

SOCIAL MEDIA MARKETING

# COOKBOOK

HEALTHY RECIPES FOR ENGAGING YOUR CUSTOMERS



PRESENTED BY

*Bon* APPÉTIT  
APPALACHIA 

Discover Local Food, Farms & Flavor

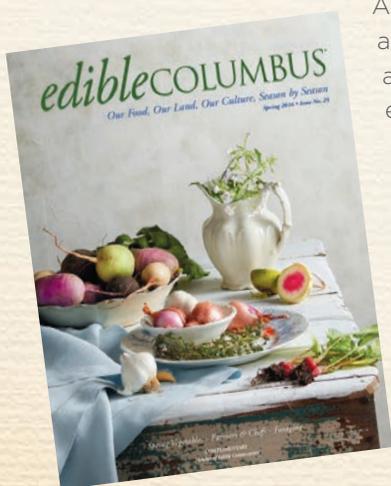
# Bon APPÉTIT APPALACHIA!



**B**on Appétit Appalachia! is an initiative of the Appalachian Regional Commission (ARC), a regional economic development agency whose mission is to innovate, partner, and invest to build community capacity and strengthen economic growth in Appalachia.

This campaign showcases the Appalachian Region's local food and agritourism offerings. A specially created map-guide and companion website have been developed featuring hundreds of sites—local farms, farmers markets, farm-to-table restaurants, wineries, craft breweries and distilleries, plus other distinctive culinary destinations and events.

The Social Media Marketing Cookbook serves as a simple guide for helping small businesses more effectively use the Bon Appétit Appalachia! brand to promote their business and the Appalachia Region as a whole. With a unified social media promotional approach, we can more effectively engage our visitors and customers and continue growing the Appalachian Region as a world-class tourism destination.



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[visitappalachia.com](http://visitappalachia.com)

Bon Appétit Appalachia! featured in  
*edible Columbus* magazine.

visitappalachia.com

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## FEATURED CATEGORIES

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FARMS



FARM-TO-FORK RESTAURANTS



MARKETS & PRODUCTS



VINEYARDS & WINERIES



CRAFT BREWERIES & DISTILLERIES

## FROM SOUTHERN NEW YORK TO NORTHERN MISSISSIPPI

The Appalachian Region of the United States is a 205,000 square-mile region following the spine of the Appalachian Mountains. It includes all of West Virginia and parts of 12 other states: Alabama, Georgia, Kentucky, Maryland, Mississippi, New York, North Carolina, Ohio, Pennsylvania, South Carolina, Tennessee, and Virginia.

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## LET'S PROMOTE APPALACHIAN FOOD CULTURE

**T**he BON APPÉTIT APPALACHIA! Social Media Marketing Cookbook is for independent, local food destinations throughout Appalachia who want to grow their business, strengthen the region's culinary industry, and widen the conversation about Appalachian local food with customers and visitors.

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PROMOTIONAL SUCCESS TODAY  
REQUIRES NEW INGREDIENTS THAT  
DIDN'T EXIST EVEN A FEW YEARS AGO.

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Marketing and branding might look different in today's digital world, but you're only a few simple recipes away from becoming a master chef.



# RECIPES

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## RECIPE 1



# MEET YOUR MARKET

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ARE CULINARY TRAVELERS

51%

OF ALL LEISURE TRAVELERS SAY THEY TRAVEL TO LEARN ABOUT UNIQUE AND MEMORABLE EATING AND DRINKING EXPERIENCES.



CONSIDER THEMSELVES “DELIBERATE” CULINARY TRAVELERS.



## RECIPE 1

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### KEY INGREDIENTS

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American culinary travelers are most likely to describe themselves as “Authentic,” “Localist,” or “Budget” travelers.

#### LEISURE TRAVELER INTEREST IN TAKING A CULINARY TRIP NEXT YEAR:

- 68% Gen X & Y\*
- 43% Matures
- 60% Baby Boomers

*Income is NOT related to interest*



**41% of culinary travelers** are more likely than other leisure travelers **to use their mobile devices** to get recommendations on dining and to learn about festivals or events.

#### U.S. SMARTPHONE PENETRATION

MILLENNIALS<sup>\*\*</sup>: The Future of the Country and Your Business

# 74%



THIS REPRESENTS A SIGNIFICANT MARKET SHARE OF THE U.S. BUYING POPULATION.

- Have the greatest interest in culinary travel
- Lead the way with social media use and trust
- Hold the greatest word of mouth influence on social media

\*Gen X & Y - Born 1960-2005

\*\*Millennial (Gen Y) - Born 1980-2005

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## DIRECTIONS

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### 1. AUTHENTIC EXPERIENCES, SERVE 'EM UP

Your market demands products, activities, and experiences that are different from what they can get at home. Put some thought into your offerings and how you can make them truly one-of-a-kind.

