

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

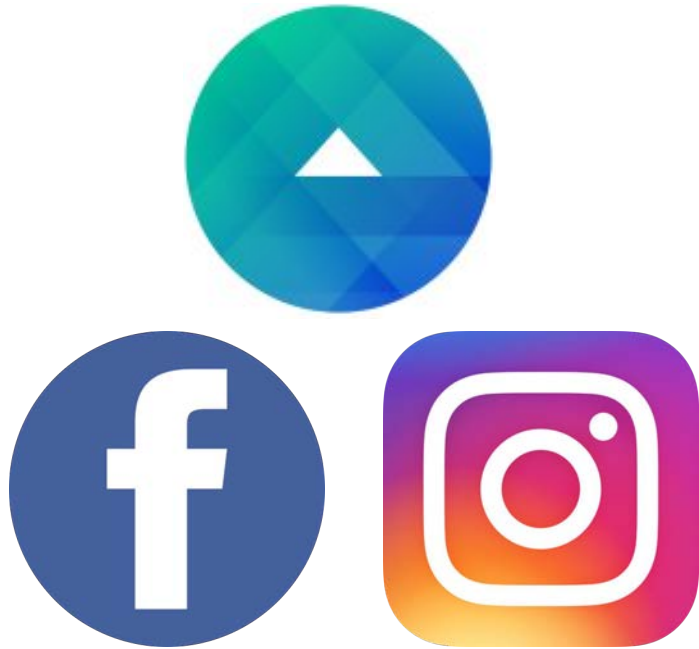


Specialize in
restaurant social
media
management



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.)



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



The background image shows a rustic restaurant interior. The walls are made of exposed brick. On the left, there's a wooden table with a bottle of hot sauce on it. In the center, a colorful tapestry hangs on the wall. To the right, there's a counter with condiment bottles and a potted plant. The overall atmosphere is warm and cozy.

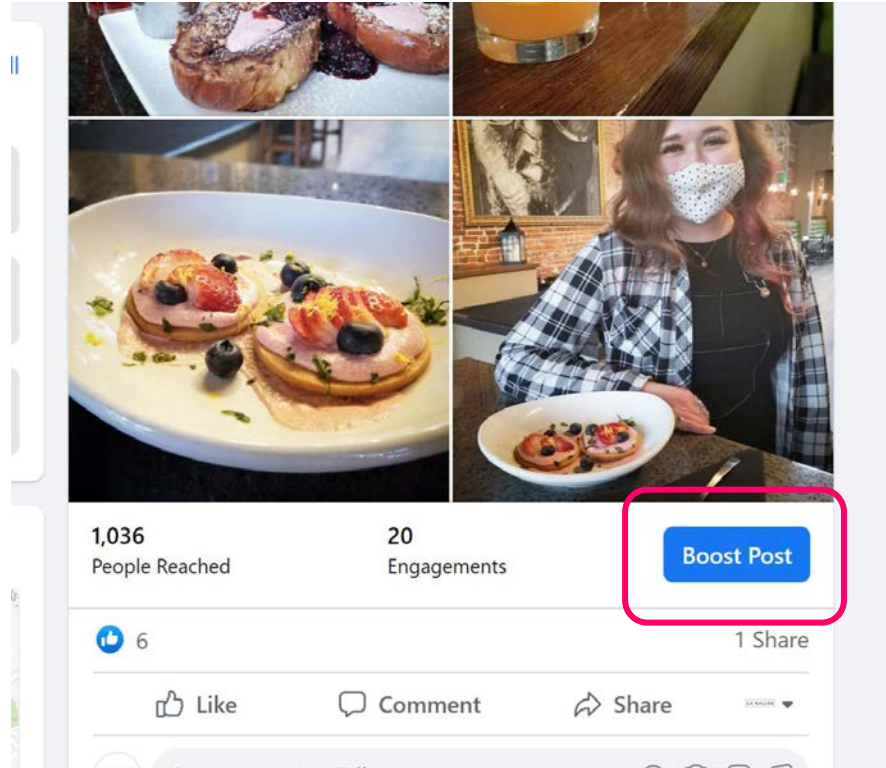
3 Ways To Get Better Results With Facebook Ads



#1

BOOST POSTS STRATEGICALLY

Boosting Posts



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

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

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 Account

Mark Sorenson - SHR Pag...

