

Food Industry - What should we Post?



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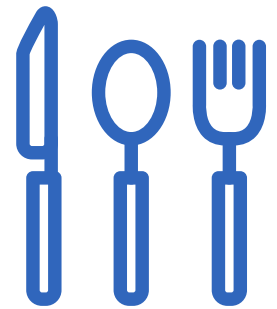
What should we post?

Social Media is not just about pushing products, driving foot fall or getting bookings. You want a well-balanced mix of **Engagement Posts** (posts that are interesting to your followers) and **Promotional Posts** (posts that encourage them to take action).

A good rule of thumb is to have 75% engagement and 25% promotional, or a ratio of three engaging posts per one promotional post.



- Recipes
- Food Quotes
- Interesting facts
- Behind the scenes
- Staff Profiles
- Chef's secrets
- Insider knowledge
- History / Heritage
- How to do's



- Highlight a new menu item
- Today's special
- Latest deals
- Special offers

The key here is to have a personality and a voice for your brand. Social Media is where you showcase that there are real people behind your brand and they have real knowledge, experience, personality and stories to tell.

The first bite is taken with the eyes.

Images with real people in real settings tend to perform better. For example, take a close of up of that first forkful of food instead of just an overhead shot of an untouched plate. Or take a snapshot of your bustling restaurant instead of empty chairs and tables.



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