### 2. GIVE 'EM SOMETHING TO TALK ABOUT

The American culinary traveler wants local, authentic, and memorable culinary experiences. And they want to share about them on social media with their friends.

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## NUTRITION FACTS

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**SERVING SIZE:** A well-balanced social media plan includes an understanding of your market and how they interact online.

56% of both leisure and culinary travelers cite “recommendations from others” as the most common resource for researching culinary trips.

The meaning of “friends” has now widened with social media. Marketers must heavily weigh the new power of recommendations from friends and family within the context of an inter-connected world.

## RECIPE 2



# USER-GENERATED CONTENT

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## KEY INGREDIENTS

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**USER-GENERATED CONTENT (UGC):** any form of media created by everyday people, usually uploaded to the web via social media and shared with their “friends.”

It’s the content **YOUR CUSTOMERS** are generating. But it also refers to a style of content you can create. The tone is authentic, personal, and conversational; not polished, corporate, or salesy. It reads like a real person is behind it--because one is. That’s what works best on social networks. It’s simple and fun.

Travelers are already taking photos of their food and their favorite destinations and posting them on social media. Now, get to work encouraging current customers to create content about **YOUR BUSINESS** that can be leveraged to gain new customers!

ONLY **47%** of Americans trust paid advertising,

WHILE **92%** trust UGC and find it more relevant to their travel decisions.

## RECIPE 2

### DIRECTIONS



#### 1. LET IT BE KNOWN

Use in-store displays or your menu to encourage customers to tag your business in their posts. Tell them how to connect with you using your username or with certain hashtags you've created for your business (Refer to Recipe 3).



#### 2. INCENTIVIZE YOUR AUDIENCE

Whip up promotional incentives for your customers to produce and share content about their experiences with your establishment. Consider providing a discount for those who demonstrate they've made a post about you or a contest in which the best photo wins a free dish, beer or t-shirt.

#### 3. LISTEN AND REPUBLISH

Monitor social feeds for fans who are creating content about your establishment and republish it or share it on your own social feeds.

#### 4. START SMALL

When someone posts about you on social media, no matter how small it is, you should respond. This is how you build engagement and a loyal following.

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# NUTRITION FACTS

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**USER-GENERATED CONTENT** is the ‘crème de la crème’ of your social media efforts.

User-generated content is a new twist on word-of-mouth advertising. It provides a bit more bite for today’s local foodie. It’s by real people, for real people, and the result feels wildly authentic. It’s popular because people interact with it, and through it they can interact with you.

People like having their photos and videos featured. If you use their content, let them know, and they will most likely share it with their friends too. That means more exposure for you!

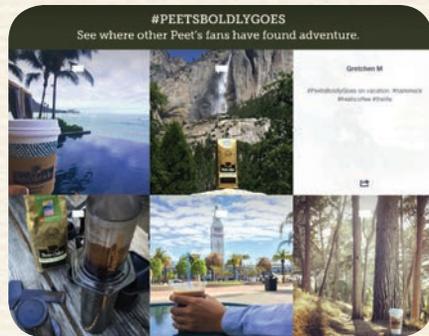
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## EXAMPLE

**CREATE PROMOTIONS** to fit the modern social media mindset.

### **Peet’s Coffee & Tea – #PeetsBoldlyGoes Photo Contest**

Peet’s Coffee & Tea partnered with The North Face to create a prize pack fit for any coffee-loving explorer by setting up a user-generated content photo contest and social hub\* on their website. They simply asked their followers to upload a Peet’s-fueled adventure photo directly via the website



or Instagram using the hashtag #PeetsBoldlyGoes. In return, participants had the chance to be featured on the social hub and win a selection of premium Peet’s and The North Face products. What’s more, shoppable product links for both brands were purposely positioned on the page to drive sales conversions.

\*A social hub is a digital property for your business or brand that collects the content you post on various social networks and displays it together. It may or may not contain user generated content.

## RECIPE 3





# HASHTAGS

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## KEY INGREDIENTS

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**HASHTAG:** a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

A recent search of Instagram hashtags revealed over 1 million posts tagged with #eatlocal. Other popular hashtags include #localfood, #organic, #foodies, and #farmersmarket.

- Hashtags are used to track trends and create communities around topics.
- Hashtags are one of the most effective tactics for spreading your messages and connecting with others on social media.
- Hashtags make users feel connected to each other and your business by identifying unified topics.



## RECIPE 3

### DIRECTIONS



#### 1. #BONAPPALACHIA

Use the #Bonappalachia hashtag in all your social media posts and in your establishment.

#### 2. CREATE YOUR OWN

Create a standard hashtag for your business and use it religiously on:

- social media posts
- establishment displays
- your menu
- all advertising

#### 1. GET YOUR HASHTAG OUT THERE

Encourage your customers to use your hashtag when they share about their favorite dish on Instagram or Twitter, or when they leave a review online.

