

3 Smart Ways Restaurants Can Get Better Results With Facebook Ads

PRESENTED BY

Mark Sorenson, Founder/CEO at



Social High Rise

Webinar Sponsor



genuinebroasterchicken.com

Thank you!



SOCIAL HIGH RISE

SOCIAL MEDIA MANAGEMENT FOR
RESTAURANTS



Worked with 800+
restaurants across
the country

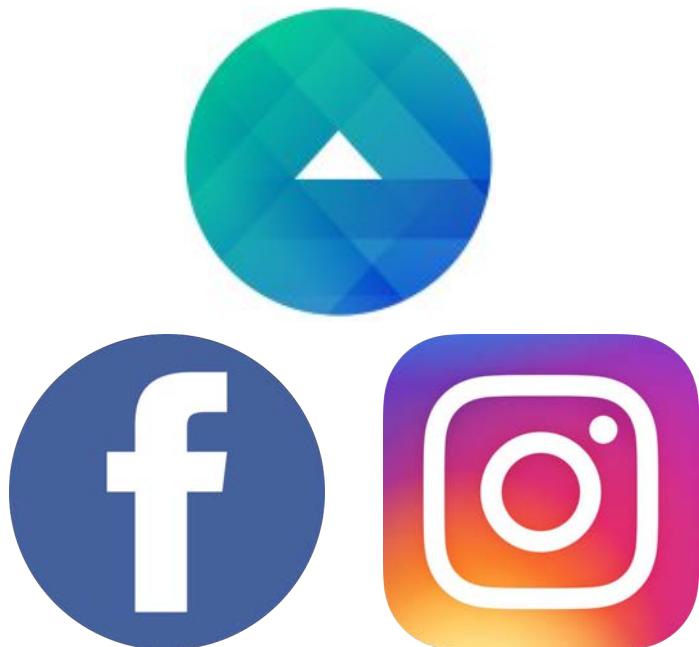


Specialize in
restaurant social
media
management



9 years
in business

WHAT WE'LL TALK ABOUT



- Boosting Posts
- Custom Audiences
- Dynamic Creative

But First...

SOCIAL MEDIA IS ALL ABOUT



CUSTOMER SERVICE

Service doesn't end at your doorstep anymore. Your customers are online & they need you.



RELATIONSHIPS

Nothing breeds customer loyalty like being a good pal to your customers.



HUMANS

...and the occasional pet. Don't think a cute dog on your patio wouldn't make amazing content.



AUTHENTICITY

This is your chance to show the entire world who you really are, so be yourself (and never a robot).



WHY YOU SHOULD CARE?

#1: Your most profitable customers are on social media.



65% of revenue comes
from the top 25% of
loyal customers.

- THANX



#2: You can influence your customers to purchase more often.



78% of purchase
decisions are influenced
by social media content.



#3: Social media is the best place to share your restaurant's values.



Customers want more
personalized experiences.
(not just customized.)

RESTAURANT®
LEADERSHIP
CONFERENCE



Customers want to spend
money at restaurants
that share their values.

A photograph of a stage at the Restaurant Leadership Conference. The stage is dark, and the background features the conference's logo in white: "RESTAURANT" in large, bold, sans-serif letters, "LEADERSHIP" in a smaller, bold, sans-serif font below it, and "CONFERENCE" in a smaller, all-caps, sans-serif font at the bottom. The stage is illuminated by red lights on the left and right sides. In the foreground, the audience is visible as dark silhouettes. Four men in suits are standing on the stage. One man on the far left is gesturing with his hands while speaking. The other three men are standing more centrally, listening attentively. A small table with a "TABLE RESERVED" sign is visible on the left side of the stage.

