Digital marketing is constantly evolving. But you don't have to spend hours going through customer statistics to achieve great marketing, that would be an example of customer obsession. Instead, make your food and beverage brand stand out online by reading our top digital marketing trends for the food and beverage industry.



Alt-text: an aerial view of four people having brunch https://unsplash.com/photos/y3aP9oo9Pjc

## Ad optimisation

We all know that Facebook is full of advertising. According to Smart Insights, almost two-thirds of online advertising budgets are spent on Facebook and Google Ads. So if you're not optimising your ads for these platforms, you could be missing out on a huge market.

Optimisation helps us to understand the customer journey, from first impression to purchase. In today's digital age, there are so many placement options for your ads. By using optimisation, you can analyse the impression and reach of different placements to understand what works best for your brand. That way, you can make the most of your restaurant marketing budget.
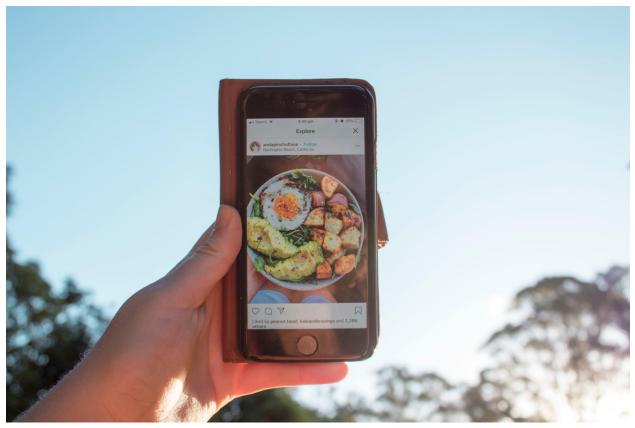
Luckily, many platforms, such as Facebook ads, offer options to customise your placements and use automatic optimisation. This is useful because it means you can choose the best aspect ratio for your ad, so your followers don't miss any of your content.

# Social media marketing

Worldwide, [four billion](#) people use social media. Almost [half](#) visit restaurants after seeing them on social media, so your online presence could make or break your business.

Platforms like Instagram and Facebook offer a wide reach without many overhead costs. Try using high-quality videos and pictures so customers can quickly gain an understanding of your brand. Videos should be short, engaging and include a call to action, such as signing up for [limited time offers](#). Alternatively, take inspiration from popular sounds on Instagram reels to create a timely, engaging snapshot of your brand.

Another simple of way of utilising social media is by activating a booking function. Both Facebook and Instagram offer a reservation button which allows customers to book a table without leaving the app. This way, you can directly convert your followers into paying customers.



Alt-text: an influencer holding their phone, screen shows an Instagram post with a photo of brunch
[https://unsplash.com/photos/SLuOk-mDh0c](https://unsplash.com/photos/SLuOk-mDh0c)

## Influencers

Although social media marketing doesn't have to be expensive, there are ways you can invest to stand out from other food and beverage businesses. Consider creating insta-worthy  interior design, cocktails or plating to increase the number of users posting about you.

You might even consider partnering with rising food and beverage influencers to increase your reach. You can do this without spending huge amounts of your budget by partnering with micro-influencers. Micro-influencers have smaller, niche followings which might actually be more impactful than people like the Kardashians.

There are micro-influencers for *everything*, from hot sauce to prosecco. Because they specialise in a unique niche, they are trusted by their followers. So, find your perfect fit using an [influencer marketing agency](#) and invite them along to your business for an exclusive tasting session or event. Then, watch your new followers roll in.

# Create an interactive website

Alongside social media, a website is one of your most important digital marketing tools. Today, customers expect a lot from the food and beverage industry. They want to see a menu, book a table and leave a review all in one place. That's why you need an interactive website, but how do you achieve this?

## Use stand-out buttons

Create simple and bold buttons for customers to interact with your page. For example, you could use an 'order now' button, paired with a third-party apps like [Bbot](#) for fast, easy delivery.

## Create diverse content

You might think that because you're a food and beverage brand, photos of your delicious products do all the work for you, but that isn't true. Customers find websites through a variety of means, not just by searching for your brand.

If you create a range of content such as blogs, recipes and videos, a new customer might stumble across your website organically, so it pays to be creative. For example, if you're a coffee brand why not post a blog post with your top tips for brewing great coffee?