Ad Preview


La Salles

Sponsored

🍓 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

×

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


Gender ⓘ

All

Men

Women

Age ⓘ

18  65+

Locations ⓘ

Locations

Type to add more locations

United States


Chico + 25 mi ×

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






















Not all posts are equal



































Boost posts that have higher organic engagement

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares								
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		Boost Post
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		Boost Post
01/14/2021 5:18 PM	 How about a dinner date on the patio at La Salles? Make reservations			951		13 11		Boost Post
01/13/2021 5:13 PM	 Get to La Salles — we're open! • Wednesday/Thursday: 4-8pm •			931		28 17		Boost Post
01/09/2021 12:05 PM	 Our Southwestern Shrimp Omelet is our weekend special! It's a three egg			693		4 4		Boost Post
01/08/2021 4:51 PM	 Check out our gorgeous Beet Salad special at La Salles today and			577		6 6		Boost Post
01/06/2021 5:48 PM	 Dinner to-go! Pick-up and Entree Express delivery available at La			809		15 8		Boost Post

Boost posts that have higher organic engagement

Reach: Organic / Paid Engagement Rate						
Published	Post	Type	Targeting	Reaches	Engagement Rate	
01/16/2021 10:51 AM	 If you're a fan of strawberries, you'll love what's on our menu this			1k		
01/15/2021 4:02 PM	 Get here! Daily Happy Hour at La Salles is 4-6pm and both of our patios			522	<div><div></div></div> 0.766%	Boost Post
01/14/2021 5:18 PM	 How about a dinner date on the patio at La Salles? Make reservations			951	<div><div></div></div> 2%	Boost Post
01/13/2021 5:13 PM	 Get to La Salles — we're open! • Wednesday/Thursday: 4-8pm •			931	<div><div></div></div> 3%	Boost Post
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Boost posts that have higher organic engagement

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

Targeting is KEY!



#2

LEVERAGE CUSTOM AUDIENCES

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

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Cancel

Save Audience

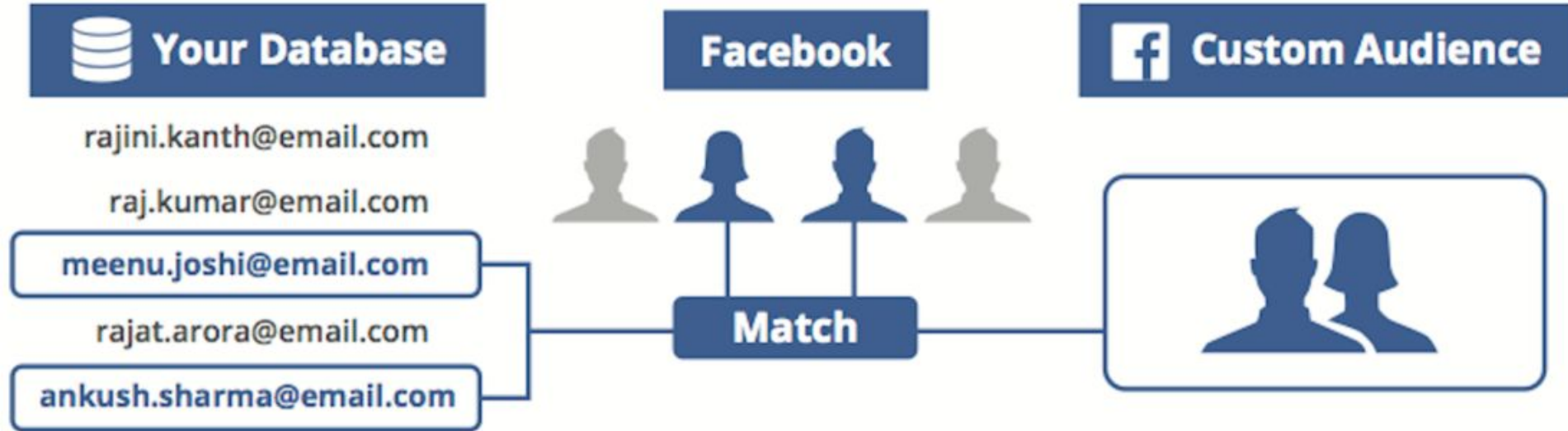
The Caveat...

