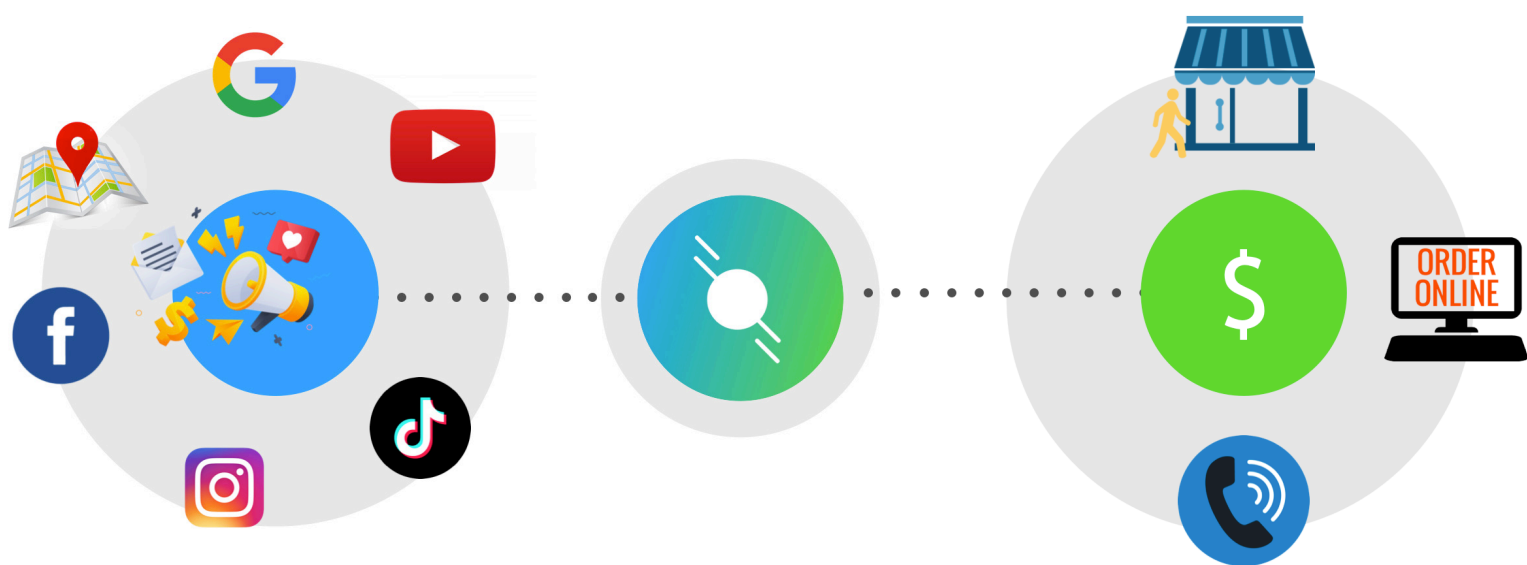


# The Chain Marketing FRAMEWORK

A Full-Service Restaurateur's Guide  
To Mastering Digital Advertising in 2024



WRITTEN BY



# DINELINE

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**CHAPTER 1:**

# Introduction



**DINELINE**

# The Challenge

If you are the owner of a full-service restaurant, then we are excited to share with you some insider tips and tricks to help you get your business to the next level. After helping over 2,000 restaurants across the United States, we have seen how the top players in the restaurant industry are advertising their business. Despite many of our clients having a great product and operating their restaurant efficiently, many still struggle to grow their businesses.

Too often, they lack the time, digital tools, data, analytical skills, and marketing expertise needed to continuously attract new customers and optimize repeat business.

As Keith Miller, co-owner of El Vinedo Locale in Atlanta, put it: “Marketing is not who we are. We don’t have the technology, and we don’t have the functionality.... What we do best is run our businesses. We have great food, we have great wine, and we’re able to put those things together, but marketing is not our forte.”





Pictured: Ben & Boro Market,  
Restaurant & Bar Team

At Boro Market, Restaurant & Bar in Pennington, New Jersey, owner Ben Sanford was struggling with digital advertising channels. “We were throwing money into the social media pool or the Google Ads pool, without knowing its effectiveness or having a way to track results.”

For Michael Lacroce, co-owner of Wild Owl Café in Norwich, New York, “the biggest issues were time and finding somebody to do the work. So it came down to me and my small marketing team—if you could call it that. We were really looking for somebody who was an expert in this because we were just winging it.”



Pictured: Micahel, Co-Owner  
Wild Cafe

Ultimately, the biggest challenge facing full-service restaurant owners is determining how to transform their marketing strategy from one that simply *enables* customers to *find* the business into one that *proactively engages* new and repeat customers.

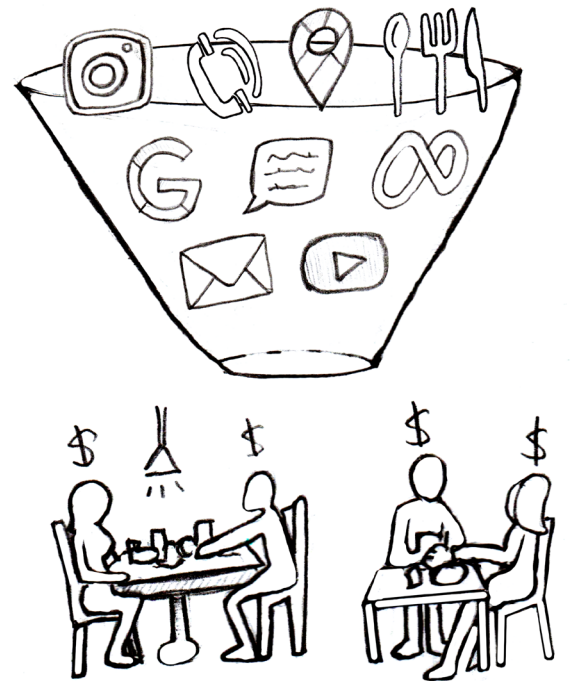
# The Solution

That's the purpose of this e-book—to help you expand your reach in local markets with a digital marketing framework that puts more butts in seats. After adopting the strategies in this e-book, our average client increases revenues by 10% to 20% (or more) within just 90 days. This initial 90 day increase is only the starting point. Our goal with our clients is to push their business to its maximum potential.

El Vinedo Locale saw revenues climb by 20% within three months; Boro's gross receipts have risen 58% since 2022, and Wild Owl Café has enjoyed consistent, year-over-year revenue growth of 60%.

