



Content Marketing Ideas:

# Restaurant Edition

## Spotlight on Chefs

Feature your chefs— Share their story and what makes them so passionate about cooking. Show customers the face and name behind their delicious meals.

## Plan a Night Out

Plan the perfect night out for either a date or time with friends. Walk your customers through a great night featuring one of your special dinners and desserts. Try partnering with another business too— dinner and a show, anyone?

## Favorite Pairings

Show how the Chef's mind works. Describe to customers what two or three items from your restaurant go perfectly together. They'll have to order both if they truly want the best experience.

## Host a Taste of “Your Restaurant”

You've seen how successful taste of Wheaton is! Host your own version by inviting customers to get samples of a variety of your unique items. Get people excited online by posting 'taste cards' that show a picture and describe each dish.

## Tips on Cooking Perfectly

Obviously you can't share all your secrets, but customers love to learn from the best. Have your chef make a video or tutorial of how to master a specific cooking skill.

## Tell the Story of the Ingredients

If your ingredients are unique to the area, share where they came from and how they were grown. Many people love to know that they are enjoying food that is special or healthier.

## Share your Restaurant's History

It's always interesting to see how a restaurant started up and grew into the popular place it is now. Try opening up to your customers and share the personal side of opening up a restaurant.

## Show a Day-in-the-Life

Whether it's through video or photos, show customers how interesting working at the restaurant is. Capture the Chefs creating their masterpieces and the servers working with customers.

## Get Testimonials

Social proof is huge for new customers. A suggestion can go a long way in changing a person's mind. Try taking quotes from customers or even better—a short video.