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


 App activity


 Customer list


 Offline activity


Use Facebook sources


 Video


 Lead form


 Instant Experience


 Shopping

 Instagram account

 Events


 Facebook Page

 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


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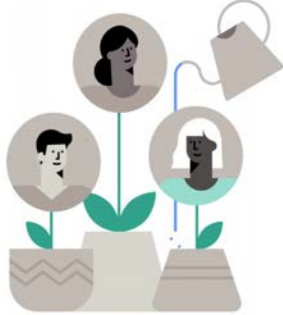
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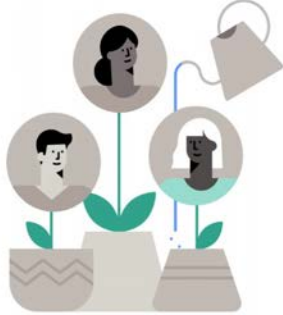
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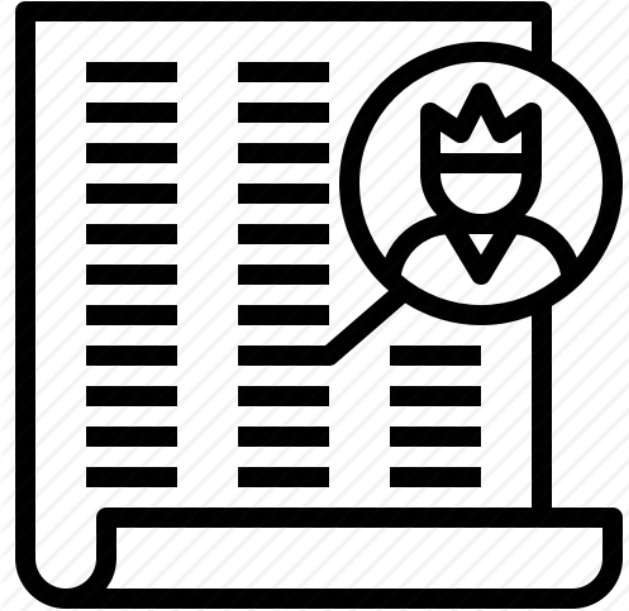


This process is secure and the details about your customers will be kept private.

