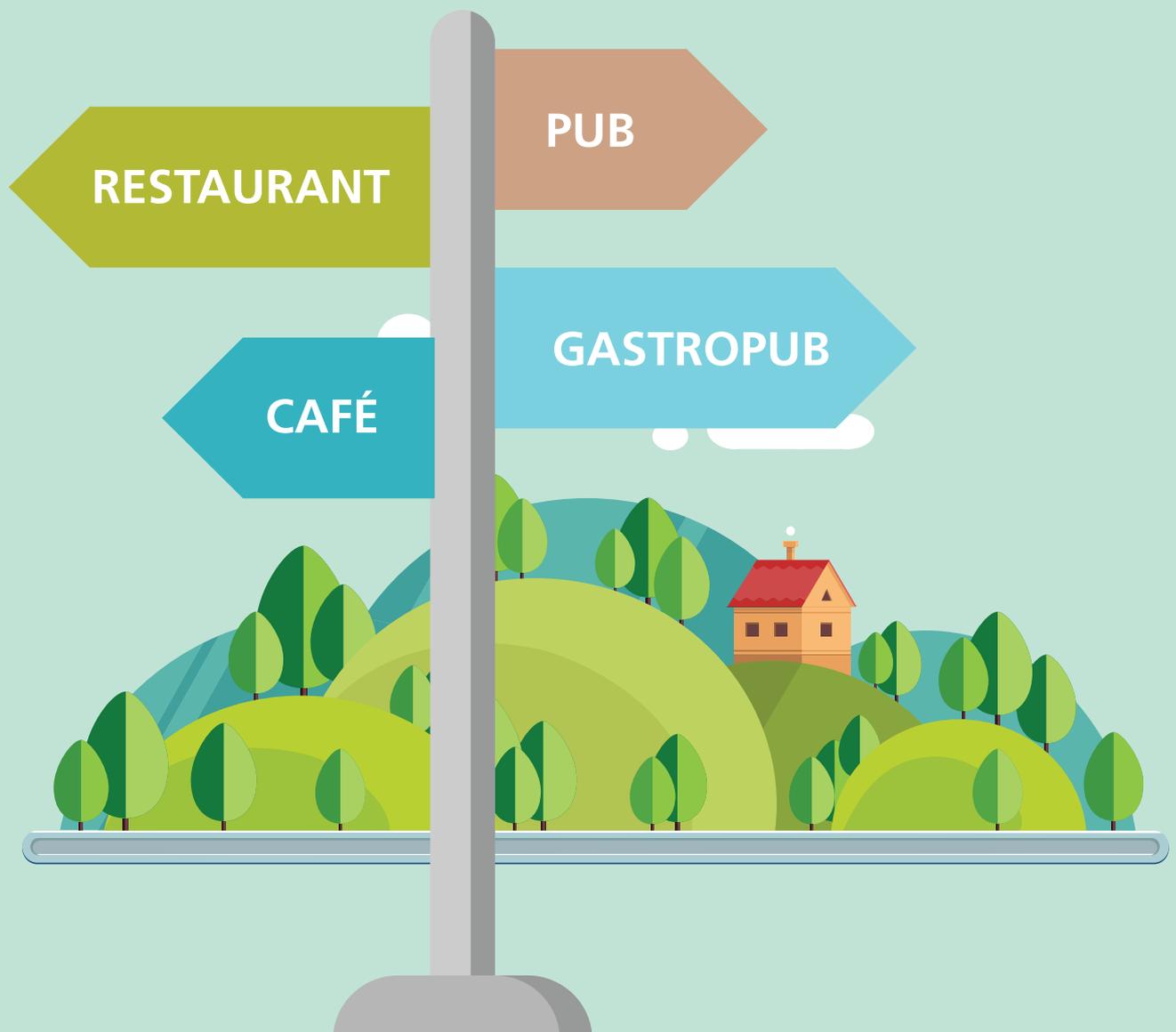


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Once again, we are all looking forward to visiting the places we love where we can find fresh air and open spaces and enjoy spending time with our families and friends. As service providers we are open for business and are excited about welcoming customers to our restaurants, cafes, pubs and gastropubs, and are fully committed to providing healthy and safe experiences for customers old and new.

This document outlines top tips, both online and offline, for restaurants, cafes, pubs and Gastropub owners to drive footfall and increase revenues.



Grab the attention of those near you

By keeping your website and social media profiles up to date you will be easier to find and visitors will be confident that you will be open for business when they arrive. Top tips for doing all this are presented below.

Update your social profiles

When people start researching places nearby it is important that they find your business. This will help them plan their schedule and get in touch with you if they have any queries. Review your social media profiles on a regular basis to ensure that the information is up to date and on message.

Top Tips - Updating Facebook

Tabs	Top Tips
About	This is a tab on your Facebook page. Click onto it to view your current information. To edit this, click on the 'Edit Page Info' link on the right-hand side.
Description	Although you may also be updating your address later you should include your location as part of your description. This will help you appear in more Facebook search results. You should also add a short description of what your business does.
Categories	Do your categories describe your business accurately? Get these correct and you will appear in more Facebook search results. You can add up to three categories to your Facebook page. Put the most relevant first. For example, if you are a Café located in a heritage building, you should include both 'Landmark' or 'Historic Place' as well as 'Café' or 'Coffee Shop' with your selection of categories.
Contact	Ensure that your phone number is correct, so it is easy for people to contact you. Ensure you have the right country code selected. Add your website and the best email address to contact you on.
Location	Make sure your address is accurate and includes your Eircode. This makes it easier for people to find you. Move the pin on the map to your exact location. You can zoom in on the map and drag and drop the pin until you find the exact spot.
Opening Hours	By adding accurate opening hours, visitors will be reassured that they are arriving at the right time. Add or review the information here to make sure it is up to date.
More	Under the 'More' section check you have selected the current service level you are providing. If you changed this due to COVID-19, update it now to represent your current situation. You can also select a price point. This will ensure that you are attracting the right customers to your business.