#### 2. USE FOODIE HASHTAGS

Research and use other popular foodie hashtags that accurately describe your offerings.

#### 3. HOW IS IT GOING?

Be human and interact with those who use the same hashtags as you; that's how you build connections and engagement. Ask questions, make comments, and be real.

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# NUTRITION FACTS

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## **#BONAPPALACHIA: the official hashtag of Bon Appétit Appalachia!**

Every Bon Appétit Appalachia! business should start using the #Bonappalachia hashtag in every post they make across all social networks.

Encourage your customers to do the same, which brings increased recognition to our shared local food culture.

The official Bon Appétit Appalachia! social media manager will re-post your post and bring extended reach to your social media efforts.

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## EXAMPLE

### LOCAL FOODIE HASHTAGS

#### **#eatlocalridebikes #wherefoodcomesfrom #farmtobarrel #ageducation #wheresyourbackforty #farmtotable**

The local food movement is big on social media. Growers, sellers, chefs, and restaurants alike are realizing the power of social media for connecting with industry folks, educating their consumers, and increasing their overall brand awareness. Whether piggy-backing on established foodie hashtags, or creating a cult following for one of your own, a creative use of hashtags will help you gain momentum among your target audience.

#### **Search these hashtags on Instagram for a dash of inspiration:**

#eatlocalridebikes



#ageducation



#wherefoodcomesfrom



#wheresyourbackforty



#farmtobarrel



#farmtotable



## RECIPE 4

# MAKE IT VISUAL

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PEOPLE ARE

44%

more likely to engage with content that includes pictures

AND

POSTS WITH PHOTOS GENERATE

53%

more likes than those without.

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## KEY INGREDIENTS

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Social networks are rewarding visual postings by ranking them higher in users' news-feeds. That's an important distinction between visual content and straight text. It's an ever-increasingly visual game, and you must play accordingly to succeed.

For example, photos on Facebook generate 53 % more likes than a text-based post. Videos are also naturally promoted by networks.

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## DIRECTIONS

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### 1. GET PERSONAL

Ask your customers and audience to upload pictures using a relevant hashtag. Then start a campaign around their content. That shows you care about their interests. Instagram is the foundation for sharing visually.

### 2. ADD A SPECIAL

**TOUCH.** Check out apps, such as Canva, Pic Monkey, and Over for adding simple graphics to your images. You will be amazed by their simplicity and effectiveness.



### 3. CREATE BOLD STATEMENTS

or virtual advertisements for your dishes, and share them across Instagram, Facebook, and Pinterest.

### 4.

**BE FUNKY!** Don't be afraid to take a risk/stand out!

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## NUTRITION FACTS

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**BREW UP SOME NEW RELATIONSHIPS.** The crux of social media is your relationship with your fans. Deepen that relationship by telling the story of your business visually, and include your customers' username on posts that relate to them. Ask them to share images highlighting their own experiences with your business too.

## RECIPE 5



# TWITTER

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## KEY INGREDIENTS

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Twitter is a “micro-blogging” platform and a global conversational tool.

Twitter’s Mission: to give everyone the power to share ideas or information instantly, with anyone.

**310**

MILLION

active monthly users

**500**

MILLION

tweets are sent  
per day

**83**

PERCENT

of Twitter users are  
active on mobile devices

**WHAT IS A TWEET?** Tweets are short messages limited to 140 characters. They can also contain text, photos, and mobile videos. You can create original tweets, re-tweet, reply to others’ tweets, or mention other users within a tweet.

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## DIRECTIONS

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### 1. HASHTAGS

- Including topical hashtags in your tweets helps you connect with your target audience and engage in ongoing conversations about areas of interest. Generally, the same hashtags used on Instagram should be used on Twitter (#farmersmarket, #food, and #localfood).
- Use the BAA Hashtag in all local food-related tweets: #Bonappalachia.
- Include your own hashtag within the tweet.
- Use Twitter's search tool to research your audience, topics, and hashtags.

### 2. BE CONVERSATIONAL

- Speak directly to other users by adding the @ symbol before their username inside your tweet. This is how Twitter is used as a conversation tool to quickly to gain the attention of another user. They will receive notification that you've "mentioned" them and will hopefully reply to you.
- Engage with others by frequently re-tweeting and favoriting tweets that you like.
- Mention BAA in any tweets about local food. BAA will reply or re-tweet your message to all BAA followers.

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## NUTRITION FACTS

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**TWITTER LISTS** are one of the most helpful, yet under-utilized, capabilities of Twitter. Organize the people you are following into a Twitter List and get a quick snapshot of what's being posted.

**FOR EXAMPLE:** Create a breweries list and add all the breweries you are following. Stay up to date with what they are saying with one click of a button.