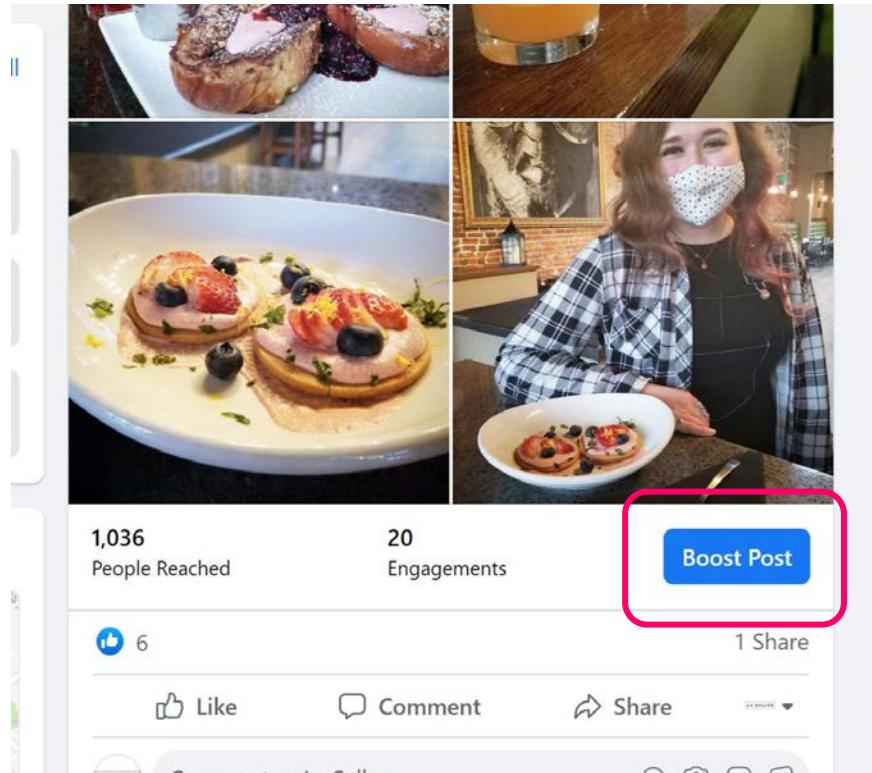
RESTAURANT[®]
LEADERSHIP
CONFERENCE

3 Ways To Get Better Results With Facebook Ads

#1

BOOST POSTS STRATEGICALLY

Boosting Posts



1,036 People Reached 20 Engagements

6 Likes 1 Share

Boost Post

Like Comment Share

THE PROS AND CONS

PROS

- It's REALLY easy (by design)
- Great for beginners

THE PROS AND CONS

PROS

- It's REALLY easy (by design)
- Great for beginners

CONS

- Audience targeting is limited

Boosting Posts

Boost Post

Ad Account
Mark Sorenson - SHR Pag...

Special Ad Category [Learn More](#)

Ads about credit, employment, housing, or social issues, elections or politics

Audience
Who should see your ad?

People you choose through targeting

Audience Details [Edit](#)

Location - Living In United States: Chico California
Age 18 - 65+

People who like your Page

People who like your Page and their friends

People in your local area

Latin/Mexican Restaurant Owners - West Coast, TX, FL, IL, NV, UT, NM, CO

SHR Instagram test ad

Ad Preview

La Sales Sponsored · 100%

📍 If you're a fan of strawberries, you'll love what's on our menu this weekend! We're featuring Strawberries and Cream French Toast during brunch, plus our Strawberry Lemonade pitcher available all day, and an extra special Berries and Creme dessert during dinner service.

❗ Saturday Live Music with Steve Johnson starts at 11am!

☀️ Takeout, Entree Express Delivery, and reservations available. It's a beautiful day for dining on our patio!



By clicking Boost Post Now, you agree to Facebook's [Terms & Conditions](#) | [Help Center](#)

Boost Post Now

Boosting Posts

Edit Audience X

Select the location, age, gender and interests of people you want to reach with your ad.

Gender i

All Men Women

Age i

18  65+

Locations i

Locations  Type to add more locations

United States

Chico + 25 mi X

Detailed Targeting i

 Detailed Targeting Browse →

For advanced targeting features, go to [Ads Manager](#).