## **The Chain Marketing Framework: A Full-Service Restaurateur's Guide to Mastering Digital Advertising in 2024**

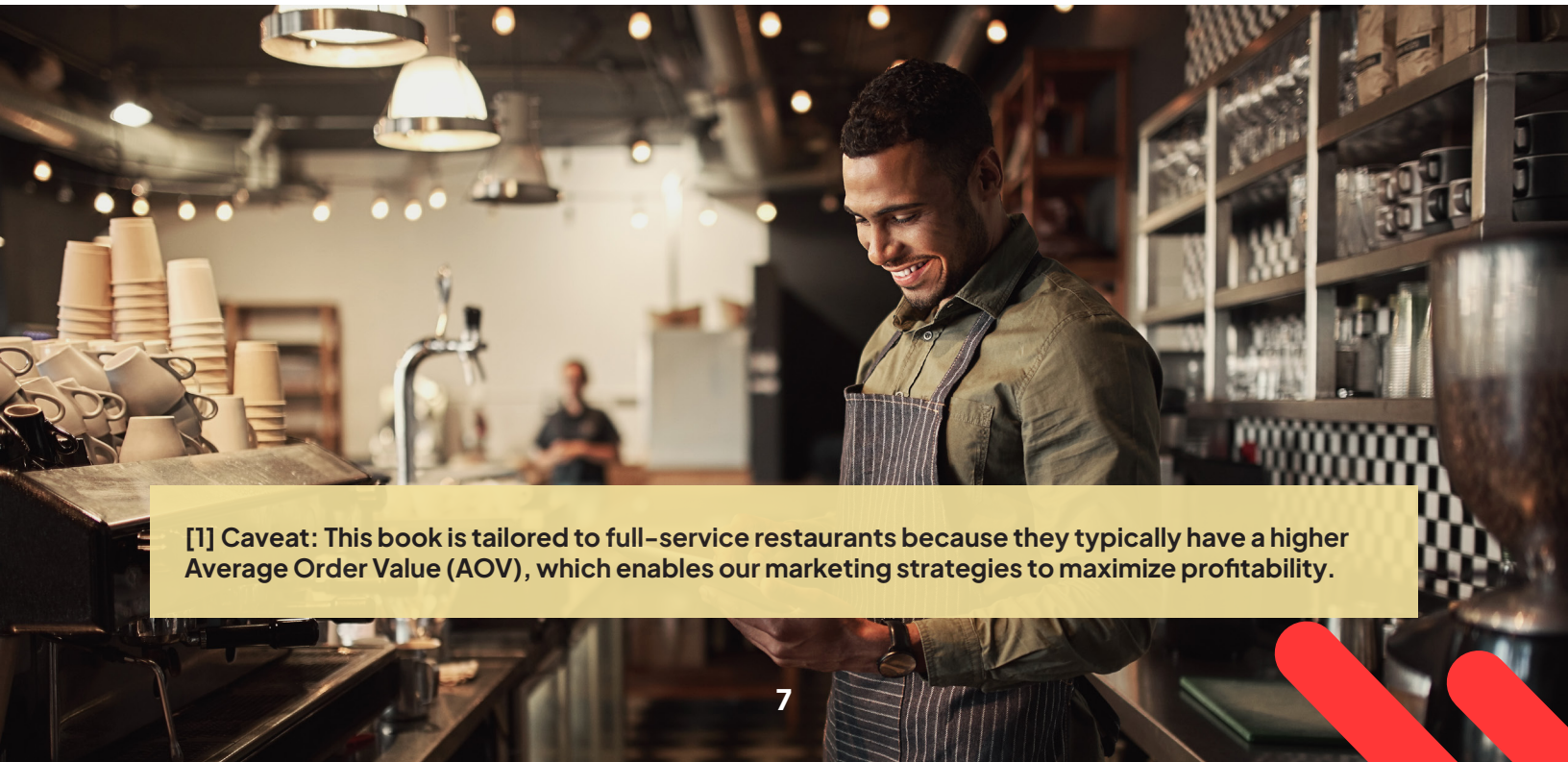
contains the same digital marketing strategies that have produced such impressive results for DineLine's clients. Using our proprietary Chain Marketing Framework (CMF), we'll show you how to overhaul your digital marketing strategy from one that allows customers to discover your restaurant through online channels into a data-driven approach that identifies good leads and converts them into paying customers.



By understanding and implementing the programs in this book, you'll unlock potential growth you might never have thought possible.<sup>[1]</sup>

Although the Chain Marketing Framework encompasses many aspects of marketing, this e-book focuses solely on digital advertising. That's because, in the world of full-service restaurants, advertising plays a primary role in attracting and retaining customers and building a brand presence. In the pages ahead, therefore, we'll dive into the advertising side of the CMF, offering practical and impactful strategies that you can implement immediately.

Diving deeper, we'll concentrate on harnessing the power of Google and Meta (Facebook & Instagram). These platforms offer unparalleled opportunities for targeted advertising, allowing you to cost-effectively reach your ideal customer demographic. Understanding the nuances of Google and Meta advertising will enable you to craft campaigns that resonate with your audience and, most important, generate your desired business outcomes.



[1] Caveat: This book is tailored to full-service restaurants because they typically have a higher Average Order Value (AOV), which enables our marketing strategies to maximize profitability.



Pictured: Baracoa Cuban Restaurant Storefront

**CASE IN POINT:** Before Baracoa Cuban Restaurant of Palmdale, California signed with Dineline, their monthly revenues had averaged \$70,000 over the previous two years. After joining Dineline and implementing the Chain Marketing Framework, running ads on both Google and Meta, average monthly receipts climbed to \$120,000 within two months. Since then, monthly revenues have regularly exceeded \$110,000, and they are growing by an average of 10% every month since last year.

Please note, however, that advertising is not a cure-all. If your business is struggling financially, offers substandard products, or has negative online reviews, paid advertising could actually exacerbate these problems. Digital advertising should not be seen as a savior for a drowning business because it *presupposes* that your restaurant has a solid foundation—quality products, a robust online presence, and positive reviews.

**CHAPTER 2:**

# The Chain Marketing Framework



**DINELINE**



**C**MF is designed to grow your business by creating a predictable and reliable stream of customers every month. Unlike traditional marketing tactics, which often rely on discounting, CMF focuses on value-driven customer acquisition and retention. It operates on the principle that multiple Discovery Channels and Revenue Channels should be leveraged, in a synergistic manner, to maximize customer engagement, spending, and loyalty.

Here are some of the CMF's key objectives:

- **Attract Hundreds More Customers Each Month:** Create a steady flow of customers using various digital channels—without the need for heavy discounting.
- **Increase Customer Retention:** Implement strategies that encourage customers to visit your restaurant two to three times more often, ensuring consistent revenue growth.

- **Hassle-Free Implementation:** CMF can be implemented without adding complexity to your operations or requiring a significant time investment from you or your staff. (Other marketing frameworks can also produce positive results, but they often require you to change how you operate the business.)

Our approach starts by targeting prospective customers where they live—the mobile devices where they spend four to five hours a day. The beauty of the framework is that it can be used by any restaurant—whether it’s a single-location establishment or a large restaurant chain. One Dineline client, who manages 10 IHOP locations, added 4,400 new customers in the first 60 days after teaming with us to implement CMF. In addition, with Dineline’s advertising capabilities, he was able to launch and grow a loyalty program to 10,000 members in the first two months.



Pictured: IHOP, Alberta  
Canada Storefront

# Here's how CMF works:



## Discovery Channels

On the left side of the graphic are the Discovery Channels, where you can reach new or existing customers. These are platforms through which potential customers learn about your restaurant—from Google Maps and Instagram to Facebook and TikTok.

Most restaurant owners regard these platforms as one dimensional. We often hear them say things such as, “I tried Google Ads, and it didn’t work” or “I tried Meta ads with my last agency, and it doesn’t work for my business.” The reason many restaurants don’t see success is because they don’t create a strategy that works across multiple online platforms.

**FOR EXAMPLE:** a customer might find you through a Google Search; follow you on Instagram; and then see one of your ads on YouTube. The “secret” to success is creating a seamless marketing experience across all channels.

## Revenue Channels

On the right side of the graphic are your Revenue Channels. These are the vehicles through which a customer can engage with your restaurant and contribute to your revenue. Depending on your business model, these channels might include online orders, reservations, catering services, and more. Each Revenue Channel offers a specific way for customers to engage with, and spend money at, your restaurant.

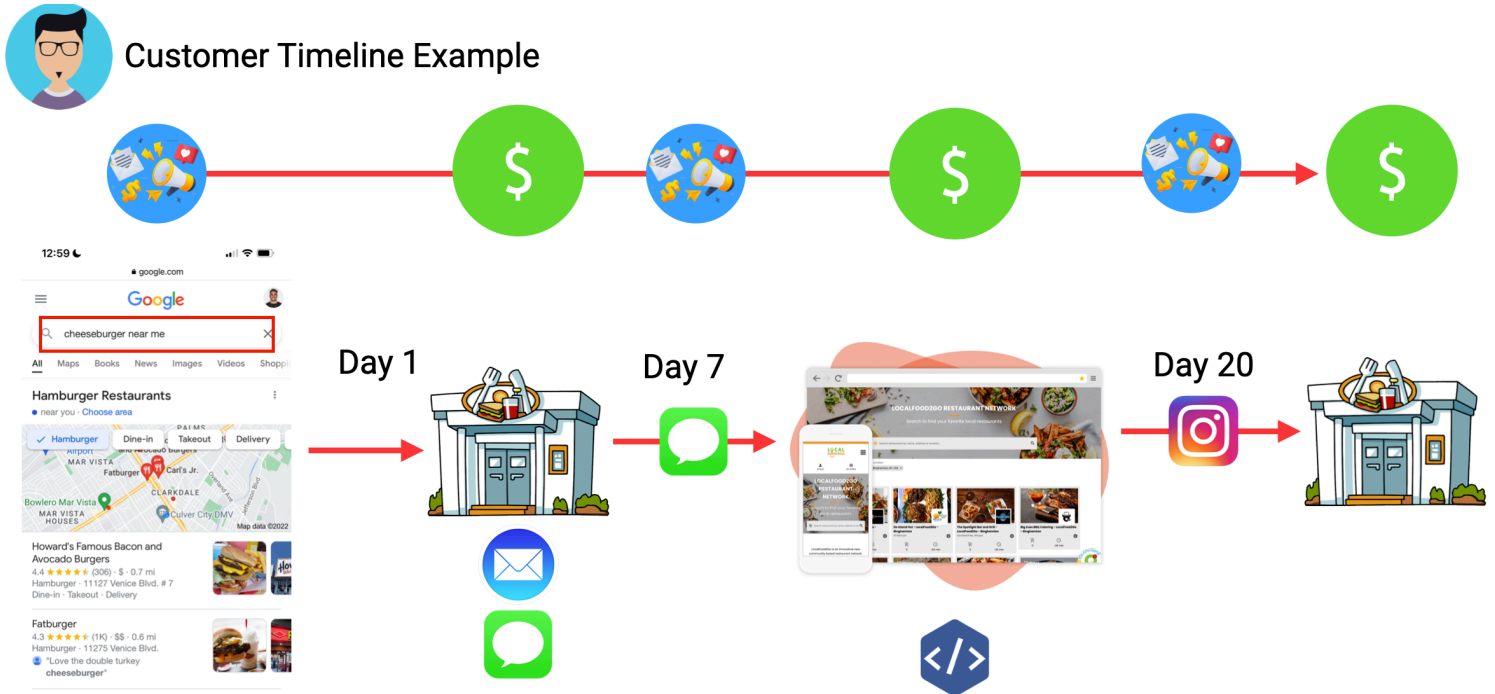
Again, many full-service restaurateurs view these channels as one dimensional or two dimensional. In most cases, this is because they lack a cohesive strategy for generating sales across multiple Revenue Channels.