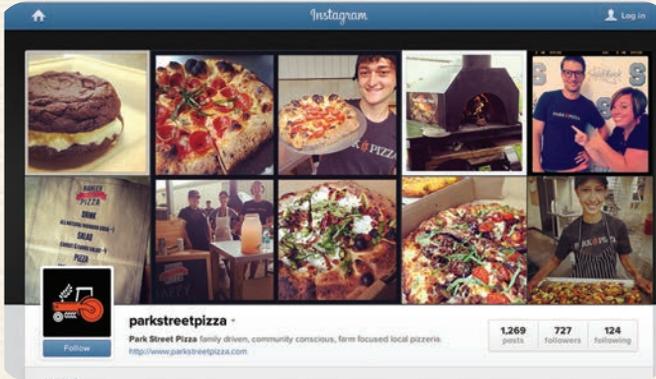
## RECIPE 6





# INSTAGRAM

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## KEY INGREDIENTS



INSTAGRAM IS THE NUMBER ONE PHOTO STREAMING MOBILE APP. It allows users to post their daily life experiences and interests from their mobile device in pictures. Instagram is owned by and closely integrated with Facebook.

**400**

MILLION  
active monthly users

**80**

MILLION  
photos posted daily

**3.5**

BILLION  
likes per day



## RECIPE 6

### DIRECTIONS



- 1. ADD A HEAP OF REALITY**

Show as many sides of your business as possible. Use Instagram to feature new dishes, recipes, events, and behind-the-scenes in the kitchen.
- 2. A DASH OF PERSONALITY**

Tell your story. Photograph your customers, your family, and your employees, and tag them in your posts. Highlight and connect with your most loyal local foodies.
- 3. HASHTAG IT UP**

Create unique company hashtags, and use them consistently. Research popular foodie hashtags, and use them too, such as #farmersmarket, #food, and #localfood.
- 4. LET IT BOIL OVER**

Instagram links to other social media sites, such as Facebook. Once your photos are generated with Instagram they can be shared easily across multiple sites.

# NUTRITION FACTS



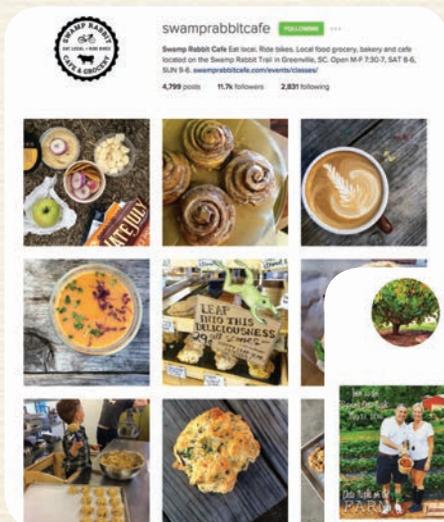
INSTAGRAM BUILDS VALUABLE CONNECTIONS, LOYALTY, AND TRUST WITH YOUR CUSTOMERS.

Users come here to be entertained, not sold.

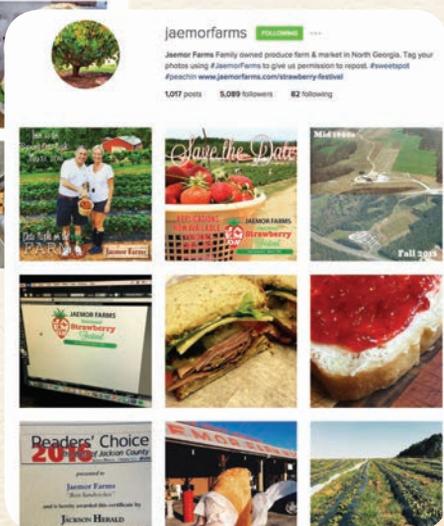
The purpose of this platform is to provide a behind-the-scenes look into the company culture of your eatery or your event. It's an opportunity to showcase your personality, or what you "are all about".

## EXAMPLES

Check out these BAA sites on Instagram for good ideas.



Swamp Rabbit Café  
Greenville, SC  
@swamprabbitcafe



Jaemor Farms  
Alto, GA  
@jaemorfarms

RECIPE 7





# FACEBOOK

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## KEY INGREDIENTS

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**\$\$.** Remember when “Like us on Facebook” was all you had to say? Those days are OVER. The rules have changed for business pages. You now must pay to play, which means less exposure unless you adapt.

**VISUALS.** Additionally, the social network has reduced the number of text-only status updates from Business Pages that appear in the news feeds, while highly rewarding visual posts such as those including photos and videos uploaded through Facebook.

**INTERACTION.** The more interaction posts receive, the more exposure Facebook gives. Increased customer engagement shows Facebook that your page updates are interesting to your fans and Facebook, in turn, makes your updates appear more frequently in their news feeds.

APPROX **52%** of Facebook users have “liked” a food/beverage brand,

WHILE **92%** use social media and other digital platforms to plan meals.