The category options for food service on Facebook are quite extensive. To find the ones that represent you the best, start typing and see what results appear. It can take a while to find the right categories for your business page, but it is worth the effort to appear in more search results. Some of the categories relevant to Restaurants, Cafés, Pubs and Gastropub could include Restaurant, Seafood restaurant, Barbeque Restaurant, Burger Restaurant, Gastropub, Bar, Pub, Irish Pub, Bakery, Pizza Place, Café, Coffee Shop, Breakfast and Brunch Restaurant, Family Style, Irish Restaurant, Steakhouse, Sandwich Shop, Tea Rooms, Beer Garden, Home Delivery (there isn't a takeaway category so businesses will have to state this upfront on their descriptions).

Your Facebook page information is linked to your Instagram business account. If this information is accurate your Instagram account will also be accurate.





Top Tips: Updating Instagram

Tabs	Top Tips
About Info	Your Instagram account pulls in the information you have added to your Facebook business page. To make it easy for people to locate you and contact you through your Instagram Business account, click 'Edit Profile' and then update: <ul style="list-style-type: none"> • Your contact information • Your location
Under 'Public Business Information'	Under Contact Options check your email, phone number and business address. Adding your address here is important. When you do this Instagram will add a clickable link to your bio that opens in Google Maps. This will make it easy for customers to find you.
Profile Display	Click 'Profile Display' to see what Call to Action Buttons are visible to people who visit your Instagram account.
Link in Bio	What link do you have in your Instagram bio? Instead of linking to your full website, link to an offer landing page or your booking page. This means visitors have a better chance of being brought directly to your webpage offers in order to buy from you, so you move them along the sales funnel, increasing your opportunity to secure a booking and convert a sale.

Top Tips Updating Twitter

Tabs	Top Tips
Location	Have you added your location to your Twitter bio? From your profile click on 'Edit profile' and scroll down to 'Location'. Be as specific as possible here. Include the town, county and Country i.e. Ireland. This is not a clickable location, but it tells profile visitors where you are located. The location appears to people who visit your bio but if they preview your account from the Twitter feed or notifications this will not show. To ensure people who see a snapshot of your profile also know where you are, add your location to your 'Bio' section too.
Link in Bio	Instead of linking to the homepage of your website, link to your offers page or your booking page. This saves your visitors clicking to find out where to book, increasing the likelihood of securing a booking and winning a sale.
Open DMs (Direct Messages)	To make it easy for customers to make enquiries on Twitter, check that your Direct Messages are open. Without this, only people you follow will be able to message you. To switch on open direct messages so that anyone can message you, go to your Twitter settings and check the box 'Receive messages from anyone' in the 'Privacy and Safety' menu.

Optimise Google My Business

It is important to optimise your Google My Business profile for footfall. This is the home of your Google Map listing, your Google reviews and information about your business. The following are top tips to optimise your profile for footfall:

Tabs	Top Tips
Info Tab	Go to the 'Info' tab to update your information.
Map	By adding your business address to your Google My Business listing you will appear on Google maps.
Opening Hours	Are your business hours set up and accurate? This is important information for people who want to visit. Click on the pencil to edit your opening times.

If you have not set up your Google My Business account before you will need to verify your address with Google. Google will prompt you to do this when you add your address. You will either get a postcard sent to your address or, some businesses can request to be verified by phone or email.



Optimise your Website

Now you have optimised the key social networks and Google My Business it is time to look at your website. The following are the top tips to optimise your website for getting found:

Tabs	Top Tips
Opening Hours	Check your opening hours are up to date and easy to find.
Maps and Location	Check your address and phone number are up to date and the same as your Google My Business listing. Make sure you have directions to your location in an easy to find place on your website. Ensure you have a Google Map embedded on your contact page. Include your Sat Nav coordinates on your contact page.

Post the right content to drive footfall

Different types of people enjoy consuming different types of posts. To reach the most people possible, you should post a variety of content on your social media accounts.

You need to be posting content on a regular basis to make sure your business gets in front of the right people. Always look for content that will attract people to you.

1 It is important that it is in the moment. For example:

- A photograph of the view from your window today tagged with the location will inspire visitors.
- A short video of you opening the door in the morning tells people you are open for business today.
- Reviews from customers and photos of people enjoying your business in a socially distanced manner will reassure people that it is safe to come and visit.

2. Share links to your booking page and encourage customers to book in advance to avoid disappointment.
3. At your business you can replicate this by having signage encouraging those who are queuing to book now for faster entry.