## Interaction Between Discovery and Revenue Channels

The real marketing magic happens when Discovery Channels and Revenue Channels are seamlessly integrated, creating a synergistic effect that boosts customer engagement and revenue. Below is a basic customer journey that illustrates how this works:

1. A customer searches “Cheeseburger Near Me” on Google.
2. They visit your restaurant, allowing you to capture their phone number and email.
3. Seven days later, you use this personal data to send them a text or email prompting them to visit your website. Once there, the customer places an order.
4. While the customer was on your site, you used a

tracking pixel that enables you to retarget the customer on Instagram. The result? On Day 20, the customer sees your Instagram ad, which prompts them to patronize your business for a third time.

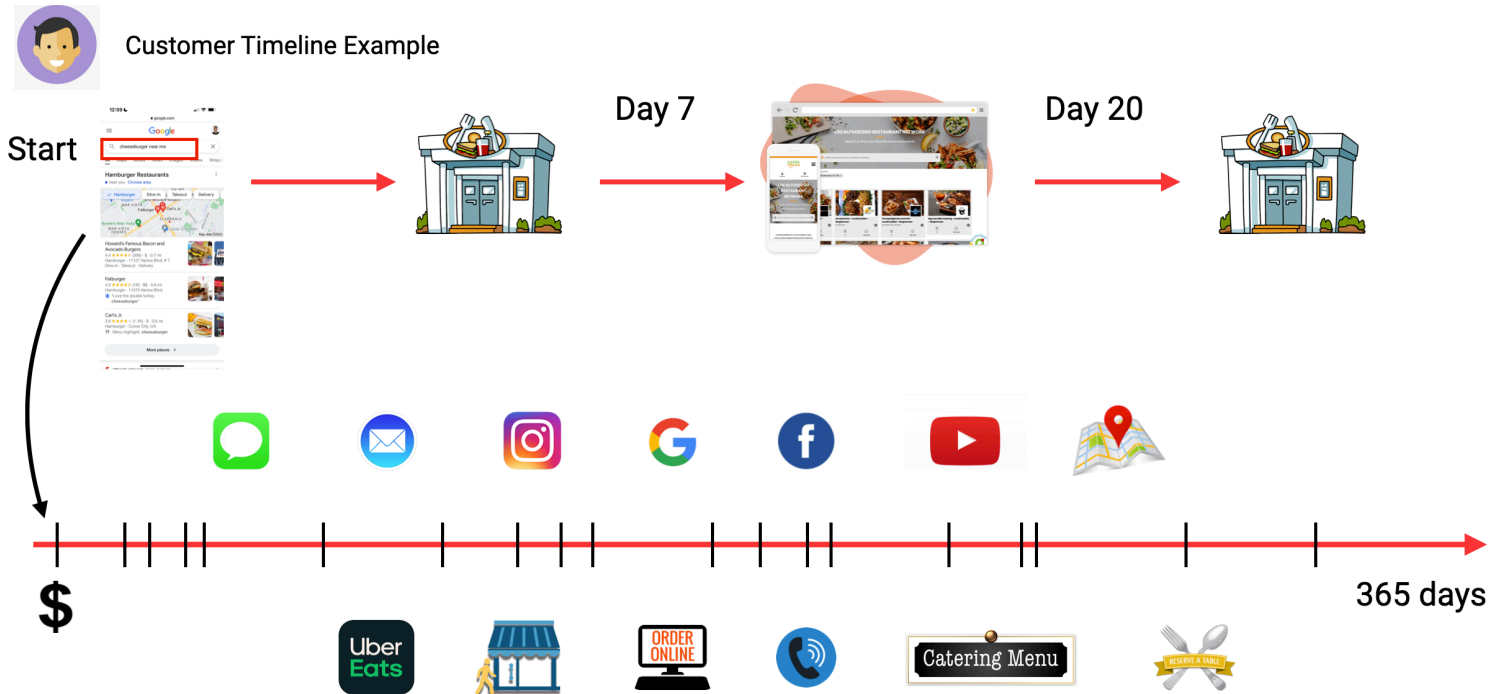


**IN THIS EXAMPLE,** multiple Discovery Channels and Revenue Channels were harnessed to collectively grow the business.

Now let's see what the customer journey looks like over the course of a year. In the example below, the vertical black lines represent transactions. It's not uncommon for a customer who knows, likes, and trusts you to make many purchases across many channels. And these transactions afford you opportunities to cross-sell the customer—e.g., getting customers to also place online home-delivery orders or take advantage of your catering services.

The point we're making is that a customer will probably interact with you on many different Discovery Channels and buy from you

on multiple Revenue Channels. If you don't have a system that leverages both channel types, you're leaving money on the table.



Pictured: 5 Under Golf Restaurant



One of our clients, 5 Under Golf, wanted to focus on private events. They have an awesome space inside the restaurant for hosting group events—from birthday parties to corporate events. Tapping their existing customer base, we focused on generating new leads who might be interested in booking the space in December. Following the launch of our ad campaign, it took just seven days for the venue to be completely booked for the month of December—an amazing example of how to cross-sell to existing customers.



# Creating Your Attack Plan around CMF

The first step to developing a CMF strategy for your restaurant is collecting sales figures from each of your Revenue Channels. Next, write down those numbers for each of your locations. If you have a digital tool (e.g., Quicken, Microsoft Excel, etc.) for recording and storing such data, by all means, use it. Otherwise, feel free to enter the figures on the worksheet below.



Location #1: {Location Name}

Time Period: February 2024

CHANNEL	SALES
In-Store Sales <sup>[1]</sup>	
Catering	
Online Orders	
Reservations	
Additional Revenue Stream #1 <sup>[2]</sup>	
Additional Revenue Stream #2	

Running successful ads is all about the math. If you don't know your numbers, you might make the mistake of spending money in the wrong direction, especially if that area of your business doesn't already have a good foundation – e.g., Let's say you want

<sup>[1]</sup> Reservations are also in-store sales, but for advertising purposes, we prefer to track them separately.

<sup>[2]</sup> "Additional Revenue Streams" are applicable to only certain full-service restaurants, but some clients want to track revenue from sources such as special events, etc.

to grow your catering business, but you only are getting a few sales a month. If you start advertising before refining your process, you could end up wasting a lot of money. (We aren't suggesting that devoting ad money to unproven offerings *can't* work, but as a rule, your initial campaign should focus on your customer-tested strengths, and not "unknown quantities.")

## Applying the Right Advertising Strategy

Later on, we'll show you which strategies and tactics are currently working best on platforms such as Meta and Google. But first, you need to determine:

- A. Where you are with regard to each Revenue Channel.
- B. How fast you want each channel to grow.

Specifically, you need to think about:

- **Budget Allocation:** determining how much to invest to ensure optimal use of resources for a maximum return. We recommend an advertising budget that equals 2% to 6% of ***your annual revenue goal*** (not your current annual revenue).

**FOR EXAMPLE**, if you are currently grossing \$100,000 a month and want to reach \$200,000 a month, be prepared to spend \$5,000 to \$10,000 a month on advertising, assuming you are truly serious about scaling quickly. (You must pay to play.)

- **Channel Selection:** choosing the right platforms—social media, search engines, or traditional media—based on where your target audience spends their time.