## RECIPE 7

### DIRECTIONS



#### 1. GET VISUAL

Create a social media menu by regularly posting photos about your ingredients, menu items, or staff and customers enjoying your food. Be sure to mention and tag your suppliers.

#### 2. OFFER VIRTUAL PROMOTIONS

Tell customers to watch your Facebook page for online only deals.

#### 3. OFFER INCENTIVES

Encourage customers to post about their experience on Facebook. "Show that you shared about us on Facebook and receive 10% off at checkout."

#### 4. FOSTER INTERACTION

Set up polls and ask questions that fans can't resist responding to.

#### 5. LET NO COMMENT GO UNNOTICED

You MUST engage with users in the comments and reposts - no matter how small. Giving fans a little personal attention on Facebook goes a long way in keeping them actively engaged. Respond to negative comments as well. Users need to see that you care about their complaints and are working to resolve them.

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# NUTRITION FACTS

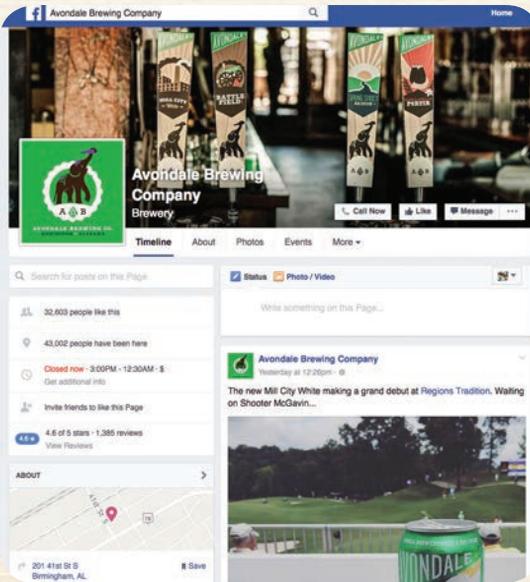
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**ADD A HEAP OF STATUS UPDATES** that intrigue your fans, speak to their interests, and provide the greatest opportunities for them to interact. Due to the overwhelming amount of content on Facebook these days, it's hard to post too much.

**STIR IN SOME INTERACTION** with your fans and encourage them to re-share your Facebook content on their own newsfeeds. Good word-of-mouth, or "organic shares," is now a primary way to expand your reach.

**YOU GOTTA GIVE TO GET.** People come to Facebook to be entertained and interact with real people. Being salesy doesn't work. Be sure you are sharing content that your customers would find helpful or interesting.



Avondale Brewing Co.  
Birmingham, AL

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MAKE IT SHAREABLE. GET SOCIAL.

RECIPE 8





# ADVERTISING ON FACEBOOK

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## KEY INGREDIENTS

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### FACEBOOK ADS

When you run a Facebook Ad, **you choose the audiences that see it by location, age, interests, and more.**

With Facebook Ads, you choose the type of people you want to reach, and Facebook delivers your ads to them. This makes your ads more relevant for the people who see them and brings you real results.

Consider these facts (Q1 2015):

- 1.59 billion monthly active users
- 1.25 billion mobile users
- 936 million daily active users
- 798 million mobile daily active users

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THE AVERAGE AMERICAN SPENDS 40  
MINUTES PER DAY ON FACEBOOK.

## RECIPE 8

**PUZZ'S**  
DOWNTOWN  
BARBEQUE  
POUNDING THRILL  
VIBES

### DIRECTIONS



#### 1. DETERMINE YOUR OBJECTIVES BEFORE YOU START.

It's important to know the purpose of your Facebook Ad before you begin. Understand whether the aim is to increase brand awareness, conversions, video views, etc. Each action made by your audience on your Facebook ad costs money, so make sure you solidify your objectives before making those investments.

#### 2. BE SPECIFIC ON YOUR AUDIENCE TARGETING.

Facebook houses millions, if not billions, of data points. Take the time to get very specific in your targeting to ensure your ad will appear where your audience is most likely to see it.

#### 3. ROTATE YOUR ADS REGULARLY.

To avoid ad fatigue, rotate your Facebook ads regularly. When people start to see your ad too many times, they get bored and stop clicking. Unfortunately, when your click-through rate starts to drop, Facebook penalizes you, driving up your cost per click (CPC)—which makes likes, comments, and click-throughs more expensive. This affects both acquisition and engagement campaigns. To avoid this, rotate your ads every 3 to 5 days.

# NUTRITION FACTS



CHOOSE AN OBJECTIVE FOR YOUR CAMPAIGN THAT MEETS THE GOALS YOU SET SO YOUR AD HAS THE MOST IMPACT.

Customizing your target audience is a crucial step in setting up your Facebook Ad for success. You can target ads based on location, age, gender, language, interests, and behavior.

**Edit Audience**

Make sure to save your edits once you're done.