 Potential Reach: 83,000 people

Your audience is defined.

Cancel Save Audience

Not all posts are equal



La Salles

December 3, 2020

Yes, this is a margarita flight, and yes, you need to try it this weekend at La Salles! Mango, peach, blackberry, and strawberry. Get here! ☀️



La Salles

January 9 at 12:05 PM

Our Southwestern Shrimp Omelet is our weekend special! It's a three egg omelet filled with shrimp, roasted bell peppers, grilled onions, corn salsa, and mozzarella cheese. Topped with queso fresco, chipotle creme fraiche, and avocado. Served with your choice of side!

☀️ Pick-up, Entree Express Delivery, and reservations available!

Boost posts that have higher organic engagement

Published	Post	Type	Targeting	Reach	Engagement	Promote	
01/16/2021 10:51 AM	 If you're a fan of strawberries, you'll love what's on our menu this			1K 	13 7		<button>Boost Post</button>
01/15/2021 4:02 PM	 Get here! Daily Happy Hour at La Salles is 4-6pm and both of our patios			522 	0 4		<button>Boost Post</button>
01/14/2021 5:18 PM	 How about a dinner date on the patio at La Salles? Make reservations			951 	13 11		<button>Boost Post</button>
01/13/2021 5:13 PM	 Get to La Salles — we're open! • Wednesday/Thursday: 4-8pm •			931 	28 17		<button>Boost Post</button>
01/09/2021 12:05 PM	 Our Southwestern Shrimp Omelet is our weekend special! It's a three egg			693 	4 4		<button>Boost Post</button>
01/08/2021 4:51 PM	 Check out our gorgeous Beet Salad special at La Salles today and			577 	6 6		<button>Boost Post</button>
01/06/2021 5:48 PM	 Dinner to-go! Pick-up and Entree Express delivery available at La			809 	15 8		<button>Boost Post</button>

Boost posts that have higher organic engagement

Published	Post	Type	Targeting	Reach	Post Clicks / Reactions, Comments & Shares	Reactions / Comments / Shares	Post Hides, Hides of All Posts, Reports of Spam, Unli...	Engagement Rate	Boost Post
01/16/2021 10:51 AM	 If you're a fan of strawberries, you'll love what's on our menu this			1,123	1,123	1,123	1,123	0.766%	
01/15/2021 4:02 PM	 Get here! Daily Happy Hour at La Salles is 4-6pm and both of our patios			522	522	522	522	0.766%	
01/14/2021 5:18 PM	 How about a dinner date on the patio at La Salles? Make reservations			951	951	951	951	2%	
01/13/2021 5:13 PM	 Get to La Salles — we're open! • Wednesday/Thursday: 4-8pm •			931	931	931	931	3%	
01/09/2021 12:05 PM	 Our Southwestern Shrimp Omelet is our weekend special! It's a three egg			693	693	693	693	1%	
01/08/2021 4:51 PM	 Check out our gorgeous Beet Salad special at La Salles today and			577	577	577	577	2%	
01/06/2021 5:48 PM	 Dinner to-go! Pick-up and Entree Express delivery available at La			809	809	809	809	2%	

Reach: Organic / Paid

Engagement Rate

Post Clicks / Reactions, Comments & Shares

Reactions / Comments / Shares

Post Hides, Hides of All Posts, Reports of Spam, Unli...

Engagement Rate

Boost posts that have higher organic engagement

Post Date	Image	Post Content	Comments	Shares	Link Clicks	Engagement Rate	Post Type	Boost Post	
01/06/2021 5:48 PM		🔥 Dinner to-go! Pick-up and Entree Express delivery available at La			809		2%		
01/01/2021 11:07 AM		First brunch of 2021 😊			763		2%		
12/31/2020 3:27 PM		🎉 Reservations are still available for New Year's Eve dinner at La Salles!			664		2%		
12/30/2020 12:29 PM		🔥 WE'RE OPEN from 4-8PM today! If you've been missing our Bavarian			678		2%		
12/29/2020 11:59 AM		🔥 Don't forget: La Salles is OPEN for BRUNCH on New Year's Day, Friday,			328		3%		
12/28/2020 8:23 PM		🎉 Get to La Salles on New Year's Eve! We're offering a four course Prix			1.6K		6%		
12/28/2020 1:15 PM		🎉 We don't usually offer brunch on Fridays — which is why we're excited			635		4%		
12/27/2020 12:13 PM		🔥 Make your reservations for New Year's Eve Dinner at La Salles! We			1.4K		4%		

Targeting is KEY!