- In this e-book, we focus on Meta and Google because we've found that both platforms work very well. But ultimately, your choice will depend on what you want to grow.
- **Creative Development:** crafting compelling ads and promotions that resonate with your audience and reflect your restaurant's Unique Selling Points (USP).
- Your messaging has to be on point. If you don't know how to write compelling ads or produce images and videos that really stand out, it will be hard to compete. Check out the ads on your phone. Right now. Creative has come a long way on social media, and your prospective customers expect high-quality content, graphics, and video.



# CHAPTER 3



## Google vs. Meta: Choosing the Right Platform

In the realm of digital advertising, two giants stand out for their reach and effectiveness—Google and Meta (Facebook & Instagram). We’ve leveraged both platforms extensively at Dineline, understanding that each has its unique strengths and ideal use cases. This chapter will guide you through the differences between Google and Meta and help you determine which platform aligns best with your restaurant’s advertising goals.

## Google: The Search Powerhouse

Google, the world's most popular search engine, is a powerhouse for attracting customers who are actively seeking what you offer. It's especially effective for restaurants looking to capture high-intent traffic—people searching for specific cuisines, dining options, or local restaurants.

- **When to Use Google:**
  - **Immediate Need Fulfillment:** Ideal for targeting potential customers who are actively searching for a restaurant like yours.
  - **Local Discovery:** Perfect for reaching locals and tourists who are looking for dining options in your area.
  - **Promoting Revenue Channels:** Use Google Ads to highlight special events or unique features of your restaurant.

Google Ads often generate immediate action, making them a good choice for driving reservations, online orders, and in-person visits.

## Meta (Facebook & Instagram): The Social Engagement Expert

Meta shines in building brand awareness and engaging with a broader audience. It excels in creating a community around your brand, telling your restaurant's story, and showcasing the ambiance and experience that you offer.

- **When to Use Meta:**
  - **Building Brand Awareness:** Great for introducing your restaurant to a new audience and creating a loyal customer base.
  - **Engaging Content:** Leverage Meta for sharing engaging content like behind-the-scenes looks, chef interviews, and customer testimonials.
  - **Targeted Campaigns:** With its sophisticated targeting options, Meta is ideal for reaching specific demographics or interests.

Meta is best for long-term brand building and creating an emotional connection with your audience. Over time, this can help you build trust with prospects and customers.

## Choosing the Right Platform for Your Goals

At Dineline, we assess each restaurant's goals to determine where to allocate advertising spend. Here's a quick guide:

- **For Immediate Customer Action choose Google.** It's best for driving traffic and conversions from customers who have a clear intent to dine or order food.
- **For Branding and Community Building opt for Meta.** It's effective for long-term engagement, brand loyalty, and reaching a diverse audience.

**Google** is more like a local library. When customers are coming to Google or YouTube, they are searching or looking for something in particular. At Dineline, we ask the question with our clients - How can I make this restaurant show up in front of the right demographic of people when their best prospect customers are looking to eat?



**Meta** is more like the town square. There are thousands of conversations happening and people might not be on the platform looking for your restaurant. Our goal on Meta is to “interrupt” a prospect customer’s news feed or story with an advertisement from a restaurant. Customers in your local area might not necessarily be looking for you, but we use the Meta algorithm to stay top of mind in front of both new and existing customers.



Both platforms offer valuable analytics, allowing you to measure campaign effectiveness and return on investment (ROI). Just be sure to align your choice with your immediate and long-term goals.

# Google vs. Meta: Pros and Cons

Let's compare the pros and cons of Google vs. Meta in a format that's easy to reference:

## GOOGLE ADVERTISING

### PROS

*High-Intent Targeting:* Ideal for capturing customers actively searching for dining options.

*Local SEO Benefits:* Effective for attracting local customers through search ads.

*Measurable ROI:* Tools for tracking conversions make it easy to measure return on investment.

### CONS

*Competitive and Costly:* High competition for keywords can lead to higher costs.

*Limited for Branding:* Less effective for storytelling or emotional connection building.

*Requires Continuous Optimization:* Needs regular monitoring and tweaking for effectiveness.

## META ADVERTISING

### PROS

*Rich Engagement:* Excels in creating engagement through visually compelling content.

*Advanced Targeting:* Detailed demographic and interest-based targeting capabilities.

*Versatile Content Formats* offer a variety of formats like image ads, videos, and stories.

### CONS

*Lower Immediate Conversion:* Users often are not in "buying mode," leading to fewer immediate conversions.

*Changing Algorithms:* Frequent algorithm changes can affect campaign reach and effectiveness.

*Requires Quality Content:* Demands high-quality, engaging content for effective results.

The key to successful advertising is about choosing the right platform *and* then leveraging its unique features to your advantage.

# CHAPTER 4



## Mastering Google Advertising

**T**his chapter aims to provide you with a comprehensive understanding of how to use Google advertising to attract more customers, increase sales, and grow your restaurant business.

# Strategic Overview of Google Advertising

Google advertising stands out for its ability to connect your restaurant with potential customers at the precise moment they are searching for dining options. The key to harnessing the power of Google lies in understanding its various tools and how they can be tailored to fit your restaurant's specific needs.

1. **Targeting High-Intent Customers:** Google allows you to target users who are actively searching for restaurants or specific types of cuisine in your area. This high-intent audience is more likely to convert into paying customers, making your advertising spend highly efficient.
2. **Local Targeting:** Google's local advertising options are particularly effective for restaurants. You can target potential customers within a specific geographical area, ensuring that your ads are seen by the people most likely to visit your restaurant.
3. **Ad Formats and Placement:** Google offers a range of ad formats, including text ads, local search ads, and display ads. Each format serves a different purpose—from increasing brand visibility to driving online reservations.
4. **Keyword Strategy:** Choosing the right keywords is critical. Your ad's performance heavily depends on selecting keywords that are relevant to your restaurant and attractive to your target audience.
5. **Performance Tracking and Analytics:** One of the biggest advantages of Google advertising is the ability to track the

performance of your ads. Google Analytics provides insights into how customers interact with your ads and your website, helping you make data-driven decisions to optimize your campaigns.

## Measuring Success on Google: Dineline's Approach

Measuring the success of your Google advertising campaigns is crucial. At Dineline, we've perfected a systematic approach that not only tracks and measures success but also reports the results in a way that's insightful and actionable.

**EXAMPLE:** after Five Napkin Burger—a famous burger place in New York City's Times Square— became a client, we implemented a Google ad campaign that leveraged our tracking capabilities and our main KPI of store visits. This enabled Five Napkin Burger to see how many people the ad campaign was driving through the restaurant's door, and allowed us to correlate those visits with the revenue they earned that month.



Pictured: 5 Napkin Burger,  
Manhattan New York

Our campaigns on Google— specifically, our ability to track visitors and credit card swipes from these visitors, allowed Five Napkin Burger to dramatically increase their advertising spend. It also resulted in Dineline working with their other locations and bringing in 15 other concepts managed by the same restaurant group. Since then, not a month has passed during which the restaurants haven't seen month-to-month revenue growth of at least 10% for each concept.

## Key Performance Indicators (KPIs)

Below are the top metrics that we track on our clients' behalf:

1. **Store Visits:** This is *the* primary KPI, revealing how many people visited your restaurant after seeing your ads across the Google network.
2. **Credit Card Swipes:** This indicator shows how many credit card swipes stemmed from the store visits tracked in your campaign.
3. **Click-Through Rate (CTR):** A primary indicator of how relevant and appealing your ads are to the target audience. A higher CTR means your ads are effectively catching the attention of potential customers.
4. **Conversion Rate:** This measures the percentage of users who take the desired action after clicking on your ad—from making a reservation or placing an order to signing up for a newsletter. CTR is crucial to understanding the effectiveness of your ad in driving actual business results.

5. **Cost Per Click (CPC) and Cost Per Acquisition (CPA):** These metrics help you assess the financial efficiency of your ad campaigns. Tracking CPC and CPA ensures that you are getting a good return on your investment.
6. **Local Visibility:** For restaurants, local visibility is vital. At Dineline, we closely track how often our clients' restaurants appear in local searches and maps because this KPI is closely associated with increased foot traffic.

## Analytics Tools and Techniques

At Dineline, we use a combination of tools and techniques to collect and analyze data:

- **Google Analytics:** Provides in-depth insights into website traffic, user behavior, and conversion tracking.
- **Google Ads Dashboard:** Offers real-time data on campaign performance, ad spend, and adjustments.
- **Custom Reporting Tools:** To obtain a comprehensive view, we utilize custom tools to aggregate data across different campaigns and platforms.