Name: Audience 2

Location: Cities +10 miles

- Montgomery, AL, United States
- Atlanta, GA, United States
- Columbus, GA, United States

Age: 25 - 55

Gender: All Men Women

Interests: Farm-to-table Local food Foodie

- + Slow Food
- + Gourmet
- + Permaculture
- + Community-supported agriculture
- + Sustainable agriculture

Delete Cancel Save

Interface for editing your advertising audience

Interface for boosting your post

**Boost Post**

**AUDIENCE**

- People who like your Page (1)
- People who like your Page and their friends (1)
- People you choose through targeting (1)

WW

Edit Audience Create New Audience

**Location:** United States, Kentucky, Maryland, New York, Ohio, ...

**Interests:** day trips, family friendly or ice skating

**Age:** 25 - 55+

**Gender:** Female

**BUDGET AND DURATION**

Total Budget: \$5.00

**DESKTOP NEWS FEED**

**MOBILE NEWS FEED**

Ben Appelt Appatcha shared The Greenbrier's photo. Sponsored · 18

#Family friendly fun this holiday season - The Greenbrier #bonappatcha #iceskating #stayin #WV

**The Greenbrier**  
Sponsored · December 10 at 1:25pm · 18

Make calling members the winner at The Greenbrier's ice-skating event! <http://ow.ly/vJ26Ud>

Terms & Conditions Help Center Cancel Boost

## RECIPE 9





# PINTEREST

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## KEY INGREDIENTS

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**PINTEREST** is a social network that allows users to visually share and discover new interests by posting (known as ‘pinning’) images or videos to their own boards (i.e. a collection of ‘pins,’ usually with a common theme) and browsing what other users have pinned.

It’s the fastest growing social media channel by overall member growth and the largest driver of web traffic from social media.

It is **THE** place to go to find and collect ideas.

Like every other social media site, Pinterest has its own lingo:

- When you share something on Pinterest, each bookmark is called a pin.
- When you share someone else’s pin on Pinterest, it’s called a repin.
- You group pins together according to topic onto various boards or pinboards in your profile. Each board mimics a real-life pinboard.

You can share images you find online, or you can directly upload images onto Pinterest. Using the **PIN IT** button, you can share directly in your browser from any web page. You can also share your pins on Twitter and Facebook.

**100**  
MILLION

ACTIVE MONTHLY USERS PIN  
RELEVANT AND INTERESTING IDEAS  
FOR THEIR FOLLOWERS TO SEE.



## RECIPE 9

### DIRECTIONS



#### 1. EXPAND YOUR REACH

Grow the size of your audience. Consider leveraging the community on Pinterest. Use Group Boards and collaborate with popular pinners who have a large following to expose your brand and content to more people.

#### 2. DRIVE TRAFFIC TO YOUR WEBSITE

Attract Pinterest users by creating pins that they will want to re-pin to their boards. The most successful pins on Pinterest combine great images with content to solve a problem, inspire, offer something desirable, or appeal to interest in a hobby or activity.

#### 3. CREATE A BUSINESS ACCOUNT

Be sure you set up your account as a business. If your existing account is personal, convert it to a business account. Business accounts have promotional advantages over personal accounts.

#### 4. CROSS POLLINATE

Pin your posts to Pinterest and then share your image to other social networks like Twitter, Facebook, and Instagram. Allow your fans and followers to connect with you where they feel most comfortable; then use a Call to Action to direct them to Pinterest and, ultimately, to your website.

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# NUTRITION FACTS

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PINTEREST DRIVES MORE REFERRAL TRAFFIC THAN LINKEDIN, GOOGLE+ AND YOUTUBE COMBINED. ITS THE SECOND LARGEST SEARCH ENGINE.

Share attractive content on Pinterest to drive traffic to your site. Pins including images and helpful information receive 94% more total views! Pin images from your website to Pinterest.



Appalachian Mountain Brewery  
Boone, NC

RECIPE 10





# LOCATION-BASED MOBILE SEARCH

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## KEY INGREDIENTS

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**75%**

OF ADULTS HAVE USED LOCATION-BASED SERVICES TO GET RECOMMENDATIONS SUCH AS THE BEST-RATED NEARBY CAFE OR DIRECTIONS FROM THEIR CURRENT LOCATION.

Customers and travelers now rely on their mobile devices as a vital source of location-relevant information upon which they make an increasing number of decisions on how to spend their time and money.



**40%**

OF MOBILE WEB SEARCHES ARE FOR LOCAL BUSINESSES.

When deciding where to go, your customers are using platforms such as Google and Google Maps.

## RECIPE 10

### DIRECTIONS



#### 1. BE ON THE LIST

Make sure you're listed on sites where mobile customers are looking. It is well worth your time.

#### 2. YOUR MEAT & POTATOES

Create a 'Google My Business' Profile. It will improve your presence on Google and make you show up on Google Maps. To get started, go to [google.com/business](https://www.google.com/business).