#2

LEVERAGE CUSTOM
AUDIENCES

Locations ⓘ

Locations

Type to add more locations

United States

Chico + 25 mi X

Detailed Targeting ⓘ

Detailed Targeting

[Browse →](#)

For advanced targeting features, go to [Ads Manager](#).



Potential Reach: 83,000 people

Your audience is defined.

[Cancel](#)

[Save Audience](#)

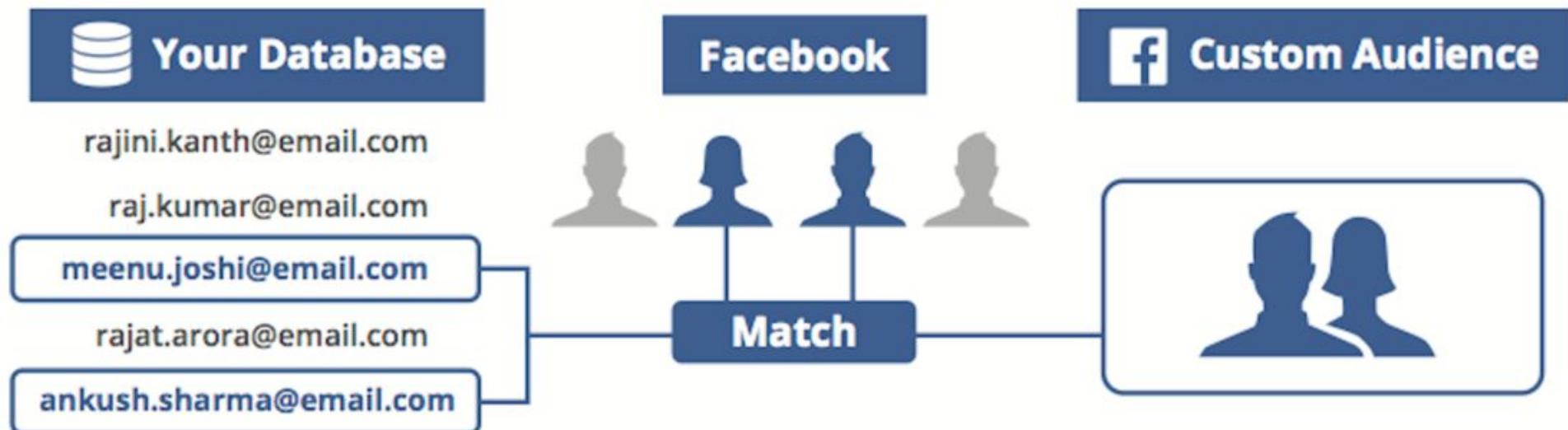
The Caveat...

1. Ads Manager is a beast

2. If you get stuck, give
me a call

650-835-4189

How it works



Custom Audiences

Create a Custom Audience

Use your sources

-  Website
-  Customer list
-  App activity
-  Offline activity

Use Facebook sources

-  Video
-  Instagram account
-  Lead form
-  Events
-  Instant Experience
-  Facebook Page
-  Shopping
-  On-Facebook Listings



About Custom Audiences

Create the most relevant audiences by adding people from the sources that matter to you.

 This process is secure and the details about your customers will be kept private.