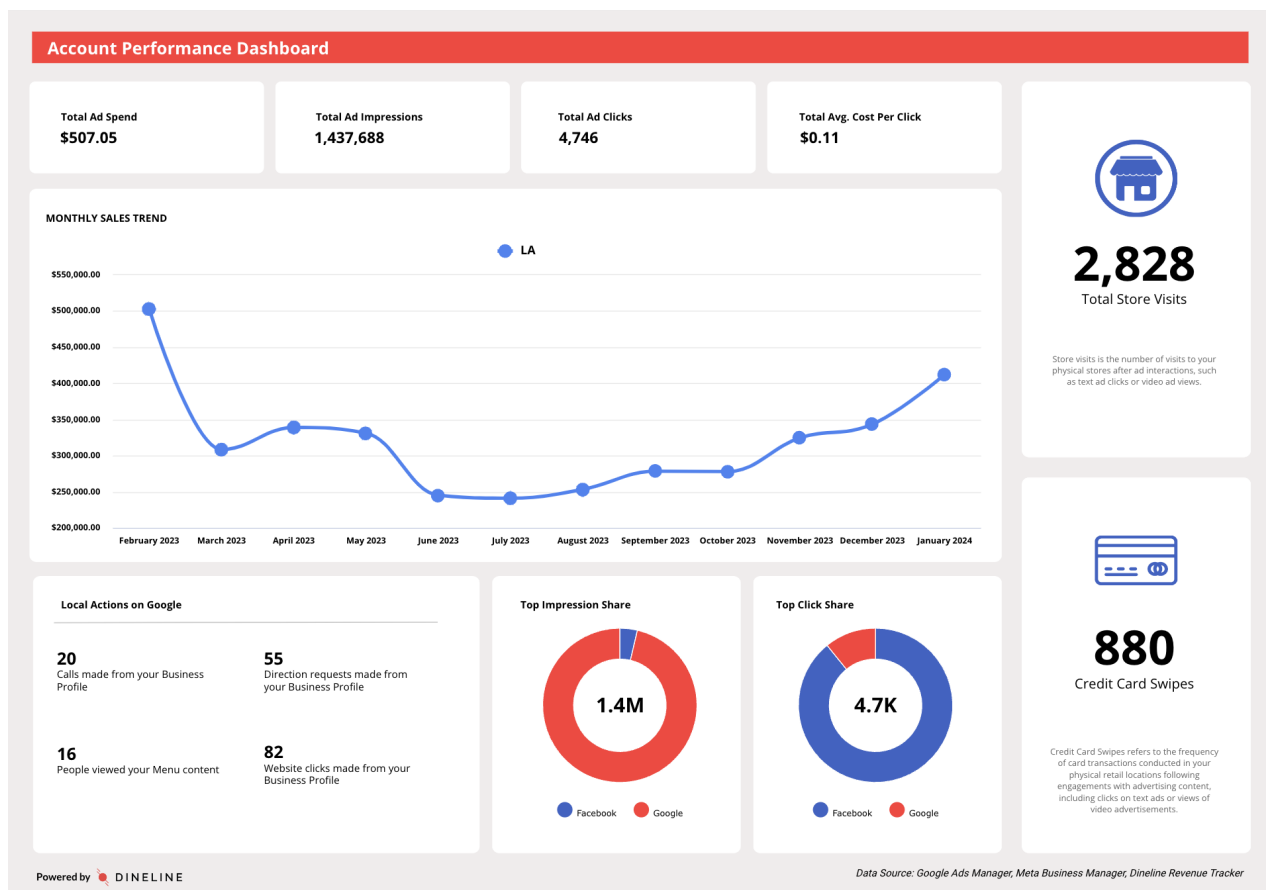
## Reporting Results

Your reporting, like ours, should be as transparent and easy to understand as possible:

1. **Regular Updates:** We provide regular reports (weekly, bi-weekly, or monthly) that detail the performance of clients' campaigns.

2. **Actionable Insights:** Our reports go beyond just numbers. They offer insights and recommendations for campaign optimization.
3. **Customized Reporting:** Because we understand that each restaurant has unique goals, our reports are customized to focus on the metrics that matter most to every client.
4. **Clear Visuals and Explanations:** We use clear visuals and straightforward explanations to make the data accessible to those without a background in digital marketing.

Measuring and reporting success in Google advertising is a nuanced process. At DineLine, our approach is centered around providing clients with clear, actionable insights drawn from



comprehensive data analysis. This not only helps them gauge the current performance of their campaigns, but also guides their future marketing strategies, ensuring ongoing improvement within the competitive landscape of restaurant advertising.

## What's Working in Google Advertising in 2024

Google advertising is constantly evolving as new tools and features are introduced, offering enhanced opportunities for full-service restaurants. This year, certain trends and tools stand out for their effectiveness and innovation.

### Performance Max Campaigns

In 2021, Performance Max campaigns emerged as a game-changer. These campaigns use Google's advanced machine learning to optimize ad delivery across various Google platforms, including Search, Display, YouTube, and more. This enables restaurants to create unified campaigns that maximize reach and visibility while simplifying overall campaign management. One notable feature of Performance Max is audience signal targeting, which leverages your input about your desired audience to find the most effective way to reach them.

### Store Visits

Another significant trend is increased use of Google's Store Visits feature. This tool tracks how online ad interactions translate into physical visits to your restaurant by analyzing data from users whose location history has been enabled. Because this feature can uncover

correlations between your online advertising efforts and actual foot traffic, it can help to inform and refine your advertising strategy.

## Store Visits methodology



**NOTE:** To qualify for the store visits metric, a Google advertiser must meet certain requirements—e.g., you must have multiple verified Google My Businesses attached to your account and spend upwards of \$100,000 a month on Google advertising. The reason for this is that Google needs enough data points to accurately report store-visit tracking. Accessing this metric is a major competitive advantage that Dinline unlocks for our clients. We can provide insights from this particular metric, as well as the credit card transaction/ credit card swipes metrics, because we do a large volume of business with Google and have established close working relationships with their account managers.

## Credit Card Swipes

The integration of credit card transaction data into Google advertising marks a notable advancement. By partnering with credit card companies, Google can now trace the customer journey from online ad engagement to actual sales transactions. This gives you a more tangible measure of ROI, allowing you to see the direct impact of your ads on sales.

## Immediate Actions for Success with Google Advertising

A full-service restaurant owner who wants to make an immediate impact with Google advertising can take several tangible steps right now.

### Optimize Your Google My Business Listing

- Claim and optimize your Google My Business (GMB) listing. Be sure your restaurant's name, address, phone number, and hours are accurate and up to date.
- Upload high-quality photos of your restaurant, including interior shots, popular dishes, and any unique features.
- Encourage satisfied customers to leave reviews on your GMB listing. Positive reviews can significantly boost your visibility in local searches.

### Research and Select Target Keywords

- Conduct keyword research to understand what potential customers are searching for. Tools like Google's

Keyword Planner can help identify keywords related to your cuisine, location, and special offerings.

- Choose long-tail keywords (i.e., longer, more specific keyword phrases) such as “best Italian restaurant in [City]” or “romantic dining experience in [Neighborhood].”

## **Create a Google Ads Account and Set Up a Campaign**

- If you haven’t already, set up a Google Ads account. It’s a straightforward process and a gateway to accessing Google’s vast advertising network.
- Start with a simple campaign that employs a few of your researched keywords. Remember to include keywords in your ad copy for relevance.

## **Craft Compelling Ad Copy**

- Write ad copy that speaks directly to your target audience. Highlight what makes your restaurant unique—e.g., special dishes, ambiance, or a unique dining experience.
- Include a clear Call to Action (CTA) such as “Reserve Your Table Today” or “View Our Menu.”

## **Set a Realistic Budget**

- Begin with a budget that you’re comfortable with. You can start small and increase it as you start seeing results and learn which strategies work best.

## **Enable Conversion Tracking**

- Set up conversion tracking in Google Ads. This

allows you to see how many customers are taking actions as a result of clicking on your ads—e.g., making reservations or viewing your menu.

## **Monitor and Adjust Your Campaigns Regularly**

- Regularly review the performance of your ads. Pay attention to metrics such as click-through rate, conversion rate, and cost per conversion.
- Don't be afraid to pause underperforming ads or adjust your bid strategy.

## **Engage with Customers Online**

- Respond to customer reviews and queries on your GMB listing. Engaging with customers online can improve your restaurant's reputation and encourage more people to visit.