#### 3. STAY UP TO DATE

Keep your online profile accurate by ensuring that your street addresses, phone numbers, photos, and other relevant information is correct.

TRAVELERS ARE SEARCHING WHILE

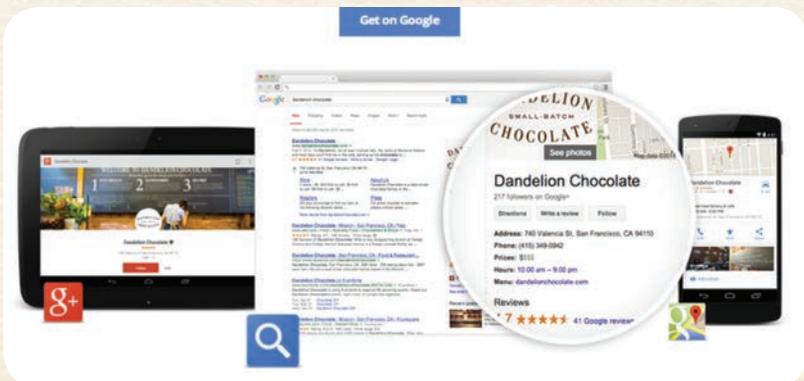
# NUTRITION FACTS



90%

of adult smartphone owners ages 18 and older say they use their phone to get directions or other information based on their current location

IF THEY CAN'T FIND YOU WITH THEIR PHONE, THEY ARE LESS LIKELY TO BECOME YOUR CUSTOMERS!



ON-THE-GO. WILL THEY FIND YOU?



## RECIPE 11

# ONLINE REVIEWS

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### KEY INGREDIENTS



**CONSUMERS WANT TO KNOW WHICH LOCATIONS ARE NEARBY**, but they also want to know which ones are worth visiting.

**ONLINE REVIEWS ARE MORE TRUSTED THAN EVER.** The sharing economy is only making reviews more potent.

**WE DON'T TRUST BRANDS. WE TRUST PEOPLE.** It's always been this way. But technology has changed the way we find and respond to others' recommendations.

**WORD-OF-MOUTH NOW PLAYS OUT PUBLICLY**, and reviews are everywhere.

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## DIRECTIONS

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### 1. STIR THE POT

Provide an incentive to encourage customers to post reviews about your business, such as a discount on their current bill or their next visit, if they can show it on their mobile.

### 2. DON'T LET IT SIMMER

If your business receives a negative review, provide a polite, professional response. You might also encourage satisfied customers to log on and leave reviews.

### 3. ADD SOME SOUTHERN HOSPITALITY

Of course, providing an excellent product or service is always the best path to a glowing consumer review.

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## NUTRITION FACTS

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A FEW POSITIVE RATINGS CAN GO A LONG WAY TOWARD TURNING A POTENTIAL CUSTOMER INTO A REAL ONE.

Small businesses may have limited control over how others represent their brand online—but there are steps you can take to manage online perception.

RECIPE 12



# DINING APPS

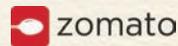
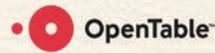
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## KEY INGREDIENTS



How do travelers discover the best places to dine? Most travelers will utilize dining and restaurant apps to decide where to eat in a new destination.

These are the most popular apps for recommending great places to dine.



## RECIPE 12

### DIRECTIONS



- 1. REGISTER YOUR BUSINESS.**  
If you're not present, customers can't leave reviews and recommendations. Ensure you are listed correctly, and contact the app if not. Ask them for help if you need it.
- 2. REMIND YOUR CUSTOMERS TO CHECK IN.**  
Remind your fans that "checking in" is important to you, especially for big events.
- 3. CREATE EXCITING PROMOTIONS.**  
Offer first check-in specials, a standing discount, or recognition for top reviewers. Also, consider loyalty programs, such as digital punch cards and raffles, for those who check-in often.
- 4. ENCOURAGE CROSS-PROMOTION.**  
Offer a discount to patrons who show that they've shared about you or posted a good review. Consider rewards to customers for check-ins only if the person is also a Facebook fan, shares their check-in on Facebook, or leaves a review. Same for Trip Advisor.

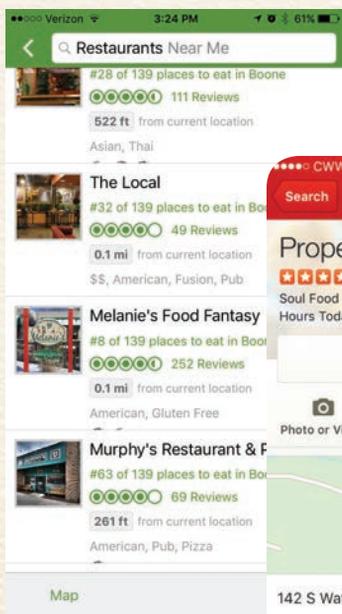
# NUTRITION FACTS

LOCAL IS SOCIAL. And it is stronger than ever. It's where you're at that counts, that is, if they can find you.