Images

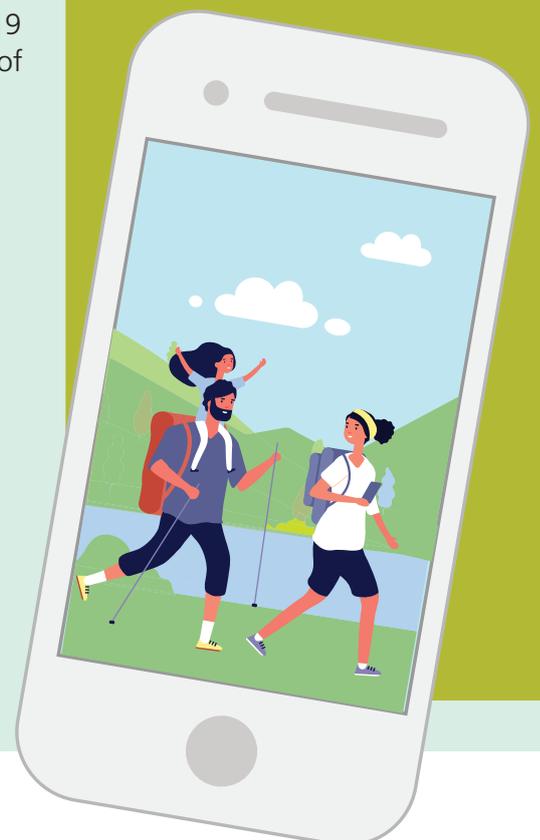
1. Photos are quick to consume and can capture attention. Watch the **'Imagery that Engages and Sells'** video in this suite of supports to find out more about creating eye-catching images.
2. Consider creating imagery that is reassuring to your audience. Are you showing off your safety and COVID-19 precautions? These do not have to be the main feature of your photos, but your social distancing and sanitising protocols should be featured in the imagery you create.

Videos

Videos require more attention from the viewer but are a powerful way to be remembered.

1. Watch the video **'Video Content that Engages and Sells'** in this suite of supports to find out more about creating memorable videos.
- 2 Consider creating video that is reassuring to your audience. Are you demonstrating how you are implementing your COVID-19 protocols? These do not have to be the main feature of your videos, but your social distancing and sanitising precautions / protocols should be featured in the videos you create.

Consider creating imagery that is reassuring to your audience.



Links

Link posts tend to get less reach than other sorts of content on social media, but they are important as they get people to click through to your website and buy from you. When you post a link to social media make sure you include a good descriptive caption that will make people want to click through.

Stories

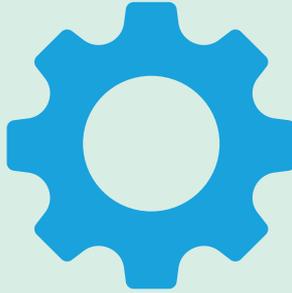
Stories are becoming a popular way to consume content. Stories fill the whole mobile screen making them an immersive experience. There is no distraction.

You can post stories to both Instagram and Facebook and you can connect your Instagram account to post your stories to both Instagram and Facebook at the same time. You will find this setting when you create a story.

Stories are becoming a popular way to consume content. Stories fill the whole mobile screen making them an immersive experience. There is no distraction.

How to do this:

1. Click the cog at the top left-hand side of the screen. This opens 'Story Controls'
2. Scroll down to the bottom of the screen to switch on 'Share Your Story' to Facebook
3. When creating a story always use three slides. It means visitors will spend longer on your social pages and makes your business more memorable.



For more on creating content see the following documents in the Driving Domestic Sales series.

- Video: Imagery that Engages and Sells
- Video: Video Content that Engages and Sells
- Top Tips: Creating Compelling Imagery and Video

Live broadcasts

Live broadcasts are a fantastic way to capture a moment. They are also interactive - viewers can leave comments that you can respond to in real-time. You can stream live to Facebook, Instagram, and Twitter. You can even stream to all three at the same time using tools like [Streamyard](#).

You can even stream Facebook, Instagram, and Twitter all three at the same time.



Tagging locations to get discovered

In the previous section on updating your profiles, we looked at how to ensure your Facebook and Google maps are set up correctly. In this section, we are going to look at location tagging in posts.

By tagging your location and the locations of those you collaborate with on social media you will be easier to discover and visit.



Facebook Location Tag

When you create a Facebook post you can tag a location. You don't need to do this with every post but, by doing it occasionally you remind the people who see your posts where you are located and it makes it easier for them to choose to visit.



To add a location:

1. Click the 'Check In' button under the post and choose your location.
2. When you publish your post, the location will appear as a blue, clickable link at the top of the post. You can also do this to give a shout out to other local businesses who appeal to the same customers. We will talk about that more in the collaboration section.



Instagram Location Tag

Photos tagged with your location on Instagram appear on a curated page like a hashtag page. People can view photos and videos filtered by 'Top' and 'Recent' as well as stories from that location. Top tips on this:

1. When you post to the Instagram feed or Instagram stories, tag the town you live in. This will ensure you appear in broader search results than if you only tag your location.
2. To add a location to an Instagram feed post, click 'Add location'. Then post. To add your location to a story, click on the sticker icon. Select 'Location' and select the place you want to tag.