By taking these steps, you not only set up your restaurant for immediate gains in visibility and customer engagement; you also lay a foundation for long-term success in the digital marketing space. The key is to start, learn, and then continuously optimize for better results.



Pictured: Mighty Quinn's, Williamsburg, Brooklyn

## Mastering Meta Advertising

**M**eta, also known as Facebook and Instagram, offers unique opportunities for restaurants to connect with their audience, build a brand, and drive sales.

Among these opportunities is something we call conversion ads, which give you the ability to identify exactly how many sales you're making within a Revenue Channel.

**CASE IN POINT:** one of our clients (a restaurant called Mighty Quinn's) has three locations, so we ran an ad campaign for each location to generate more online sales. With conversion ads, we were able to identify each location's cost per acquisition, cost per online order sale, and the return on ad spend for those sales. For example, at Mighty Quinn's location in Williamsburg, Brooklyn, we achieved a cost per acquisition of \$8.91 per online order, with a return on ad spend of \$7.93. For the Mighty Quinn's location in Gowanus, Brooklyn, the cost per acquisition is \$10.00, with a return on ad spend of \$4.20. What this means is that for every dollar Gowanus is spending, they're getting \$4.20 back, and Williamsburg is receiving \$7.93 back for every dollar spent.

With Meta conversion ads, you can generate new customers, you can drive online orders and sales, and you can pinpoint the return on your ad spend, which leads to profitability, which allows you to invest more in advertising campaigns, which can generate even higher profits.

## Strategic Overview of Meta Advertising

Meta advertising is distinguished for its ability to foster deep engagement and build brand loyalty. It's not just about reaching potential customers; it's about creating a community around your restaurant. Here's how Meta can elevate your restaurant's digital presence:

1. **Targeted Audience Reach:** Meta's sophisticated targeting capabilities allow you to reach specific demographics, interests, and behaviors. This means you can tailor your ads to resonate with the exact group of people most likely to be interested in your restaurant.

2. **Diverse Ad Formats:** Meta offers a variety of ad formats, including photo, video, carousel, and stories. These formats provide creative flexibility for showcasing your restaurant's atmosphere, menu items, and special events in an engaging way.
3. **Brand Storytelling:** Perhaps the most significant strength of Meta advertising is its ability to tell your restaurant's story. You can share the journey of your restaurant, highlight your team, and showcase customer experiences—all of which contribute to building a strong brand identity.
4. **Insights and Analytics:** Meta provides detailed insights into how your ads are performing. You can track engagement, reach, conversions, and more, allowing you to understand the impact of your advertising efforts and make data-driven decisions.
5. **Integration with Other Marketing Efforts:** Meta advertising can be seamlessly integrated with your other marketing channels, like email marketing and your website, creating a cohesive and comprehensive marketing strategy.

## Measuring and Reporting Success in Meta Advertising

At Dineline, we've developed a comprehensive approach to tracking, analyzing, and communicating the performance of Meta ad campaigns to clients. Here's how we do it:

## Key Performance Indicators (KPIs)

1. **Engagement Metrics:** We closely monitor engagement metrics such as likes, comments, shares, and video views. These metrics are vital for understanding how audiences interact with your content and what resonates with them.
2. **Reach and Impressions:** It's important to track how many people are seeing your ads (reach) and how often (impressions). This provides an understanding of the ad's visibility and frequency.
3. **Click-Through Rate (CTR):** The CTR indicates the effectiveness of your ad in encouraging viewers to take the desired action, such as visiting your website or making a reservation.
4. **Conversion Rate:** This metric reveals the percentage of users who take a specific action after clicking on your ad—from making a reservation to placing an online order.
5. **Return on Ad Spend (ROAS):** ROAS measures the revenue generated for every dollar spent on advertising. It's a crucial metric for understanding the financial efficiency of your campaigns.

## Analytics Tools and Reporting Techniques

- **Meta's Ad Manager:** We use Meta's built-in analytics tools in the Ad Manager to gather real-time data on campaign performance.
- **Custom Reporting Tools:** We also use custom tools to aggregate data and provide a more holistic view of the campaign's performance across various metrics.

- **Regular Reporting:** Clients receive regular reports (weekly, bi-weekly, or monthly) detailing the performance of their campaigns. These reports include not only data, but also insights and recommendations for future strategies.
- **Visual Dashboards:** We present data in easy-to-understand formats, using graphs and charts that make it easier for clients to digest the information.
- **Actionable Insights:** Our reports are designed to provide actionable insights, helping clients understand what's working, what's not, and how to adjust their strategies to improve performance.

## Crafting Compelling Meta Ad Creatives

Although the Meta advertising landscape is always evolving, certain types of creative content are currently trending, thanks to their effectiveness. They include<sup>[PG1]</sup>:

### 1. Story-Driven Video Ads

- **Trend:** Short, engaging story-driven video ads are capturing attention. These videos often showcase a day in the life at the restaurant, highlighting the cooking process, customer experiences, or special events.
- **EXAMPLE:** A video ad featuring a day at your restaurant—from morning prep to the bustling dinner service, with close-up shots of signature dishes and happy diners.
- **Creation Tip:** Focus on high-quality visuals and engaging narratives. Keep it concise (ideally under 30 seconds) and make sure your branding is visible.

## 2. Carousel Ads Featuring Menu Items

- **Trend:** Carousel ads allow restaurants to showcase multiple dishes in a single ad. Each slide can feature a different menu item, enticing viewers to swipe through.
- **EXAMPLE:** In your restaurant's carousel ad, each slide could feature a different dish, complete with mouth-watering images and brief descriptions.
- **Creation Tip:** Use high-resolution images, and include short, tempting descriptions. Be sure the overall theme is cohesive across all slides.

## 4. User-Generated Content and Reviews

- **Trend:** Leveraging user-generated content, such as customer reviews or photos, builds authenticity and trust.
- **EXAMPLE:** An ad featuring a collage of customer photos taken at your establishment, alongside glowing reviews from social media.
- **Creation Tip:** Always get permission to use customers' content. Combine the visuals with compelling text that highlights the positive customer experience.

## 5. Behind-the-Scenes and Team Features

- **Trend:** Ads that offer a behind-the-scenes look at the restaurant or feature team members create a personal connection with the audience.

- **EXAMPLE:** An ad showing your chefs at work, with a focus on how they prepare one of your customers' favorite recipes.
- **Creation Tip:** Showcase the personalities behind your restaurant. Authenticity is key, so keep the content genuine and relatable.

In 2024, successful Meta ad creatives for restaurants are those that tell a story, engage the audience interactively, showcase the menu attractively, and build a personal connection. By following these trends and tips, you can create ads that capture attention and resonate with your target audience, driving engagement and business growth.

## Immediate Actions for Success with Meta Advertising

A full-service restaurant owner eager to make an immediate impact with Meta advertising can take several concrete steps right now.

### Optimize Your Facebook and Instagram Pages

- Make sure your restaurant's Facebook and Instagram pages are fully optimized by including up-to-date contact information, a link to your website, and a compelling "About Us" section.
- Regularly post high-quality content that showcases your menu, special events, or behind-the-scenes glimpses into your restaurant.

## Engage with Your Audience

- Actively engage with your audience by responding to comments and messages. This builds a community around your brand and enhances customer loyalty.
- Host live sessions or Q&As on Facebook or Instagram to interact directly with your audience and create a more personal connection.

## Create Targeted Ad Campaigns

- Develop ad campaigns that target a specific audience. Use Meta's detailed targeting options to reach potential customers based on location, interests, and behaviors.
- For example, create a campaign targeting local foodies by highlighting your signature dishes or a unique dining experience.

## Use Eye-Catching Visuals

- Use high-quality images and videos in your ads. Visually appealing content is more likely to catch the attention of users and encourage them to engage with your ad.
- Showcase your best-selling dishes, happy customers, or a cozy snapshot of your dining area.

## Include a Call to Action

- Include a clear CTA in your ads. Whether it's "Book Now," "Order Online," or "Visit Us Today," a strong CTA tells potential customers what to do next.

One example of immediate success through Meta advertising was a campaign we undertook for our client, Dog Haus. Prior to joining Dineline, Dog Haus was trying to organically sell catering services for the restaurant's three locations, but the revenues generated from these sales efforts were minimal. So we developed ad campaigns with strong creative components that targeted different audiences. One campaign focused on new prospects for the catering services, and a second campaign focused on existing customers.

By leveraging our targeted ad campaigns, Dog Haus's catering business grew by more than 300% in the first month alone. And they were able to achieve this massive revenue increase without having to spend a lot of money (the initial budget was just \$350) because we were extremely targeted and used really good creative on the Meta platform.



