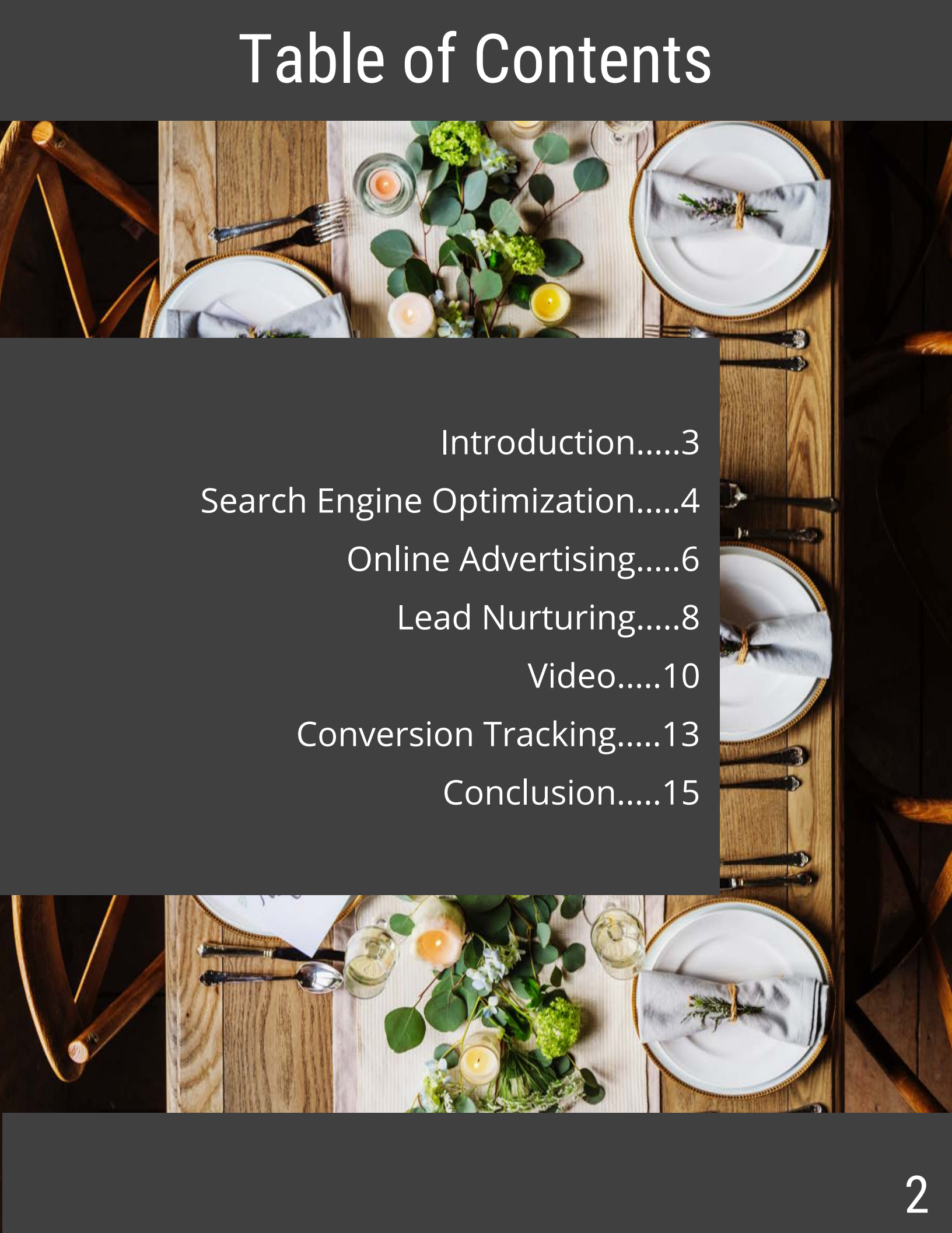


A photograph of a modern restaurant interior. In the foreground, there's a white table with a small vase of pink flowers. Behind it is a curved bar with a green mosaic tile backsplash. On the bar, there are stacks of white plates and bowls. Above the bar, three brass pendant lights hang from a curved metal track. The background shows a kitchen area with a stainless steel range hood and a checkered floor.

DIGITAL MARKETING FOR RESTAURANT SUPPLIERS:

5 Simple Strategies

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There's no doubt that the restaurant industry is a competitive one. With more than one million restaurants currently open within the US, there is much competition to stay busy and open. The same could be said for competition among their suppliers and distributors - so how do you stand out? We think digital marketing is the best way to get a leg up on your competitors, and our partners we've helped along the way agree. Check out these 5 simple strategies you can use to get your product into more restaurants.



