

# 5 SIMPLE MARKETING TIPS TO MAXIMISE YOUR F&B SALES

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## 1. VISUALLY APPEALING FOOD CREATES VISUALLY APPEALING CONTENT

People eat with their eyes and it has been well and truly proven now that food that looks great is perceived to taste better than food that isn't presented in an engaging way. For a food business, the visual appeal is not just about providing an experience for the individual customer but also about creating attractive content which can be used on social media pages, websites and sent between friends to draw new customers in.

## 2. FILL IN THE GAPS ON CUSTOMER-REVIEW WEBSITES

A number of customer review websites rely on the operator filling in the gaps on what type of food is offered, when you're open, what your contact details are and what the menu looks like. An easy way to ensure your customers can get all the information they are after is to check on all the review websites from Zomato to trip advisor and make sure your information is up to date.

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### 3. LOG YOUR BUSINESS ON GOOGLE+

As soon as a potential customer googles your business, it should pop up at the very top of the search results page as a Google location. This function allows Google to deliver all of your relevant and important information such as address, contact details, opening hours and website to the customer quickly and effectively so they do not have to go searching for it.

### 4. KEEP YOUR ONLINE DETAILS UP TO DATE AND CORRECT

There is nothing worse than rocking up to a cafe or restaurant and realising it is closed, relocated or you're in the wrong place completely. If you want customers coming through your doors, you need to ensure you've given them all the right details get to get there.

### 5. GET SOCIAL ON YOUR SOCIAL MEDIA ACCOUNTS

Twitter and Instagram have over 300 million active monthly users and Facebook has around 1.6 billion (2) meaning, your social media accounts are your biggest ticket to marketing success. Businesses are now engaging with customers on social media platforms to identify influencers and monitor patterns and behaviour around social media engagement and how this directly relates to sales and business success.

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