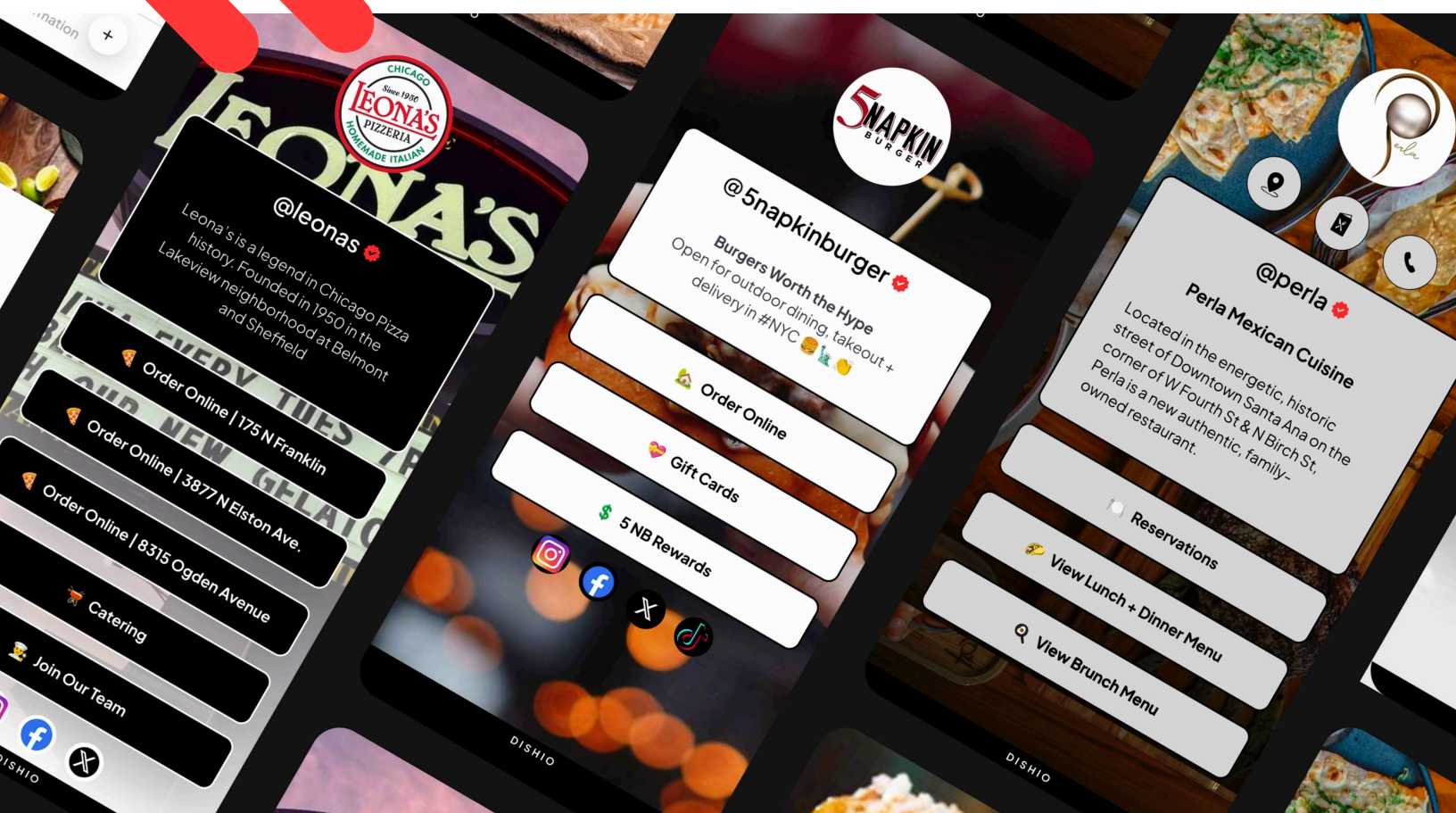
## Monitor Ad Performance

- Regularly monitor the performance of your ads. Examine engagement rates, click-through rates, and conversion rates to understand what's working.
- Adjust your strategy based on these insights. For instance, if a particular dish is getting a lot of attention, consider creating more ads around it.

The key to successful Meta advertising is engaging content, targeted campaigns, and continuous interaction with your audience.



# CHAPTER 6



## Supercharge Your Advertising with Dishio

Customers can buy from a restaurant in multiple ways. At many establishments, however, most full-service restaurants generate the largest portion of their sales through customers sitting down to eat. Yes, we have plenty of clients that do considerable volume in both online orders and catering, but across the board, the #1 way to convince people to buy is by getting people through your restaurant doors.

CMF augments this traditional lead-conversion strategy by reaching out to your target markets via social media, Google, and other online channels. You run online ads, and strive to get as many customers in the area to see those ads so they will visit your restaurant.

In reality, once a customer sees your ad, their inevitable next step is researching your restaurant to determine whether they want to go. Although they might look at Google My Business, check out reviews, and look at photos online, their next step is almost always visiting your website—and that’s where the Dishio smart sites come in.

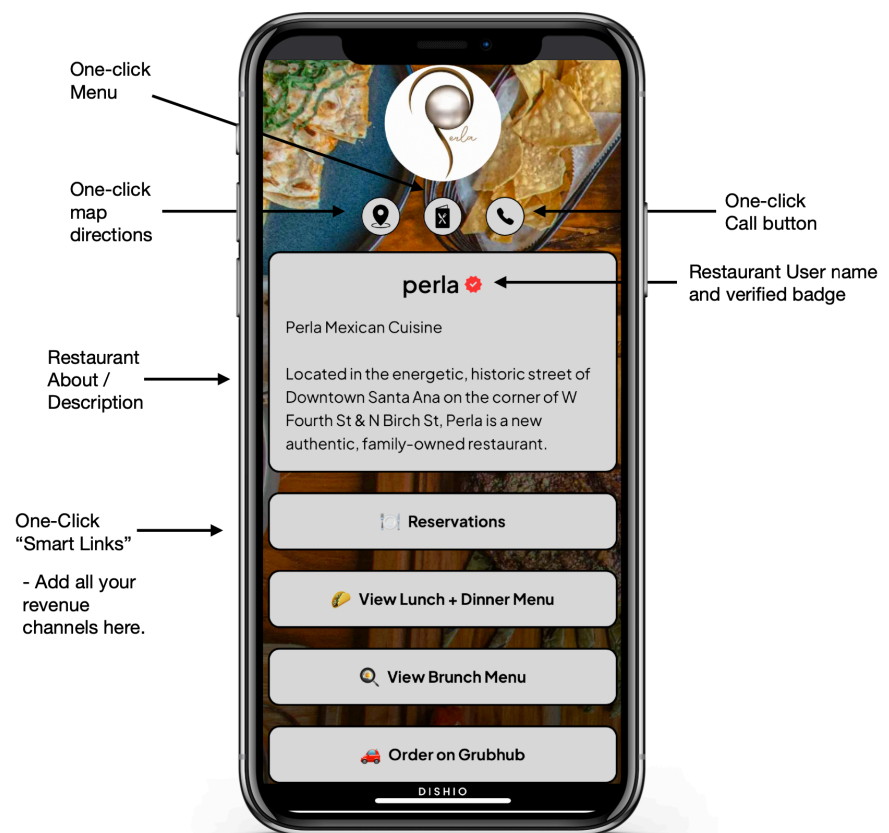
## The Role of Dishio in CMF



### Mobile first design and navigation.

We created “one-click” buttons since less clicks typically means higher conversions.

A conversion can be a call to action you create, or a click to get directions or call the restaurant.



The Dishio smart site is essentially a bridge from your Discovery Channels to your Revenue Channels. It’s a digital “middleman”

designed to persuade as many people as possible to become paying customers.

Look at the Dishio smart site and you'll immediately see a lot of amazing features. To start, it's one page. This makes it fast and easy for potential customers to access all the information they'll need to make a purchase decision.

There's a one-click button that calls the restaurant. There's a one-click button to view the menu. There's a one-click button to get map directions. And below those are customized buttons that enable the customer to make a reservation, order online, order on GrubHub, and much more.

Everything is one click, the site looks beautiful and, most important, it converts more leads into paying customers.

Another feature of the smart site is that it tracks customer engagements. You can see the number of people who've visited your website, and can see which actions they took that caused them to come to the restaurant.