Search Engine Optimization (SEO)

Search engine optimization, as digital marketing is advancing, encompasses a lot more than just choosing the right keywords. Without listing everything (because we could go on forever), here are 3 you should focus on:

1

UX - User experience has always been very important for search engine optimization, but even more so now. Search engines have a goal: provide the searcher with the most relevant results as possible. You probably offer various products to restaurants and getting in front of the right person to sell the right product for the right job is important. Same applies here. Users enter websites through various pages, depending on their search but they all want relevant information wherever they enter from. Make sure the point of entry is relevant, provides valuable information and ultimately gives them a good user experience.

2

Site Speed - Speed is so important when it comes to websites. How fast is your current site? Users will not wait for your site to load. With numerous sites, users will bounce back to the search engine and move on to the next, leaving your website behind. Think about how many leads and sales your site gets you. If you are only getting 75% of your traffic because the other 25% leaves due to slow load time, that could be a good amount of revenue lost.





3

Site Structure and Content - Have you recently redesigned your site? It may look great but is it performing the same as your previous site? Better? Worse? If it is not performing as well as your previous site, what has changed? There are so many factors for you to check: redirects, content, site code, images, navigation, etc. There are a lot of factors that go in to site performance and overall “site health”. Look at indexing, are you seeing any 404 errors or nested urls? What about content, did you remove pages that had rich content that helped your site fare well amongst search engines and site visitors? Here is a checklist that may be helpful, but remember, there may be other things to consider as well:

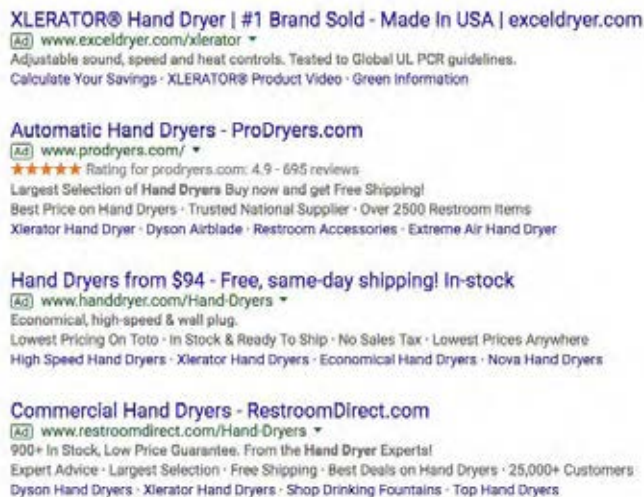
- ☐ **Redirects** - is there a good plan in place?
- ☐ **Code** - is proper code being used on the site?
- ☐ **Images** - are they optimized for web?
- ☐ **Navigation** - does it give Users a good experience?
Does the hierarchy make sense?
Indexing - are the pages you want in your index being indexed?
- ☐ **Content** - do you have good relevant content users and search engines like?
- ☐ **Site audit** - consider a site audit if the above checks off ok but your site is still not ranking and performing well. Some website audits are performed for a relatively low cost and can uncover very useful information to improve your website and overall digital presence.

Online Advertising

Advertising is all about going where your customer is, right? So why does your company continue to spend money in traditional places that are either impossible to track or where your target audience can't see the ads?

Online is where you need to be. Don't believe us? Ask Excel Dryer, who has become the world's leading hand dryer manufacturer in part due to online advertising.

Take a minute to do a Google search of "hand dryer." We'll wait...



XLERATOR® Hand Dryer | #1 Brand Sold - Made In USA | exceldryer.com
www.exceldryer.com/xlator
Adjustable sound, speed and heat controls. Tested to Global UL PCR guidelines.
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Automatic Hand Dryers - ProDryers.com
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★★★★★ Rating for prodryers.com: 4.9 - 695 reviews
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Best Price on Hand Dryers · Trusted National Supplier · Over 2500 Restroom Items
Xlator Hand Dryer · Dyson Airblade · Restroom Accessories · Extreme Air Hand Dryer

Hand Dryers from \$94 - Free, same-day shipping! In-stock
www.handdryer.com/Hand-Dryers
Economical, high-speed & wall plug.
Lowest Pricing On Toto · In Stock & Ready To Ship · No Sales Tax · Lowest Prices Anywhere
High Speed Hand Dryers · Xlator Hand Dryers · Economical Hand Dryers · Nova Hand Dryers