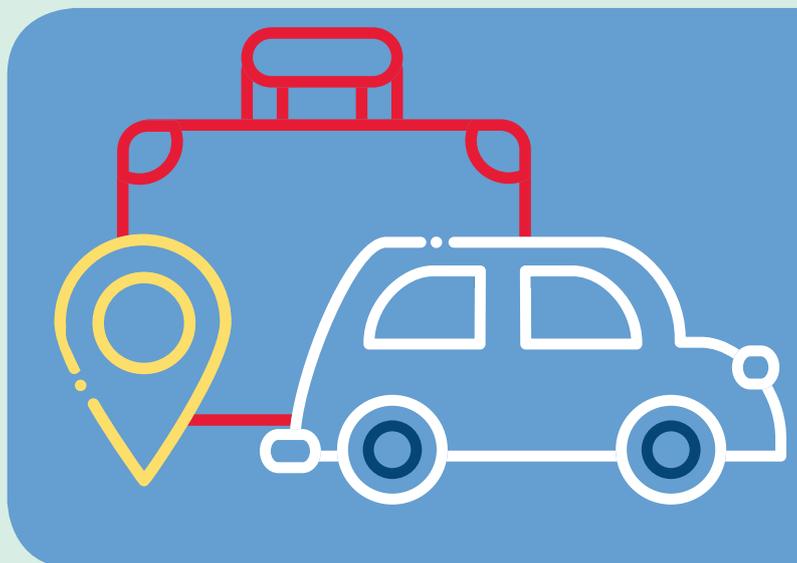


Twitter Location Tag

Tagging locations on Twitter will help people find where you are. You can add locations to tweets from mobile apps. To do this:

1. Click on the dropped pin icon to add a location. You can get specific or go broader.
2. Business locations are powered by Foursquare. If you want to appear in these location results, you will need to set up your location on Foursquare.

[More on that here.](#)

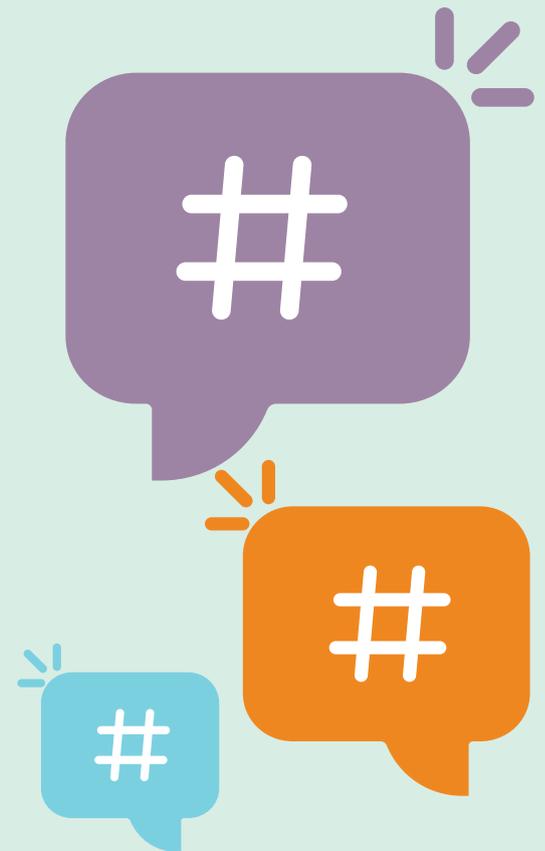


Use Hashtags

Hashtags are used to help classify your content into a specific topic. On some social networks, they can help you appear in more search results.

Hashtags always start with the hash symbol # and are followed by a single word. The general rules:

1. If there is more than one word in your hashtag use camel case (the practice of writing phrases such that each word or abbreviation in the middle of the phrase begins with a capital letter, with no intervening spaces or punctuation) to signify the beginning of a new word. For example, #DiscoverIreland.
2. Punctuation in hashtags does not work on all social networks and spaces do not work at all. On some networks using hashtags can result in you getting discovered by more visitors planning their trip.



Facebook

Hashtags are not used frequently on Facebook and using too many can confuse the people who see your posts.

Top Tips:

1. Connect hashtags to a campaign, user-generated content, or a competition
2. When you use a hashtag in posts related to a campaign, you encourage others to use it too
3. As the tag is clickable, you can easily access other public posts using the tag
4. How many hashtags should you use on a Facebook post? The answer is one!

Instagram

Hashtags are used more on Instagram than any other social network. Each time you post on the Instagram feed you can add up to 30 tags. These will help you expand the reach of your posts by making them appear in Instagram hashtag search results. You can add multiple hashtags to Instagram stories too. Some stories tagged will appear in hashtag searches.

Top Tips:

1. It is important to choose hashtags that are relevant to your post
2. Make a list of tags you will use regularly so that you can copy and paste them into your posts
3. Find out how to use hashtags on Instagram in the video **'Getting Instagram Right'** in the suite of supports titled **Boosting Sales through Social Media** as part of Driving Domestic Sales
4. How many hashtags should you use on an Instagram post? Up to 30 but only when relevant.

Twitter

Twitter is where hashtags for social media started, but they should be used sparingly here. They can be used to classify content, but are most frequently used as part of a campaign or competition or a Twitter chat. Twitter chats are conversations at a set time and date that revolve around a specific topic. Using tags can give you more reach on your tweets and help connect with others.

How many hashtags should you use on a Twitter post? Up to 3 but only when relevant.

Use DiscoverIreland.ie Hashtags

Leverage DiscoverIreland.ie channels in addition to maximise your reach and relevancy.



Get your offers found

Create a dedicated offers landing page

1. Under the **'Optimising Direct Sales Conversion through Digital through own Brand Web'** suite of supports under Activating Domestic Sales, you will see an infographic which presents the essential elements to designing a landing page to drive direct conversions to your business via dedicated offers.
2. Once you get someone to visit your dedicated offers landing pages your aim is to keep them there and convince them to book. Therefore, you need to remove anything from the page that may distract them. This means no links off to other websites unless it is your booking site, and no links to other pages on your own website. Once they leave this page, your chances of getting the sale drastically reduces.

