



PEPPERONI TIMES

The Pizzaiolo's Pepperoni - March 2017

MARKETING 101
Q&A - BILL MAIN
LIGURIA 1974
BRIEFS AND BLOGS

MARKETING 101

RECOMMENDATIONS FOR ADVERTISING IN TODAY'S ONLINE WORLD



In so many ways, the Internet and technology have fossilized long-time practices and traditions – would you really want a job right now as a travel agent or a taxi cab driver?

Of all the dramatic changes, the industry that's been most transformed may be advertising. In the past, restaurant operators had simple choices for buying ads: The Yellow

Pages, newspapers and coupon books. Today, the internet offers multiple ways to reach consumers as those traditional options have all but disappeared. The challenge, of course, has not changed: How to promote a restaurant in the most cost efficient and effective ways considering the myriad of online choices?

In this month's newsletter, we will focus on the Internet's Big Three: Google, Facebook and Yelp. Our May newsletter will explain the benefits of the next tier of online promotional vehicles: Twitter, Snap, and Instagram.

GOOGLE ADWORDS



Google (and other leading search engines such as Bing and Yahoo) allows you to directly target customers by selling keywords from searches. Getting found on Google is probably the no. 1 priority for any business, especially for restaurants. Consider that a study revealed that 51 percent of all mobile searches on Google are for restaurants. When people are searching on Google, they are interested in the product or service RIGHT NOW.

Google offers businesses two ways to be discovered: First, in the natural or organic search results, and second, as an ad located at the top and bottom of the page or along the right side. Google uses a pay-per-click model, so a business only pays when the ad is clicked on. This allows a business to control costs and only pay for real leads.

BEST PRACTICES:

1. Set up Google Analytics, so you can track website visits to determine the effectiveness of your advertising.
2. Ensure the website is optimized so it appears on page one of the search results page – and hopefully near the top.
3. Continually, monitor and adjust the AdWords buy to take advantage of keywords that are generating the most leads. Push local and town name as part of the keywords.

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Q&A – BILL MAIN, INTERNATIONAL FOODSERVICE CONSULTANT



LIGURIA: TELL US A BIT ABOUT YOURSELF?

MAIN: I am a contrarian by nature. I'm also a self-taught entrepreneur and having 23 years experience of running my own restaurants. Subsequently, I worked with nearly 1,000 clients from every possible segment (fast food, quick casual, casual dining, white tablecloth), as well as every possible incarnation of the institutional side – from health-care, business and industry, college & university, country clubs and global dining. My newest challenge is providing equity capital for large volume independents and emerging chains in the age of the Millennials.

LIGURIA: WHAT CHALLENGES DO YOU SEE FOR FOODSERVICE OPERATORS TODAY?

MAIN: In nearly 40 years, I have never seen an emergence of new

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RECOMMENDATIONS

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ADVERTISING ON FACEBOOK

A Facebook profile page provides an incomparable platform to communicate directly with customers. It is like a new-age neighborhood billboard that changes daily, showcasing happy customers, fun events, new menu items, and sales promotions. Facebook is interactive, allowing customer to give feedback, look at pictures, send personal messages and share posts with friends.

To advertise on Facebook, companies must pay to “boost” their posts to reach not only current followers, but to potential customers using behavioral, demographic, and geographic profiling. Facebook allows advertisers to get very specific or “granular” with targeting; for example, families with teenagers or followers of an Italian chef.

The best news for restaurants is Facebook advertising is extremely affordable, allowing you to target 4,000-5,000 potential customers for a \$50 investment.

BEST PRACTICES:

1. Take time to build an attractive, thorough profile page which includes photos, history, coupons, etc.
2. Schedule at least one post every day; the best time to post is 1-4 p.m.; posting on Saturday and Sunday gets 32 percent more engagement.
3. Don't just post sales or menu offerings; create contests and feature worker profiles to give an insight into the business and make it more personal.