The increase in smartphone ownership is a boon to local services. As people travel, they can have immediate access to finding out what's around the corner. Make sure you're visible!

Dining apps allow you to leverage the social activity of your customers and the public to expand your reach and promote your brand. It's the new Yellow Pages, but without all the calories.

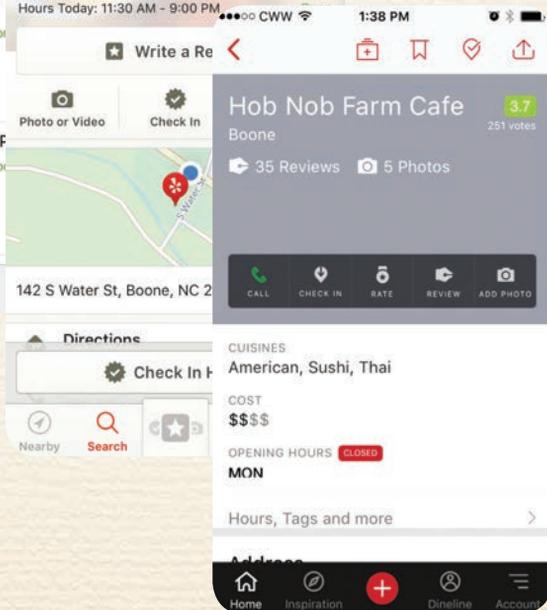
TripAdvisor



Yelp



Zomato (UrbanSpoon)





## RECIPE 13

# MAKE REAL WORLD CONNECTIONS

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## KEY INGREDIENTS

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Thanks to the Bon Appétit Appalachia! initiative, you're now part of a broader regional branding effort. By marrying the Bon Appétit Appalachia! brand with your own through social media, you're helping increase Appalachia's distinctive local craft and food culture. Now, let's be sure to not only connect in the virtual world, but also in the real world.

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## DIRECTIONS

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### 1. SPREAD IT ON

Let your customers know you are active on social media and you are connected to Bon Appétit Appalachia!

### 2. UTILIZE THE BON APPÉTIT APPALACHIA! LOGO

- a. on your menu
- b. on your store front window
- c. in person to your customers
- d. in your social media efforts
- e. in your advertising



### 3. CREATE A BON APPÉTIT

APPALACHIA! signature dish, beer, sandwich or event and incentivize customers to share about it on their personal social media networks.

### 4. TELL US

how you are using the Bon Appétit Appalachia! brand to your benefit. Find us online at: [www.visitappalachia.com/bonappetitappalachia](http://www.visitappalachia.com/bonappetitappalachia)

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## NUTRITION FACTS

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THE BON APPÉTIT APPALACHIA! brand exists to promote you and your local food community.

More recognition for Bon Appétit Appalachia! means more exposure for you. Help us to help you by making every effort to connect your business to the Bon Appétit Appalachia! brand, in both the virtual and real worlds!

**RECIPE 14**



# TRACK YOUR SUCCESS

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## KEY INGREDIENTS

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As a small business, measuring your ROI (return on investment) from social media can be difficult. Of course, overall success depends on your business objectives, so you'll want to solidify what those are first. Are you trying to gain visibility and brand recognition, connect with specific consumers, drive traffic to your website, all of the above, or more? Regardless of your goals, tracking certain metrics will help you spend your time more effectively.



## RECIPE 14

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## NUTRITION FACTS

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Check out Facebook Insights and Hootsuite for in-depth analysis of these metrics. Pay attention to your results over time. Try to determine what type of content your audience likes and engages with the most. Use that information to generate more of what's popular and as a starting place for future content ideas.

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## DIRECTIONS

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### THE METRICS YOU SHOULD BE WATCHING:

- 1. COMMUNITY GROWTH & SUSTAINABILITY.** Are you attracting targeted followers who are a good fit for your brand? Your community should be growing with people who care about what you do and say.
- 2. LIKES, FAVORITES, REPINS, RETWEETS.** These are simple, yet vital acknowledgments that people are seeing and responding to your content.
- 3. ENGAGEMENT, SHARES, COMMENTS.** True engagement means your efforts are succeeding, that you are reaching people in a compelling way, and that your messaging is spreading.
- 4. SOCIAL MEDIA REFERRAL TRAFFIC & VISITOR INCREASE TO YOUR WEBSITE.** How much website traffic is coming from your social media channels? This indicates that people are interested in you and want to learn more. Use Google Analytics to track this information.
- 5. OLD-FASHIONED WORD OF MOUTH.** Although hardest to measure, some people will follow you, but don't necessarily use social media to engage. However, that doesn't mean they aren't singing your praises to others. Also, some customers might tell you: "I love your posts on Instagram" or "I came here because I saw your promotion on Facebook." This is still good information to collect.

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