Tips on driving traffic to your offers landing page

Once your dedicated offers landing page is built, the next step is to run a targeted campaign to drive relevant traffic to the page. Here are some places you should promote a link to your dedicated offers landing page from:

- Your homepage
- Your business listing on DiscoverIreland.ie
- Online ads campaign
- Via social media – including pinned posts
- Email marketing campaign
- In your e-mail signature
- Any other relevant online listings

For more on using Social Media to Drive Sales see **'Boosting Sales with Social Media'** suite of supports under Driving Domestic Sales.

Your Website

When you send people to your website to avail of the offer you do not want to make them go looking for it.

Get your offers found easily via your website:

1. Create a dedicated page on your website or a landing page for your offer.
2. Link directly to this page when promoting your offer. This makes it easier:

- For visitors to buy
- For you to measure where traffic to that page comes from
- To identify which social networks send the most people who convert into buyers

3. Find out more about this in the video '[Creating a Domestic Market Landing Page and Offers for High Conversion](#)' under the Driving Domestic Sales suite of supports.

Google My Business

Adding an offer post on Google My Business can help convert your organic search visitors into customers. What to do to get your offers found easily via Google My Business:

1. From your Google My Business dashboard select 'Posts' on the left-hand side.
2. Choose 'Add Offer' from the menu.
3. Add photos, an offer start and end date and a title. Scroll down and click 'Add more details' to add a description, a coupon code and your terms and conditions.

Creating an offer post on Facebook

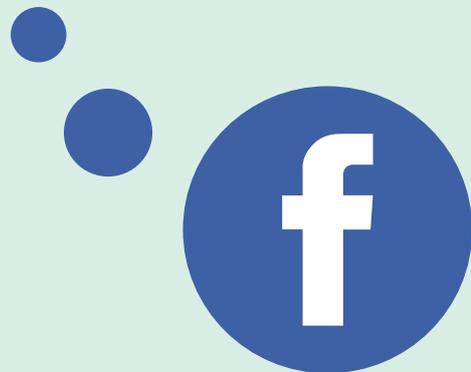
Facebook has an inbuilt 'Offers' tool. You can create offers organically and as part of an ad. When people 'save' your offer, Facebook will send them reminders to redeem it before the expiration date.

Here is how to create an offer organically on Facebook:

1. Click on the 'Offers' icon next to 'Create' at the top of your Facebook page.
2. Choose an image to represent your offer.
3. Select your offer type from:

- a. Discount %
- b. Discount amount
- c. Free shipping
- d. Buy X get Y discount
- e. Spend X get Y off
- f. Customised.

4. Add your offer details and select an expiration date.
5. To attract footfall traffic select the 'In-Store' option.
6. Add a promo code and choose a call to action button.



Linking an offer via Instagram

Unless you have 10,000 followers on Instagram there is only one way to link out of Instagram directly without advertising and that is via the link in your bio. To do this:

1. Update this to link directly to the landing page for your offer
2. Even without a direct link, you can promote your offer in your Instagram story using the 'DM Me' sticker
3. When people DM you, you can send them the link to the landing or booking page. This not only converts followers into customers but can also help you build a stronger relationship with the people who message you.

Promoting your offer via Twitter

You can promote your offer in several different places on Twitter. To do this:

1. Change your bio and the link in your bio to point at the landing page for your offer.
2. Mention your offer in your cover photo.
3. Create a tweet that promotes your offer and pin it to the top of your profile.
4. To pin your tweet, click the 'v' at the top of the tweet and select 'Pin to your profile' from the dropdown menu. Tweet about your offer daily, changing the wording each time you share so you avoid audience fatigue.



To pin your tweet, click the v



Stay on top of reviews

When visitors are choosing somewhere to visit, they look for reviews to validate their choice. It is important to seek out reviews on a regular basis so visitors will see the most recent information. This is even more important now. Visitors will look for reviews that appeared after the COVID-19 Crisis.

Google My Business

To request reviews on Google My Business click 'Share Reviews Form' in the 'Get More Reviews' section on the Google My Business home screen. This will open a new window that gives you a link you can copy or share directly to Facebook, WhatsApp, Twitter, or email. You could also use an app to turn this link into a QR code to display on location.

Facebook

Is your Facebook reviews tab switched on? If you do not see a reviews tab on your page you can add one. To do this:

1. Click on 'Settings' at the top of the page.
2. Click on 'Templates and Tabs' on the left-hand menu.
3. Scroll to the bottom of the page and click 'Add A Tab'.
4. Select 'Reviews'.
5. To ask for reviews you will need to get the link to this tab. Click on 'Settings' next to the tab and click 'Copy URL'. You can use this link in social posts, email, SMS, and messages to ask for reviews.

Trip Advisor and Review sites

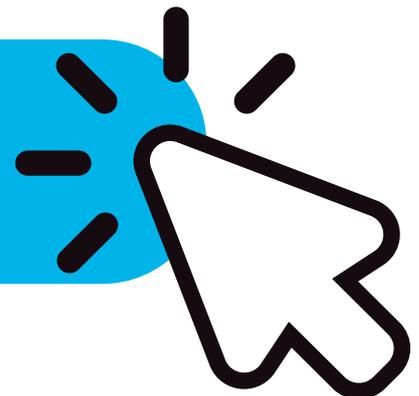
You should also be aiming to get post COVID-19 reopening reviews on all the review sites you are listed on. Check in to those sites as well as your Google My Business and Facebook pages regularly and respond to the reviews that you get.