ADVERTISING ON YELP

Reviews on Yelp can be a restaurant owner's best friend or worst enemy. Let's be honest, the business owners who like Yelp have a good following, while the restaurant operators who complain about the site, have received bad reviews. Despite its obvious faults, Yelp has proven to be very helpful to customers who are looking for a place to eat. The site has become the go-to source for diners seeking feedback on not only the restaurant, but also on specific meals that are recommended. Advertising on Yelp as a number of advantages:

- It ensures your restaurant appears at the very top of search results.
- When your business profile is viewed, competitor ads no longer appear above your information.
- The “call-to-action” feature is available, giving you a chance to offer discounts and deals.

BEST PRACTICES:

1. Keep your profile up-to-date by adding more photographs and detailed business information.
2. Interact with Yelpers, regardless if it is a bad review or a good one – make sure they know you are listening.
3. If you get great reviews, display a sticker that says so.

Marketing is very difficult for most restaurant operators. We have found that Google, Facebook and Yelp provide a strong source of leads at very reasonable rates. We recommend these advertising media as the foundation of your promotional plan. In the next issue, we'll explore the strengths and weaknesses of Twitter, Snap, and Instagram.



Q&A - BILL MAIN

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thinking, cutting-edge technologies and foodservice creativity to the degree we are seeing now. The changes are Richter scale in magnitude, fueled by social media, and accelerating at a dramatic rate. The only word I can use to describe it is “disruptive.”

LIGURIA: WHAT CHALLENGES SPECIFICALLY DO YOU SEE IN THE PIZZA SEGMENT?

MAIN: The pizza segment is the backbone of the quick service segment. It needs to continue to promote its relevance by offering the “experience” that truly sets it apart. Maintaining a high degree of value-perception based on ample portion sizes, interesting flavor profiles, dramatic food appearance and most of all, the almost “celebratory” nature of the “pizza experience.” The health aspect can be addressed through specialized ingredients, salads and soups

Additionally, the natural marriage of specialty pizza and artisan beer is exciting to watch. The Millennial generation will continue to gravitate to these brands. That said, I am still very enthusiastic about the quality, flavors and overall value proposition still offered by the power players like Domino's, Pizza Hut and Round Table.

LIGURIA: HOW IS TECHNOLOGY AND EQUIPMENT CHANGING KITCHENS?

MAIN: Innovative technology is driving change across all aspects of the equipment side of the operational mindset. With continuing pressure to increase the minimum wage to \$15 per hour, restaurateurs now have an insatiable appetite for technology that will eliminate their biggest

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Q&A - BILL MAIN (Continued from previous page)

headache and greatest cost center: labor. Here are three examples:

- **Bottoms Up.** Innovative portion controlled draft beer system that can dispense more than 50 drafts per minute. It reduces lines, guarantees proper portioning, and takes the place of a \$15-per-hour bartender. This is indicative of the future.
- **Norimaki Maker ASM 860.** Automated sushi-making technology. No human factor, delivering perfect quality and portion control, uniform taste, texture and appearance. This type of innovation clearly offers the potential to reduce labor. Pizza machinery can't be far behind.
- **Ziosk.** Tablet-based table self-ordering. This is another huge step in speeding ticket turnaround. It can also increase loyalty, because efficiency is maximized. The guest no longer has to rely on a server to get it right; the runner delivers the food exactly as specified. Guests can provide instant feedback about the experience while paying the check.

ANY LAST THOUGHTS?

MAIN: I always love to say: "Change is good...you go first." Yes, there are some exciting changes in play, and revenue growth will be immediate for manufacturers that think proactively and are willing to evolve in their thinking. Technology and knowledge offers so many ways for manufacturers to help their operators be more successful, and sell more cases – the classic "win-win." As a restaurateur at heart, I look to the manufacturers to help the operator be more successful. Food is such a huge part of our culture today, and it's only going to increase in public awareness. Operators need help in marketing and manufacturers are uniquely positioned to advance that agenda. I call it "pull" marketing: Helping the operator put more butts in seats and move cases at that same time.

Tucker W. "Bill" Main is a nationally recognized foodservice management consultant, having served over 350 clients throughout the United States and Canada. He has a BS degree in Economics from Oregon State University. Bill was an active board member of the California Restaurant Association for 10 years, and served as Chairman during the 1996-97 term. Main is well known to the trade media, contributing author and regular columnist to Nations Restaurant News, Restaurants & Institutions, Flavor & The Menu, Restaurant Hospitality, and many others. He has written three books and authored dozens of published articles over the last 20 years.