Cancel

Custom Audiences

Create a Custom Audience

Use your sources

Website Customer list

App activity Offline activity

Use Facebook sources

Video Instagram account

Lead form Events

Instant Experience Facebook Page

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Custom Audiences

Create a Custom Audience

Use your sources

- Website X
- App activity X

Customer list

Use Facebook sources

- Video X
- Lead form X
- Instant Experience X
- Shopping X

- Instagram account Customer list
- Events X
- Facebook Page Customer list
- On-Facebook Listings X



About Custom Audiences

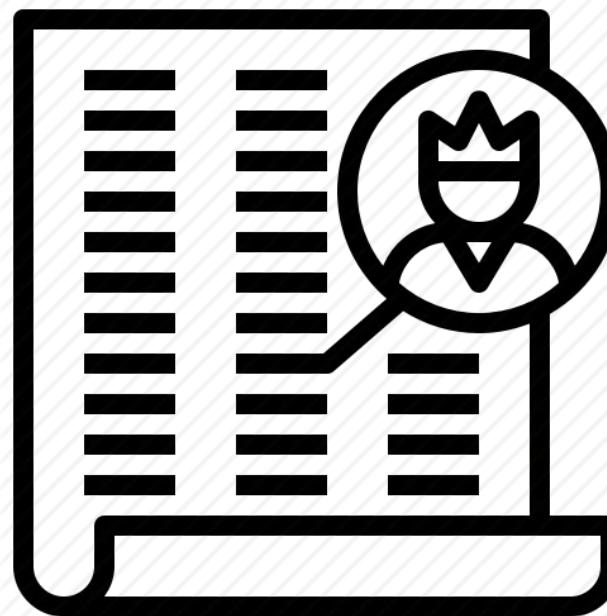
Create the most relevant audiences by adding people from the sources that matter to you.

Lock icon This process is secure and the details about your customers will be kept private.

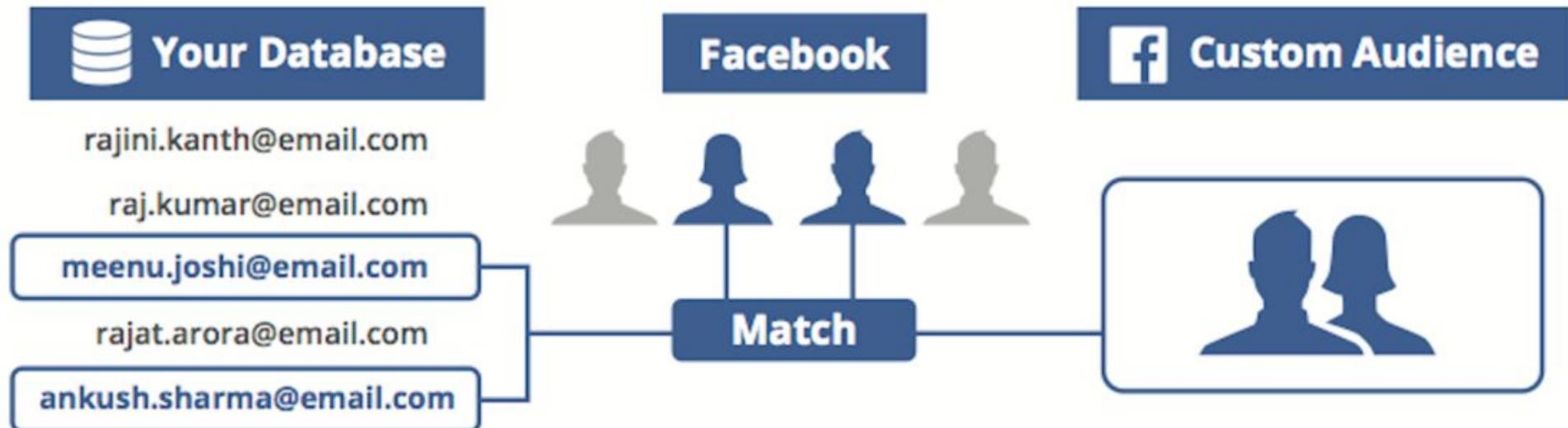
Cancel

Your Sources: Customer List

- Emails
 - Newsletter
 - Reservation platform
 - Loyalty program
 - Wifi access
- Phone Numbers
 - Loyalty programs
 - Wait notifications

