

Lesson 1

Why a restaurant needs social media

WHY MARKETING IS NECESSARY

In simple terms, marketing is about identifying the needs of a specific audience that you can satisfy in the best way and communicating this through the most effective channels.

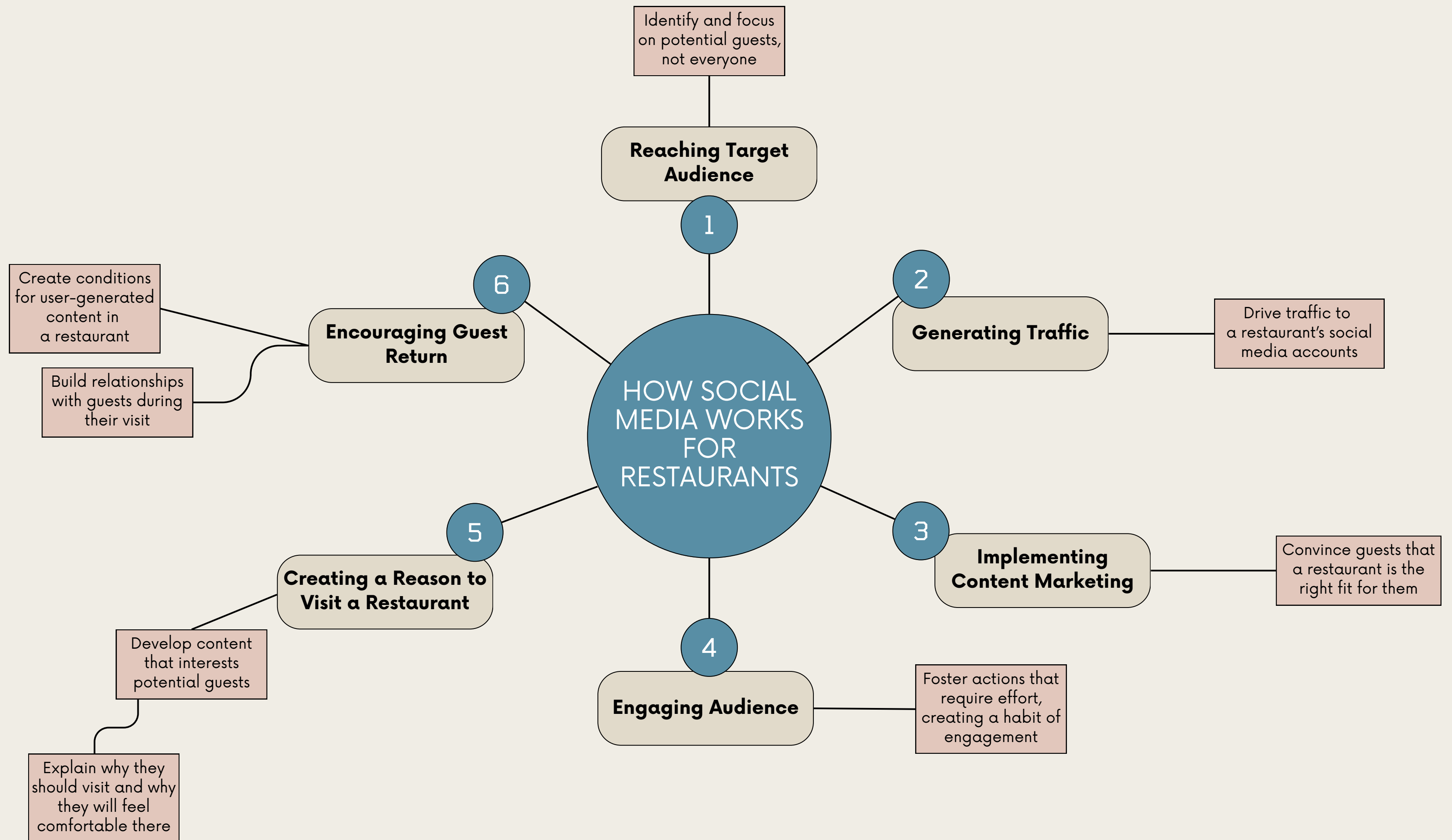
WHY MARKETING IS NECESSARY

Social networks play a crucial role in three aspects:

- Finding and studying your target audience (You can learn a lot about your potential guests on social networks if you look at the accounts from the right angle)
- Understanding their needs
- Communicating how your product is the best to meet these needs

Today, failing to utilize social networks means missing out on a tremendous opportunity to cultivate relationships with guests and foster a community around your restaurant.

Building meaningful connections with guests is what truly sets your restaurant apart from others for each individual.



Your dishes and service must be at a level that meets
the expectations of your guests.

You may have a question:
why is everything so complicated?

Working with social networks means that a person will not just visit your establishment but will become part of your community, an advocate for your brand, and will begin to perceive the restaurant as part of their life.

LET'S
CONNECT ON
SOCIAL
MEDIA

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@milaholosha

Facebook
@holoshamila

YouTube
@RestaurantMarketingInsights

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X
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