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Everyone visited restaurants and cafes, as well as rented a room in a hotel or hostel. But did everyone ever wonder how exactly we would learn about them? How are guests informed?

I will tell you about informing guests in a restaurant.

The restaurant is one of the most complex types of service enterprises. The manager here requires not only organizational abilities, but also the ability to create a special atmosphere of the institution, pleasant for visitors. Without this condition, there can be no talk of any formation of loyalty. Therefore, a “fine-tuning” of marketing is necessary, which allows both attracting and retaining a client.

In the restaurant there are many ways to inform.

The first way is advertising on the Internet, where there can only be a brand with the name of the restaurant, a promotion that is taking place at the moment and price. That is, everything that can attract a guest.

The second way is the site of the restaurant itself, where the guest can get acquainted with the company, its cuisine, delivery, promotions, location and more.

The third way is the restaurant’s mobile application, which can be interesting for the guest.

The fourth way is to send messages to the phone of guests with promotions and other restaurant news.

The fifth way is a radio, an advertisement on TV, or an article in a magazine, where a restaurant and guest reviews can be shown or talked about.

The sixth way is through social networks such as Vkontakte, Facebook, Twitter or Instagram, where bloggers can share their impressions of the restaurant.

Thus, informing guests is an integral part of the restaurant business, since it is this process that attracts guests to restaurants and cafes.