

OMG! Social media's impact on restaurants, IMHO



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How the thumbs are dancing



- 70% of consumers use social media [Pew Research]
- 61% of consumers follow restaurants on Facebook [Acosta/Technomic]
 - Restaurants: social media::fork:spoon
- 37% of smartphone users take food pics [Technomic]

Why?



- Learn of coupons, deals, new menu items
- Speak with fellow fanatics about restaurant experiences
 - 20% of men
 - 17% of women
 - 28% of families
 - ✦ Usually with a picture

What's it mean to restaurants?



- **Powerful influencers**
 - 8 of 10 consumers are affected by social media
 - 46% of users look at reviews on platforms like Yelp

Potential is driving design



- Chicago's XO Marshmallow Café
 - ✦ Designed with social media in mind
- 'Show me pouty'
 - ✦ Era of items being hatched for social media pics is here
 - Arby's Liger
 - Starbucks' Unicorn Frappucino
 - Red Robin's new Freckled Lemonade Smoothie

Pure visual impact





Mas social media!



- Taco Bell's social media devotion
 - ✦ Headquarters built around social media
 - Copied by many chains
 - ✦ Employees get first whack at products
 - Tweet to tease
 - ✦ 'Naked' line
 - 'When you're selling to young men, any time you can work "naked" into it, you're going to sell.'—Greg Creed, CEO of Yum Brands

Action as well as talk



- Virtual assistants will place your order
 - Alexa vs. chatbots vs. texts
 - ✦ From Domino's to Shake Shack
- Vote by tweet, put something on the menu!
- Social gifting: Strong follow to gift cards?

‘Aren’t followers also potential hires?’



- Taco Bell discovered years ago: Social media followers are also potential recruits
- McDonald’s is exploiting that in a big way

McDonald's virtual job fair



- 250,000 hires this summer
- Social media is key recruitment channel
 - 10-second ads on Snapchat
 - ✦ Former employees talk about the good time they had
 - ✦ Swipe upward for a 'snaplication' that can be filled out
 - ✦ Also using Hulu, Spotify

A third-party use to note



- Social media as a food-safety warning
 - A different grapevine
- nEmesis analyzed 4 million tweets
 - Identified 480 reports of possible food-related illness
- New frontier?

But there's trouble in Paradise



- **Taco Bell is rethinking social media's use**
 - Shifting dollars into TV, radio
 - “We went down some garden paths with it last year.”—CMO Marisa Thalberg

But why?



- We asked Thalberg's boss, Yum CEO Greg Creed
 - "People don't like being marketed to," he said. "It's good we question what we're doing."

New standard: Being genuine



- Genuinely funny
 - Arby's and Farrell Williams' hat
 - ✦ We did it like two people who were talking to each other, rather than a big corporation trying to take advantage of a PR situation.”
- Genuinely snarky
 - ✦ Wendy's vs. the world
- Genuinely cool
 - ✦ Red Lobster's flub

So where are we now?



- Social media is here to stay, but is in flux
 - Demand for 'genuine' could make it a giant slayer
- Emphasis is switching from words to photos
 - Means visuals are everything
- More exploration of other uses
 - Job recruitment
 - Food safety