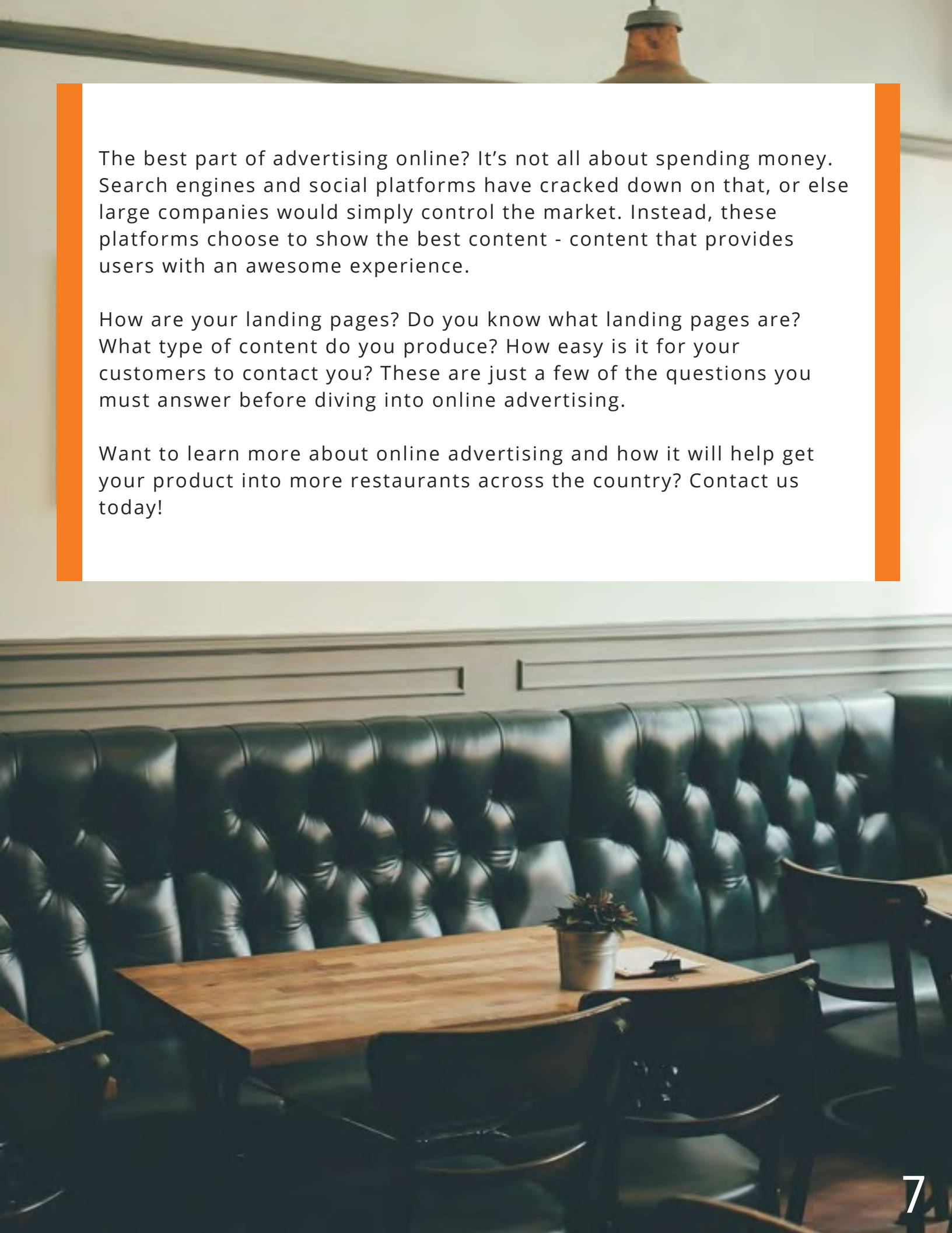
Commercial Hand Dryers - RestroomDirect.com
www.restroomdirect.com/Hand-Dryers
900+ In Stock, Low Price Guarantee, From the Hand Dryer Expert!
Expert Advice · Largest Selection · Free Shipping · Best Deals on Hand Dryers · 25,000+ Customers
Dyson Hand Dryers · Xlator Hand Dryers · Shop Drinking Fountains · Top Hand Dryers

It's not a coincidence that Excel Dryer owns the top ad position. According to a Google survey, that top-ranked spot receives a click over 20% of the time!

Can your radio ad say the same?

Pay-per-click advertising through Google, Bing and other search engines give you the ability to target in so many ways. Want to expand your business to West Coast? Target restaurant owners and managers in states such as California, Oregon, Washington, etc. All of that and so much more is available through online advertising.

