

# LinkedIn Marketing for Restaurant

## At a glance

Catering can represent a highly profitable division of a restaurant. Operators who are looking to increase revenue without increasing overhead can look to gain new catering orders by promoting their services B2B.

## Key metrics



**2000**  
Invitation sent



**500**  
Invites accepted



**3000**  
Message sent



**300**  
Replies received



**2000**  
Endorsment given

## CHALLENGES



Generate \$2,000-\$5,000 additional revenue by using linkedin to promote catering services.

## STRATEGY/SOLUTION



Using the restaurant owner's or general manager's LinkedIn profile, connect with local businesses around the region. The goal should be to connect with the office managers and inform them of the catering menu options while periodically ask if they have any upcoming events. On-going drip campaign messages should be approximately 4 weeks apart and continue for 3-6 months. The restaurant should regularly post pictures and videos to LinkedIn of events they have catered along with testimonials and endorsements from their catering customers. These posts can be shared within the messages sent to prospects.

## RESULTS



**10% of replies received converted = 30 orders**



**Average order value = \$650**



**Estimated revenue generated = \$19,500**



**2000 Endorsment given**



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