Cancel

Your Sources: Customer List

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



Customer List



Your Database

rajini.kanth@email.com

raj.kumar@email.com

meenu.joshi@email.com

rajat.arora@email.com

ankush.sharma@email.com

Facebook



Match

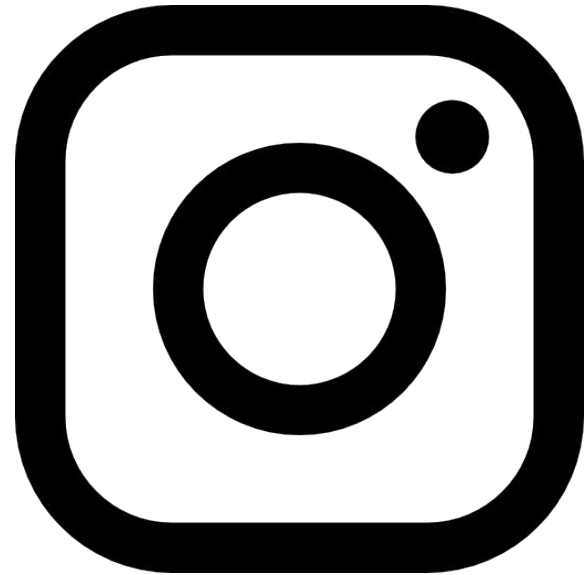


Custom Audience



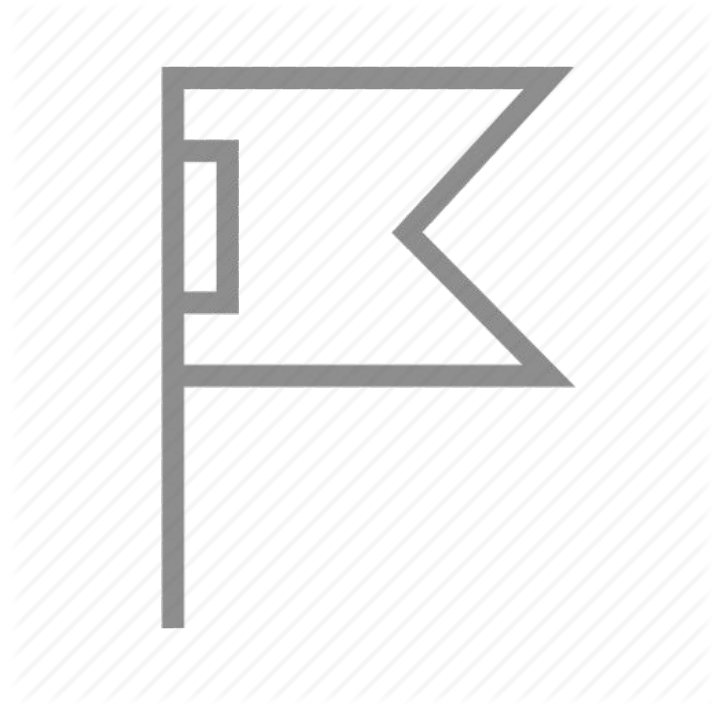
FB Sources: Instagram

- 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

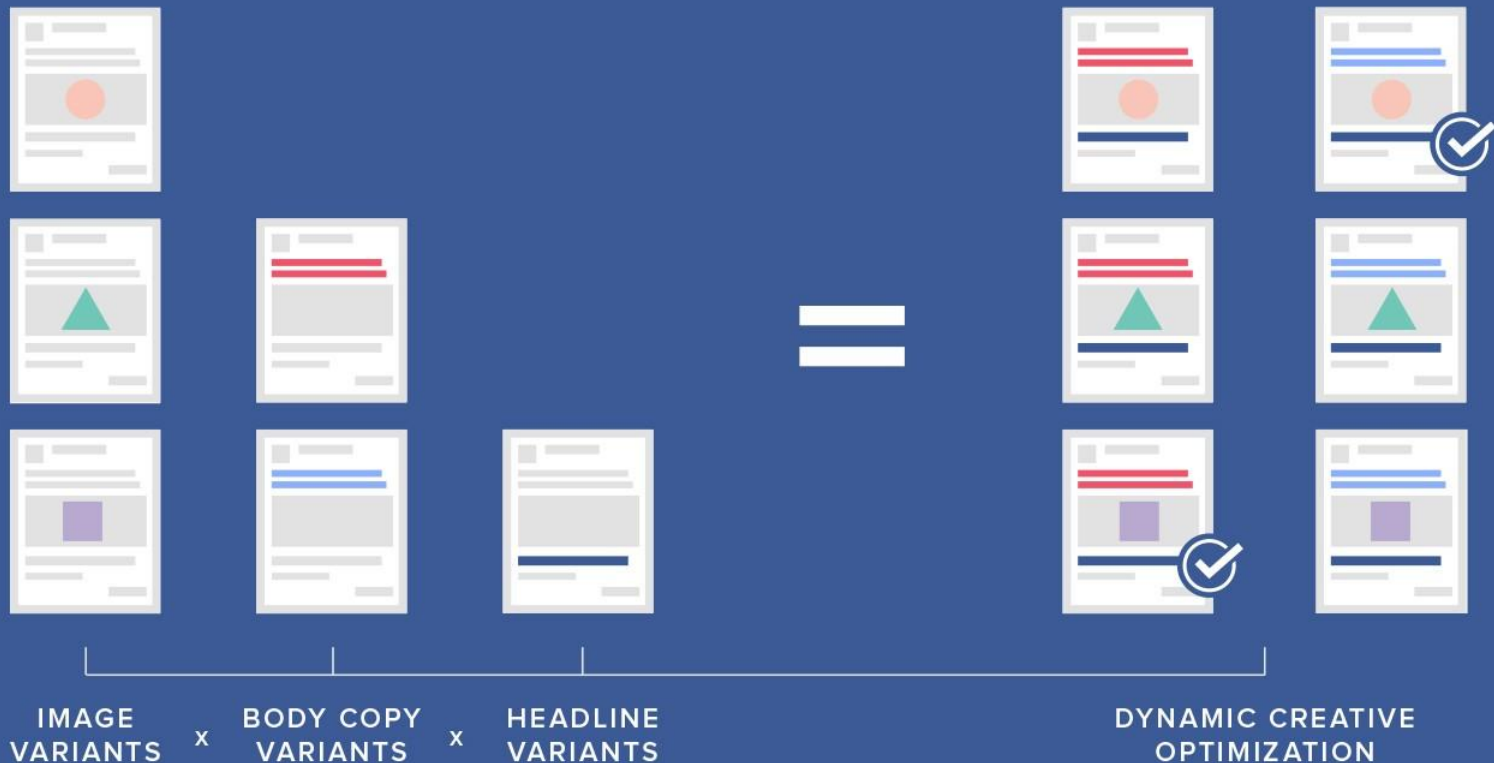
- Start with a 1% match
 - If it's too small, experiment with a broader percent match
- Lookalike audiences will automatically update when your source audience updates



#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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