There are other online advertising platforms that restaurant suppliers and distributors can take advantage of, including social media. Again, the targeting features that Facebook, Twitter and LinkedIn give you are incredible. You'll have the ability to target by job title, company size, location, interests and more - all ensuring your target audience sees your ads.

The background image shows a restaurant interior. A long, dark green tufted leather booth runs along the wall. In front of the booth are several wooden tables and dark wooden chairs. A small potted plant sits on one of the tables. The lighting is warm and ambient.

The best part of advertising online? It's not all about spending money. Search engines and social platforms have cracked down on that, or else large companies would simply control the market. Instead, these platforms choose to show the best content - content that provides users with an awesome experience.

How are your landing pages? Do you know what landing pages are? What type of content do you produce? How easy is it for your customers to contact you? These are just a few of the questions you must answer before diving into online advertising.

Want to learn more about online advertising and how it will help get your product into more restaurants across the country? Contact us today!

Lead Nurturing

It can be overwhelming to try and address your current clients and sales leads while still trying to find time to reach new leads. Yet, it doesn't need to be. Imagine setting up a sales or marketing plan that can cover your activities spanning weeks, months, or even years; and then stepping back and watching it bring leads to you. Well, with Lead Nurturing, you can do just that.

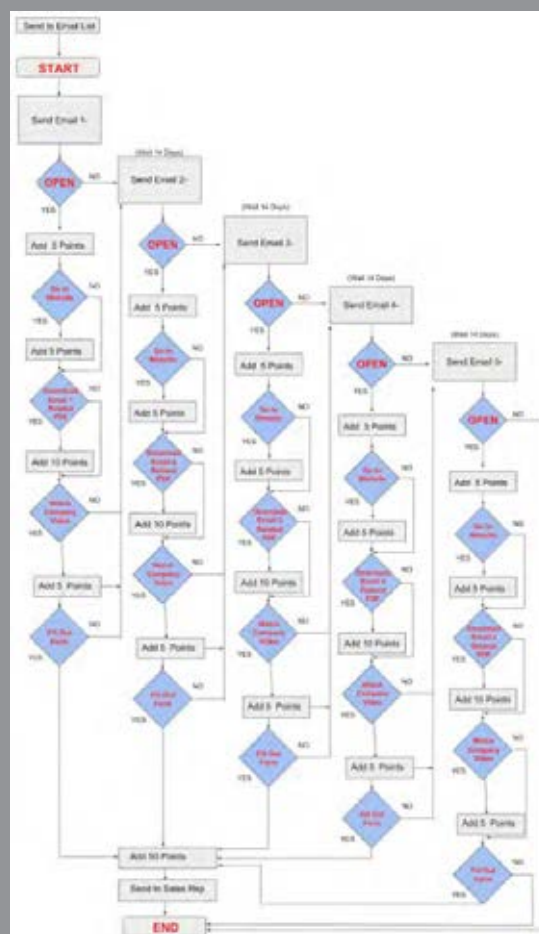
Through automation, you plan and track the activities your prospects engage with. This can include sending custom emails, linking to custom pages, or showing custom content. Then, once they engage enough and reach the point you determine to be sales ready, you (or your sales team) are notified. Your team can have all the information regarding a prospects' needs, interests, concerns, or order details before even speaking with them.



Do you have a list of emails from past customers or cold leads? Build out a lead nurturing campaign designed to cater just to those cold leads and let it do the work for you. While you're interacting with active or sales ready clients, your lead nurturing plan is warming up those cold leads, and possibly moving them to be sales ready.

You can develop multiple lead nurturing campaigns to address different lists, leads, or products. Do you attend trade shows? Add all the contacts you meet at those events into their own lead nurturing campaign and let the automation cover your follow-up emails and interaction. You can set your emails up where they come from your email address and have prospect-specific information (name, company, city, etc) included to create a more personal feel without all the time invested.

It has been said that it can take a customer over 10 touches (with your company) to become a viable sales lead. However, that same customer doesn't want to speak to a salesperson more than 3 times; so how do you make up the difference? Lead nurturing is the answer. Being able to track those initial touches (email, webpage visit, video view, .pdf download, etc.) will give your sales team beneficial information when the time comes to verbally engage that lead. What are the different ways Lead Nurturing can work to your benefit?



Sample lead nurturing email flow and point structure

Video Marketing

Product Features - Yes, spec sheets have all the necessary information anyone would ever need. These videos compress the most important information from those sheets into compelling content.

Check out Excel Dryer's video for their top-rated XLERATOR Hand Dryer. While it's impossible to fit all the spec sheet information into a single video, consumers (and restaurant owners/operators) much rather prefer content like this:



Customer Testimonials - We get it. You need to promote your product or service. You need to generate interest for restaurant owners around the country. However, this strategy is letting someone else do the talking. Why? Because it works.