SETTINGS

TEMPLATES
AND TABS

CLICK

ADD A TAB



Have others spread the word - User Generated Content

User Generated Content (UGC) are photos, videos and social posts created by people outside your business which have been shared to their own social media accounts.

It will help you spread the word about your business and your offerings beyond your own following to a wider audience.

Because the content does not originate from your business it attracts a new audience. It is like getting a review for your business, shared by the person who wrote it.

You can reshare UGC about you with your own audience and, if you get permission from the creator, you can share it in your own marketing too.



How do you encourage people to create UGC?

1. Create a hashtag. This makes it easy to track posts from your visitors. Your hashtag should be short and easy to remember.
2. Put signs up in your public areas telling people to share a photo of their experience with you using the tag. You will always get more UGC if you incentivise it.
3. Offer something in return. It could be entry into a competition or a free beverage next time they visit.
4. Make a 'grammable' space ('grammable' is a word used to describe an image that merits being posted on Instagram). Create a space that it is irresistible to take selfies in front of any identifiable photographic location in your business, ideally something that has your business branding subtly in the background This could be a flower wall, a mural or props that people can pose with (make sure there is sanitiser and disinfectant spray for props). Display your uniquely identifiable hashtag prominently, people will know what to do.

Resharing UGC

You can ReTweet and share UGC posts without permission but if you want to download the images and videos to use in marketing you must get written permission from the creator. Tack is a useful tool for getting permission from creators <https://foundontack.com/>



Collaborate with others – online and offline tactics

When you collaborate with other businesses that share your target market you reach more people and you will get more recommendations both online and offline.

Collaborating online can be as simple as tagging other businesses when you talk about them. Or, you can create a shared offer or run a competition together.

All of this will help keep visitors in the area for longer and get them spending more money with all the businesses involved in the collaboration.

Tagging businesses

Not everything you post on social media and your website should be about your business. Think of yourself as a go-to resource for information about your local area.

You can share content from other tourism businesses, and you can tag them in posts when you talk about them. Here is how to tag.

Facebook

1. Type the '@' symbol into the caption of the post.
2. Without leaving a space after the @ start typing the name of the business you want to tag.
3. Facebook will give you a drop-down menu of suggestions. Click on the one you want to add.
4. If Facebook does not find the business account you are looking for, visit the business page that you want to link to. Underneath the profile picture, you will see the pages @name. Typing this into your caption should help you find the right business.

Twitter

On Twitter, it is much easier to tag if you know the Twitter username you want to mention. When you have it type their username, starting with the @ symbol into your Tweet. As you type Twitter will suggest accounts in the drop-down menu.

Instagram

On Instagram, it is easier to tag another business if you know their Instagram name in advance. For the feed, start typing the username you want to tag into the caption of your photo starting with the @ symbol. Instagram will open a drop-down menu of people to choose from.

Takeovers

If you have a strong relationship with a business who shares your target market takeovers can be a good way to reach and engage their audience. This will work particularly well with businesses you are collaborating on packages with.

Takeovers consist of you switching a social media account with someone else for a day or a week. They most often appear on Instagram stories, but they could also work well on Twitter or Facebook.

To set up a Takeover:

1. Set some ground rules with the business you are swapping accounts with.
2. On Facebook, give them 'editor' access to your page but remember to remove them after the takeover is finished.
3. On Twitter or Instagram, change your password ahead of the takeover. Share the new password with the business you are switching with. After the takeover is complete, change the password back and ask them to remove your account from their devices.

There is a lot of trust in running a takeover, so choose your takeover partner carefully. When it works it can be a wonderful way to gain new, relevant followers and reach a wider audience.

There are 'go-to' people in every town in the country who know everyone and are at the heart of everything that happens in the town.



Competitions

Running a competition with another business can help both businesses grow their following, reach, engagement, and sales. Come up with a joint prize and promote entries on both of your social media accounts.

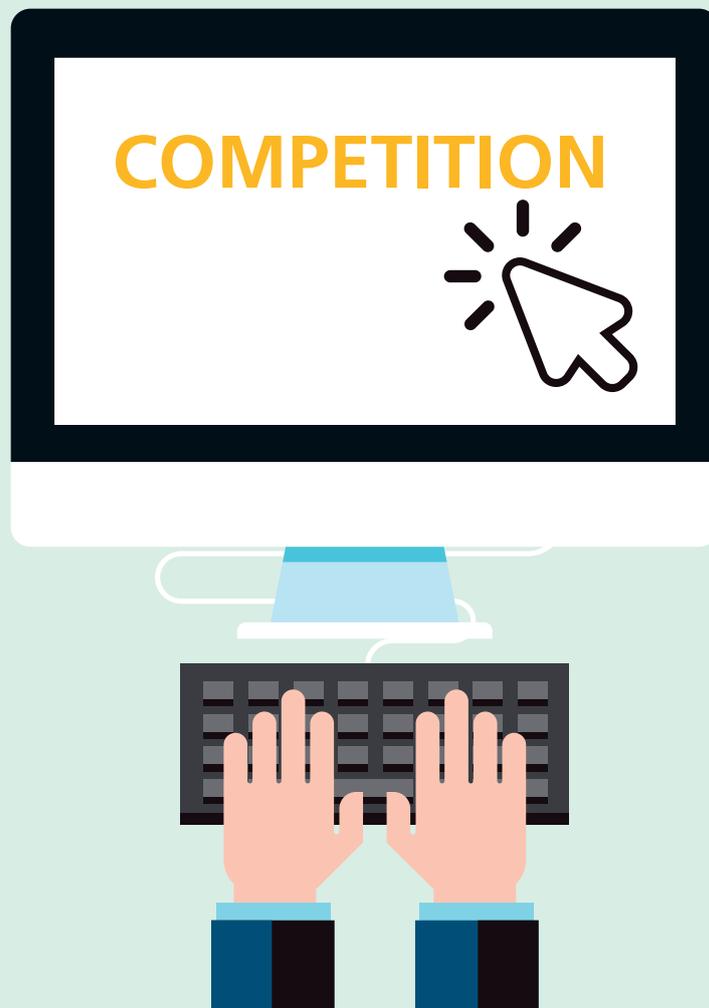
Ideally, you will get people to enter the competition on your website with an email address rather than through social media. This will:

- Drive more people to your landing pages
- Get you more bookings and drive more footfall to your business
- More people for your e-mail list (as long as you get permission from those who enter)

Blog posts and articles

If you write blog posts about things to do, places to eat, places to stay in your local area you will draw more people to your website from search engines. You can write list posts. For example: 5 Best places to stay in (add your area) or more detailed reviews of a tourism business.

When you publish the blog post tag the businesses you mention when you share it on social media. This will get you extra shout outs from the people you include in your post.





Influencer posts

An 'Influencer post' sometimes also called a 'round-up post' is a blog post on your website that has multiple contributors. You could ask your local ambassadors a question and collate their responses into the blog post or article.

The advantage of this type of content is that many of the people who contribute to the post will share it on their own social media. This means you will reach a larger audience.

The influencers you approach will not be high-profile, famous influencers but micro-influencers, members of the local community who are a hub of information and those who share local content on social media.

Choose the question you ask them carefully, make it something your audience would love to know.

For example, ask them 'what is the best night out in your area' or 'the best thing to do on a budget', or their favourite dish or signature cocktail on your menu (and you can always add the recipe!)

Local Influencer Outreach

There are 'go-to' people in every town in the country who know everyone and are at the heart of everything that happens in the town. There are also local people who are heavily active on social media.

Those people are your local ambassadors or influencers. They can help you spread the word about your business. When visitors search the web and social media, they will find content from these people and discover your business.

Talk to the people you know in your area already to find the local offline influencers. Search location tags and hashtags related to your local area to find out who is sharing the most. These are the people you should approach to work with.

Work with others through offline collaborations

1. Email or call all other tourism businesses in your area to let them know you are open and ready to welcome visitors. Do not forget other types of businesses, for example, retailers, attractions and activities which may have visitors asking for a nice place to eat or socialise.
2. Listen to the [Reshaping Your Experience](#) video suite and download the Domestic Saleable Experience Template. Work on your experience and get it out to as many businesses as possible. Make sure they are all aware of:

- What you offer
- What your premium food and drink experiences are
- Your price points
- Your booking capacity and how to advance book

3. Incentivise staff from other local businesses. Ask them to visit you at a time next week that suits you – provide them with a complimentary refreshment and possibly a discounted offer to pass on to their friends or visiting family. This could result in some positive word of mouth recommendations in the coming months.
4. Partner with other businesses and offer a package. This keeps the visitor in your area longer; provides great destination information; presents a strong community message and very importantly drives revenue.
5. Work up a list of ‘top things to do’ – these could be other activities or attractions nearby, perhaps some local food producers such as a cheesemaker who supplies to you - businesses who have a visitor experience or a local brewery or distillery that offers visitor experiences or tours; 10 great activities within an hour from you; best attractions to visit for an afternoon – and push these out through your own website and social media channels.





Target people travelling in the local area with social ads

Social advertising gives you the opportunity to reach more of your target customers. You can also target people who live locally or travel through the local area with your ads.

Facebook/Instagram

Advertising on Facebook covers both Facebook and Instagram. When you build an advertising audience on Facebook, you can select to show your ads just to people in a town or a radius of a town.

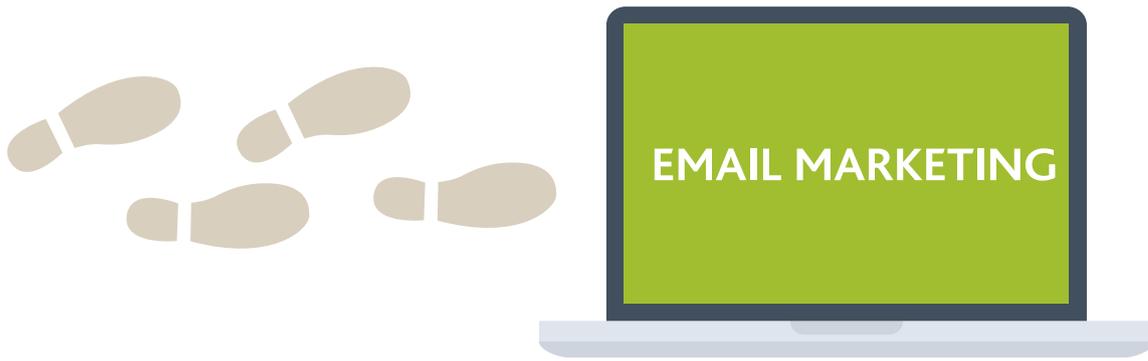
Selecting just people travelling in an area will give you an audience too small to advertise with. Instead, select 'People living in or recently' in this location'. When you target this audience, you will reach local people and those travelling through.