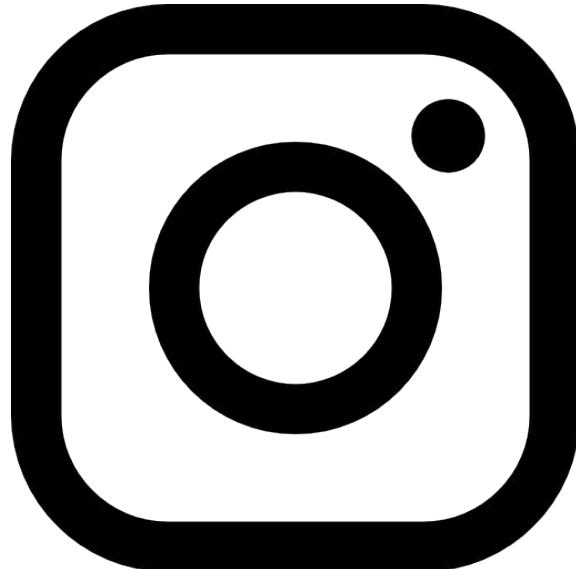


Customer List



FB Sources: Instagram

- Everyone who engaged with your account
- Anyone who visited your profile
- People who engaged with any post or ad



FB Sources: Facebook Page

- Everyone who engaged with your Page
- Anyone who visited your Page
- People who engaged with any post or ad

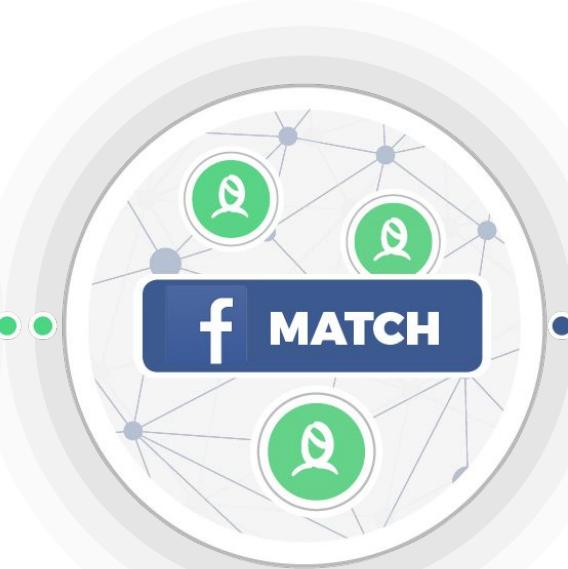


Show them how it works, Mark

Lookalike Audiences



**USE YOUR DATABASE
OF CUSTOMERS**



**UPLOAD TO
FACEBOOK**

(This is your custom audience)



**CREATE LOOKALIKE
AUDIENCES**

Cool, Mark. Just show them
how to do it now.