Another feature of the Dishio product is one that we put in-store. We create digital menus for our clients that are accessible through a QR code inside the restaurant. Like other such menus, you scan a QR code to open the menu with your phone. *Unlike* other QR code menus, our menu is designed to look *fantastic* on a mobile phone. (It's not a PDF that's too large for the screen.) Because it's made for mobile phones, our menu is easy on the eyes and easy to navigate.

The QR code menu allows you to collect data that customers generate once they visit your website. You can see the number of

new people who visit the restaurant, and you can see the menu scans of returning customers. All this data that you collect from the smart site and the QR code menu helps you remarket to these customers accordingly.

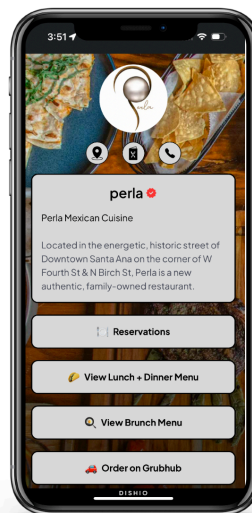
People have great experiences at restaurants all the time, but they often need to be reminded to go back when they're deciding where to eat. That's precisely what Dishio does. It lets you leverage data you've collected from these customers to draw them back to your restaurant again and again.

**1) Start with Your Online Channels:**



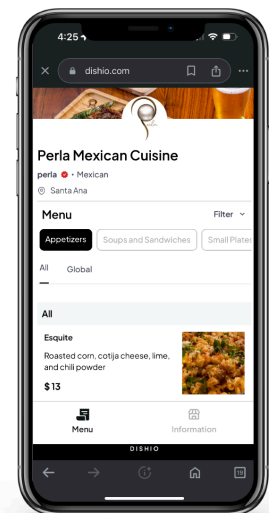
Add "Smart Sites" to your online channel links.

**2) Convert on "Smart Sites"**



Make it easier for users online to learn about your business, convert into customers, and get in contact with you.

**3. Connect & Retain Through Dishio Menus**



Gather data in-store to help us get even stronger clarity on ad campaign success.

For example, restaurants sometimes organize special events or launch special promotions of new menu items. The traditional way to promote the new items or events is either in-store or via email or text. With the Dishio smart site, you've already collected data on everyone who comes in, so if you want to quickly design a targeted ad to promote the new menu item or special event, you now have the ability to do that—instantly.

That's why a Dishio smart site is so helpful inside the CMF system, and that's why we recommend it to all our clients.

## Summary

Integrating Dishio into your CMF is about redefining the customer journey from discovery to dining. Dishio's features harmonize perfectly with CMF's goals, ensuring that every potential customer touchpoint is an opportunity for conversion.

The strength of Dishio lies in its ability to seamlessly connect your digital marketing efforts to tangible results. By embracing Dishio within CMF, you pave the way for a future in which every marketing effort is an impactful step toward greater growth and success.

# CHAPTER 7



## When to Increase Your Marketing Budget

In the competitive, ever-changing restaurant industry, deciding when to increase your marketing budget can be a crucial strategic move. It's not just about spending more, but spending smarter. Here's how to know when it's time to boost your budget for Google and Meta advertising:

1. **Consistent Performance and Positive ROI:** If your current campaigns consistently perform well and yield a positive ROI, it's a sign that your strategies are effective. Increasing the budget can amplify these results.
2. **Market Expansion or New Offerings:** Planning to introduce new menu items or expand to new locations? A higher marketing budget can effectively promote these new ventures, ensuring that they receive the attention they deserve.
3. **Increased Competition:** If you notice an uptick in competition, especially online, it may be time to increase your budget. Staying competitive with Google Ads often requires outbidding competitors for key search terms related to your restaurant.
4. **Seasonal Peaks:** For many restaurants, certain times of year bring higher customer traffic. Aligning budget increases with these seasonal peaks can help you capitalize on increased demand.
5. **Positive Trends:** If data from Google Analytics or the Ads dashboard show that certain keywords or demographics are performing exceptionally well, directing more money toward these areas can yield even greater returns.
6. **After Successful Testing:** If you've been testing new ad strategies or platforms that are showing promising results, it may be time to increase your spend to scale these successful experiments.

7. **Increased Capacity:** If you expand your restaurant's ability to accommodate more customers, it's probably time to devote more money to advertising. Just be certain that your establishment is truly capable of handling that increased traffic.
8. **A Change in Long-Term Goals:** Your ad budget should walk in lockstep with your evolving long-term goals. For example, if you decide to significantly grow your brand presence or customer base over the next 12 months, increasing your marketing budget can be a key step toward achieving this goal.

Remember, increasing your marketing budget should be a decision made with careful consideration of your current performance, market conditions, operational capacity, and long-term business goals. It's not just about spending more; it's about investing in growth opportunities at the right time and in the right way.

## Using Dineline's Budget Calculator

The ability to judiciously allocate marketing resources is a key to eventual success, which is why Dineline's budget calculator is such a valuable tool. The calculator is designed to align your marketing investments with your (ever-fluctuating) revenues to ensure maximize marketing effectiveness and long-term growth.

The budget calculator is especially beneficial in scenarios where your restaurant experiences fluctuating revenue, such as seasonal changes or market shifts. By inputting fluctuations in monthly sales, the calculator helps you adjust your marketing spend in real-time, keeping your strategy flexible and responsive.

The core functionality of the calculator revolves around three input fields:

1. Dineline service fees.
2. Your total monthly sales,
3. The percentage of total sales you wish to allocate toward marketing.

The goal is to maintain your marketing investment at approximately 5% of total gross revenue. This percentage, however, is not rigid. It can—and should—be adjusted based on variables that include: restaurant size, location, type of cuisine, and whether your establishment is a new business. (The latter will require more aggressive advertising to break into the market.)

For example, if a client with \$125,000 in monthly revenue signs with Dineline for a year (at a \$15,000 service fee), and they initially earmark 3.7% of total revenue for marketing, the calculator can be used to adjust this figure to the optimal 5%. That produces a recommended budget of \$5,000 for the month, which can then be scaled as needed.

More than just a number-crunching tool, the budget calculator is a strategic asset that enables account managers to engage in sophisticated, high-level conversations with clients about their marketing investments. It also aids in understanding the nuances of each client's business—their peak and off-peak seasons, their market positioning, and their growth aspirations. The ultimate objective is ensuring that the investment is effective, sustainable, and aligned with the restaurant's financial health.

In sum, the budget calculator is a bridge that connects a restaurant's financial realities with its marketing aspirations.

# About Us

Dineline is a full-service digital advertising agency that specializes in digital marketing strategies that increase restaurant revenues. Our mission is simple: to cost-effectively scale your full-service restaurant while also providing you with a dedicated team of creative and marketing professionals—people with the expertise, experience, and resources needed to ensure your restaurant’s continuous, profitable growth.

When Dineline founders Jace Kovacevich and Brett Linkletter analyzed restaurant industry marketing practices in 2016, their *outsider advantage*<sup>[1]</sup> helped them identify a problem ripe with opportunities. At the time, nobody was applying contemporary digital marketing strategies to grow full-service restaurants, even though these same strategies had already been leveraged to grow thousands of online businesses.

Since then, Dineline has helped more than 2,000 restaurant concepts—from “mom & pop” cafes to brand-name chain restaurants—to increase revenues, expand their product/ service menus and reach millions of additional new and repeat customers.

For more information on Dineline and what we can do for you, visit <https://dineline.co>.

<sup>[1]</sup> Cyril Bouquet et. al., *Alien Thinking: The Unconventional Path to Breakthrough Ideas*. Public Affairs, March 2021.



“What sets Dineline apart is their exceptional reporting capabilities. The insights derived from their reporting tools, particularly Google tracking, provided us with tangible visit counts. This data-driven approach allowed us to make informed decisions, contributing significantly to the success of our marketing strategies.”

**—KRYSTINA, CHEF DRIVEN HOSPITALITY**

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“Not only did they give my brand a fresh and engaging digital footprint; they also intricately understood my vision and incorporated it seamlessly into their strategy. What truly stood out was their commitment to real results—and it showed. My business sales saw a notable increase, and I attribute a significant portion of that success to the ad strategies and campaigns run by Dineline.”

**—FAIZAN, DOG HAUS**

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“It’s one thing to have a company handle your advertising; it’s another to have them genuinely care about your business’s growth and success as if it were their own. Dineline’s professionalism, creativity, and dedication are commendable, and I can’t recommend them enough to anyone looking for top-tier ad agency services.”

**—DI, HAPPY ENDINGS HOSPITALITY GROUP**