## Refine your Search Engine Optimisation

Although lots of engaging content is great, it is nothing without SEO. Though most marketers will tell you SEO is all about keywords, there's actually a lot more to it. With [95%](#) of search traffic going to the first page of results, SEO is a skill you need to master to successfully market your brand.

Firstly, use the right keywords. For example, if you specialise in custom birthday cakes, you would use the keyword 'birthday cake' multiple times to let Google know that's what you do. However, remember that keywords need to run throughout your whole website. Keep your page updated with keyword-rich blogs and newsletters.

Secondly, use a simple, easy-to-use interface. If your website seems complicated and disorganised, search engines will push you to the back of the queue. So, make your website sleek and simple so users can easily find the information they need.

## Picture perfect

A big part of making your website user friendly is pictures. Make sure you use large, good-quality pictures to show off your dishes. This will not only make your brand look sleek and professional but will also make your users hungry for your products. You can also embed posts from social media to drive traffic to your sites and increase trust in your brand.

## Don't forget mobile

Finally, don't forget your mobile site. Imagine you're in a new city, hungry, tired and searching for something to eat. You'd pull up Google to find the best restaurant near you, wouldn't you? More than [50%](#) of people visit websites on their mobiles, so it's more important than ever to create a great mobile website.

Check that your contact number is connected to reliable [phone systems for small businesses](#). Also, make sure your photos, buttons and text fit and are easy to read. Finally, introduce a reserve or 'contact us' button so customers can book a table easily.

Alt-text: Someone using a food and drink app at a restaurant
https://unsplash.com/photos/F0e3AdcwVbM

# Email marketing

This technique has one of the highest [ROIs](#) for restaurants, with a $53 return per dollar invested. What's more, [research](#) shows that most customers prefer email marketing to text, social or phone promotions. If a customer has given you permission to contact them, make sure you send them personalised emails for maximum impact.

For example, if you know that customer frequently orders your pizza, why not send them a custom discount code? Alternatively, record customer birthdays or anniversaries to add a personalised touch.

# Update your Google MyBusiness Profile

It should come as no surprise that Google is the biggest search engine in the world. There are over [63,000](#) searches every second, amounting to two trillion a year. So it's essential that you have a great presence on Google.

GMB, or Google MyBusiness, is the profile that appears when customers search for your brand. It includes opening hours, contact details, addresses, reviews, photos and more. With so much information in one place, it is the ideal opportunity to show off your brand. So, keep your profile updated by responding to reviews, posting new photos and updating information.

Make sure you link your contact details directly to the [best small business VoIP](#) system on offer so you can respond to customers quickly and easily.

Google have also introduced a 'reserve' button. This is especially useful for the food and beverage industry as searchers can become customers with just one click. Sign-up with a Google partner app, like [Eat](#), to use this feature.

As well as Google, users find your restaurant through websites like TripAdvisor and Yelp, so ensure your details are up to date wherever you are featured.

## Keep an eye on reviews

For the food and beverage industry, keeping track of online reviews is a great digital marketing tool. Customers trust reviews to give them real, honest feedback, so regularly check feedback on Facebook, TripAdvisor and Google Reviews to see what customers are saying.

You can [improve reviews](#) by creating incentives such as discounts for customers to review and responding to negative comments.

Unfortunately, bad reviews are going to happen, but manage them well and they will have minimal impact on your brand. Respond to reviews with an apologetic, polite tone. Then, offer to help the customer further by providing a customer support email. If the review is particularly bad, try to calm the customer by providing a refund, discount or promotional offer.

However, its just as vital to keep track of positive reviews. Responding to comments makes customers feel seen and valued. It is also an opportunity to show your brand personality and connect with customers.

## Measure your impact

There's no point putting all these great digital marketing tools in place if you can't measure their impact. When planning your digital marketing strategy, include your measurables so when you [review the data](#) you can see what works for you.

This will look different depending on your business. If you are a food wholesaler, it could be the number of sales or website visits. For a restaurant, it could be the number of tables booked.

Keep track of the content you push on different platforms to evaluate their success. For example, if you create an email marketing campaign for a very successful sushi night, you know that email marketing works for you.

## Have your cake and eat it

There are lots of [marketing strategies for small businesses](#) in the food and beverage industry but remember to choose ones that work for your brand. If you pick the right methods and keep track of the results, over time you will develop a stellar digital marketing strategy.