Lookalike Audiences

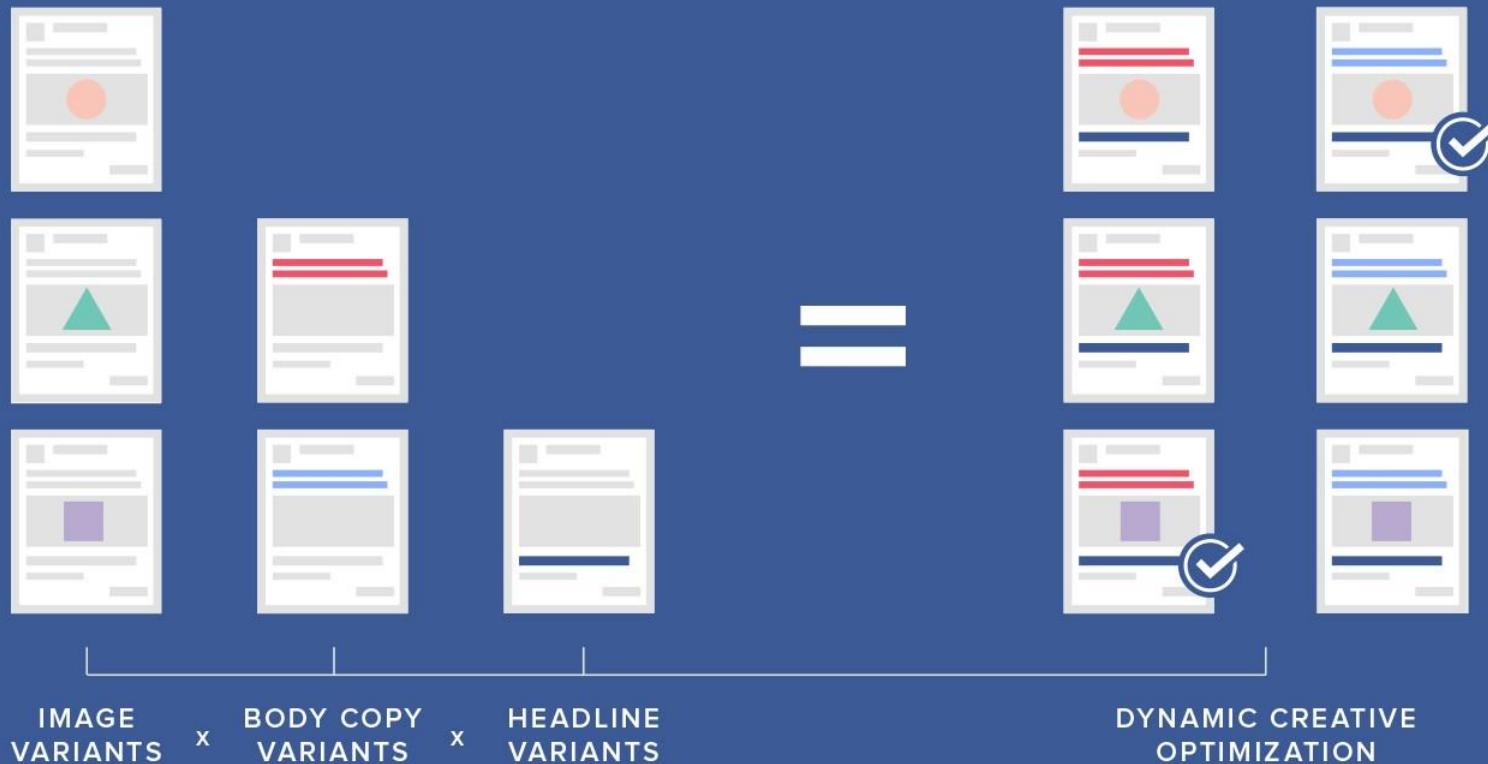
- Start with a 1% match
 - If it's too small, experiment with a broader percent match
- Lookalike audiences will automatically update when your source audience updates



#3

USE DYNAMIC CREATIVE IN
YOUR ADS

What is Dynamic Creative?



Dynamic Creative ads are great when

- You aren't sure which ad creative or ad copy will resonate the best with your audience
- You aren't planning to use this ad set over and over again

Ad Elements

- Image/Video
- Primary Text
 - This is the “body” of your ad
- Headline
- Call to Action

Yeah, yeah. Show them, please.

Keep in mind...

- Be sure each ad element makes sense if paired with any other ad element.
- You don't want FB to create a wonky ad combo that is confusing.

Recap

1. **Boost posts** that are already performing well organically

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2. Create **custom audiences** from your customer list and/or people who engage with your pages

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2. Create **custom audiences** from your customer list and/or people who engage with your pages
 - Super Pro Tip: Create a **Lookalike audience** from your custom audiences
3. Use **dynamic creative** to allow Facebook's AI to help your ads resonate better with your audience

Thank You!!



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