Over 80% of consumers trust customer testimonials and reviews MORE than their friends and family!

Find a current customer you have - ideally a restaurant that your product has greatly impacted. Ask them to sit in front of a camera and answer some questions. If you want to, throw them an incentive. Either way, customer testimonials are a great way to advertise your product. These videos can be shared in email campaigns, on your website and YouTube, on social media and more!

Product Usage - Visual and hands-on learning have been proven to be more effective. Rather than describe how easy your product is to use, why not show potential customers?

One of our partners, Delorio Foods, released a new style of pizza dough. They could've written a 5-page whitepaper or a step-by-step direction sheet, but instead we decided to create a video.

It's simple, yet effective. Give it a watch here:



(Click To View Video)



Competition Comparison - You believe your product is superior to your competition. You have to convey that to restaurant owners. A comparison video is one of the best ways to do that.

Now while you shouldn't simply put down your competition and point out their flaws, it's important to signify benefits and features that your product presents that others don't.

You have to figure out what your unique selling point is. That's what you'll want to highlight - whether it's price, efficiency, time-saving or something else. Remember to keep in mind your target audience; what are restaurant owners looking for?

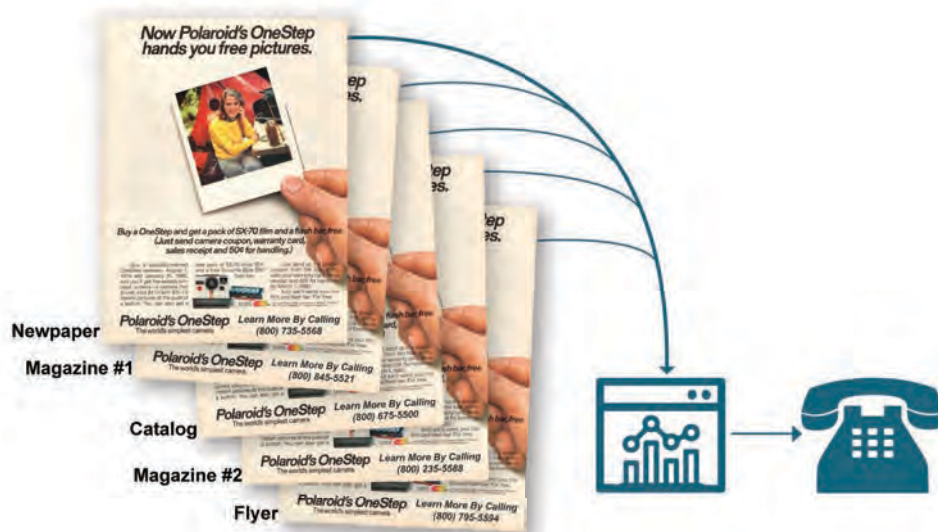


Conversion Tracking

So you close a deal and all the internal factors worked great: it went quickly, it was a sizeable deal, and the sales team did their part. But what about the external factors? How was this client first introduced to you? What factors helped influence them along the way? Wouldn't it be beneficial to precisely determine what factors went into closing your deal; so you know which to focus on for future sales? This is where conversion tracking is exactly what you need.

From a digital standpoint, you may be able to say 37% of your online conversions come by way of Organic traffic (from your SEO efforts). If this is your strongest medium, then it's reasonable to believe continued focus should be placed in those efforts. Or, it could be a combination- where online advertising was the first interaction, and then direct and organic traffic accounted for additional engagements an individual had. Being able to see these activities that lead to a conversion can give you better opportunity to know how to market your company in the future.

Do you still find success through traditional advertising efforts? Why not bridge the gap and use digital means to track those non-digital efforts? Say you have 5 identical ads going in 5 different publications (magazine, newspaper, flyer, direct mail). You could create 5 unique phone number redirects, all of which go to your business number. So, if your ad sees success in 3 of the 5 publications, you will be able to tell precisely which publication's had success, and how much. This call tracking can help you determine which ads you should continue to run in the future.



Conversion tracking allows you to directly attribute what factors led to your sales. Then, you can use that information to adjust your sales and marketing so you're using your most successful and profitable strategies.

You have the product. You believe it provides benefits that your competitors cannot. You have the sales process. Now, you just need to make it accessible to restaurant owners and managers.

That's where we come in. These five strategies are just a few ways you can start to see the benefits of digital marketing. Contact us today to see which strategies would work best for you and your product!

[Contact Us to Start Building
Your Marketing Plan](#)

