

**SOCIAL
MEDIA:**
THE SECRET
INGREDIENT
TO SUCCESS



CO NT EN TS

PART 01
SOCIAL MEDIA & BEYOND

PART 02
CURATING INSTAGRAM STORIES

PART 03
MAXIMIZING FACEBOOK ADS

SOCIAL



34 %

Restaurant
Operators With
A Social Media
Team

73 %

Restaurant
Marketers On
Instagram

94 %

Restaurant
Marketers On
Facebook

72 %

Restaurant
Marketers
Using
Facebook Ads

93 %

Restaurant
Marketers
Whom
Generated
Awareness,
Traffic, Leads &
Sales w/ Social



INSTAGRAM STORIES



CONTENT



NARRATIVE



BRANDING



FREQUENCY



AUTHENTICITY



PRESETS

FACEBOOK ADS



PROMOTE PAGE



WEBSITE CLICKS



CONVERSION ADS



TIPS