One of the signals Facebook uses to identify where people live is the location they put in their Facebook profile. For this reason, you will also be able to reach some people who no longer live in the area but whose family originates from there.

To find out more about advertising on Facebook watch the video series '[Boosting Sales with Social Media](#)'.

Twitter

It is harder to target a precise location in Twitter ads. You will be able to target people in Ireland but to get more specific with your targeting you will need to select people who are 'Follower-alikes' or relevant local accounts. To do this choose a selection of local accounts that may share your audience.



Drive footfall via e-mail marketing

Email marketing is an excellent way to sell offers and packages to people who are already interested in what you do.

When you are targeting a local and Irish market your messaging and language will be different to when you target an international market.

Most email marketing software will allow you to filter your email messages, so they only go to people who live in a specific country or region.

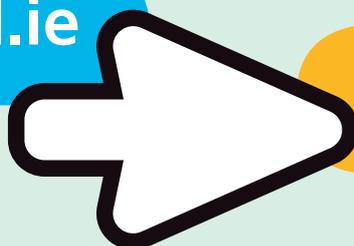
Although you can select a region, a lot of the geographical information in email marketing is based on IP addresses which often makes specific geo-location inaccurate. So instead of targeting a county or region, we recommend you select all of Ireland.

Use this feature to segment your email audience and send your offers to the right people in the right place.

Use your DiscoverIreland.ie listing to drive referrals to your business

1. Ensure to link your homepage and 'things to do in your area' on your website to DiscoverIreland.ie
2. Get listed or update your listing on DiscoverIreland.ie by visiting <https://www.failteireland.ie/get-listed.aspx>
3. Make sure to add any new imagery to your listing.

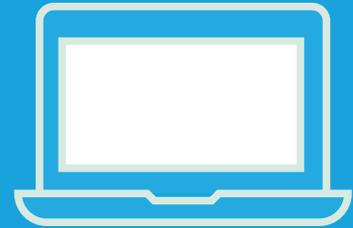
DiscoverIreland.ie



Your Business

Offer something new

1. Develop a new speciality dish or signature drink that might encourage people to visit your premises. If you do this in partnership with another local food or drink business, you can help to increase spend in your area.
2. Design a promotional flyer to promote the new offering and make sure to mention it on your website. Read the [Marketing on a Shoestring Top Tips](#) document in this suite of supports to ensure you reach as many people as possible from your available marketing budget.
3. Make a list of all local accommodation providers. Deliver the flyer and ask them to promote your offer by leaving the flyers in their reception areas. Again, make sure staff from other local businesses are aware of your new offering, so they can make a positive recommendation.



Get your message out

1. Develop a simple brochure to complement your online marketing. Hard copy material helps visitors to recognise your business and encourages repeat visits. Make sure that all your promotional material includes your website and phone number, so they can book a table or at least get a feel for your vibe! Distribute your brochures regularly to all local businesses including accommodation providers, attractions, activity providers and other local businesses.
2. Contact your local radio station and sponsor a meal for two for one of their competitions or for in-show mentions or other promotion. Radio advertising works – 81% of Irish adults tune into radio daily across national and local stations.
3. Offer a local or national journalist an opportunity to visit in return for a review in their paper, magazine or online channel. This helps to build your profile and helps drive traffic to your website and represents excellent value for money.
4. Ensure your menus are visible at the doors of your business and on an advertising board outside (if permitted by your local Authority, while ensuring it is not limiting visitor access and flow on the footpath).
5. Develop a special offer to bring new and loyal repeat customers back to your business. Special offers drive footfall after a quiet period and remind people of all you have to offer.
6. Apply to your local County Council for a temporary outdoor seating license for food and drink service if it applies.
7. Consider partnering with your local taxi firm to promote your takeaway service if you are offering one.



Sell, sell, sell

1. Suggestive selling and personal recommendations really work, so ensure that each of your staff are trained to do this. Consider offering a reward to staff that are the best at upselling.
2. Make all special offers clearly visible to your customers. Choose offers that are tempting and easily purchased, and which allow the customer to treat themselves.
3. Develop a small range of branded merchandise (t-shirts, beanies, jackets, umbrellas, etc). This range should have a good margin and ensure your customers promote your business when they leave.
4. Develop a Loyalty Programme for regular customers, with a simple loyalty card to get started. These programmes are a great way to build a database of regular guests (be sure to work within GDPR guidelines). Keep in touch with your customers regularly with news and special offers.
5. Identify a brand ambassador or a local hero that will regularly call in to your premises. This adds a cool touch for many guests who might like an autograph, photo or quick chat. That photo will end up on your guest's Facebook page!
6. On payment, include a discount voucher to be used on the next visit. This gives your customer a reason to come back or they may pass it on to a friend or family member .
7. Make space for a small shop or food retail outlet and offer carefully selected local crafts, gifts, art, handmade local jewellery along with takeout coffees and baked goods.
8. Consider a collaboration with some of your local food producers/suppliers on food gifts and possibly food experiences such as a local food tour, thus ensuring further revenue stream for you, while guaranteeing that customer spend is encouraged to support local