Draft Beer Portion Control



Norimaki Maker ASM 860



Ziosk

PRODUCT SHOWCASE: THE ORIGINAL LIGURIA 1974

Liguria 1974 Sliced Pepperoni is the company flagship. It is our original pepperoni, and we feel strongly that it is the premium product available in the market.

For more than 40 years, Liguria 1974 has been made with the same formula and the freshest ingredients: It starts with a fine grind of the purest pork (72 percent); we then add beef and all-natural seasonings to produce a consistent, reliable and delicious pepperoni. The two weeks of drying time yield a softer, lighter color.

As far as the taste, pepperoni lovers appreciate the authentic, slightly smoky flavors, as well as the little spice of "heat" at the finish. The smooth texture and full mouth feel leave a satisfying finish, leaving a desire for more.

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PRODUCT SHOWCASE (Continued from previous page)

A pizza topped with Liguria 1974 can be paired with a Blue Moon or Shock Top to balance the rich meat flavors and provide full expression of the spicy kick. A slightly hoppy pilsner will also evoke a pleasurable smile, as the carbonation will gently wash down the spicy, salty after-taste from the pepperoni.

For wine lovers, we suggest pouring wines made from Italian grapes such as Sangiovese and Pinot Grigio, which share bright acidity and tannic structure to balance the richness of pepperoni. In the end after each bite and swallow of your beverage of choice, you will be quickly reaching for the pizza, craving the next bite. After all, Liguria 1974 is the flagship so it always delivers.

Contact your sales rep TODAY, or place a [sample order on our website](#).

RECENT BLOGS:

SIGN UP FOR OUR BLOG -

[HTTP://LIGURIAFOODS.COM/ABOUT-CONTACT/](http://LIGURIAFOODS.COM/ABOUT-CONTACT/)

KIOSKS – ADDING CONVENIENCE AND SPEED TO SERVICE

Technology is growing exponentially, morphing the restaurant industry and more specifically, changing the way in which customers order their food.

READ MORE - [HTTP://LIGURIAFOODS.COM/KIOSKS-ADDING-CONVENIENCE-SPEED-SERVICE/](http://LIGURIAFOODS.COM/KIOSKS-ADDING-CONVENIENCE-SPEED-SERVICE/)

RESTAURANTS TURN TO GOOGLE TO MAKE MORE DOUGH

In an era where everything is digital and instantaneous, traditional marketing platforms are so yesterday: Television commercials get fast-forwarded, Yellow Page books are thrown out, and telemarketers are hung up on. Instead of advertising to such broad groups, pizzerias both small and large are using a more targeted approach to connect with customers through Google advertisements and searches.

READ MORE - [HTTP://LIGURIAFOODS.COM/MAKE-DOUGH-WITH-GOOGLE-ADVERTISING](http://LIGURIAFOODS.COM/MAKE-DOUGH-WITH-GOOGLE-ADVERTISING)

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[HTTPS://WWW.FACEBOOK.COM/LIGURIAFOODSINC](https://www.facebook.com/LIGURIAFOODSINC)



ABOUT US

Since our beginning in 1974, Liguria Foods has been dedicated to the foundation of recipe formulation. We painstakingly follow our old-world recipes, providing our customers (and your customers) with the same performance and flavor every day.

We blend our traditional recipes and production processes (such as our redwood drying room) with state-of-the-art quality control and product distribution to ensure you're never disappointed, or have to worry about whether your customers have a consistent, enjoyable dining experience that keep them coming back.

For more than 40 years, we've been your partner, sharing your passion for the best tasting pepperoni and Italian meat products. If you already use our products, we thank you. If you aren't a customer yet, why aren't you? Take a minute to contact us to learn more about the Liguria difference, and what so many successful pizza storeowners already know.

CONTACT INFORMATION:

Liguria Foods
1515 North 15th Street
Humboldt, IA 50548
800-765-1452

INFORMATION@LIGURIAFOODS.COM
WWW.LIGURIAFOODS.COM