



"Integrity, Honesty, Growth"

Social Media Management

Social Media Account Management

Ready to expand and market to your audience on social media? Our team will build social media campaigns to help you grow and engage.

Social media marketing has quickly become the preferred method of restaurateurs for one big reason: it works! Not only does it keep your restaurant relevant, it keeps you at the top of the list every time your guests are online searching for a place to dine.

Marketing methods aren't just about bringing in new guests - it's about bringing in great guests again and again! From social media sites to review and delivery apps, the more you engage your guests, the more they'll engage with you. If you want to grow your restaurant, you need to employ a smart, simple marketing strategy that captures attention and keeps it for good. Our team of Social Media experts will manage your existing online presence or create a new social presence using proven strategies. We can create Social Media pages, content creation, photography, and online review management. Below are IHG social media management options:

Onboarding of Social Media

- Create Social Media Accounts
- Weekly planning and goal setting of social media accounts
- Oversee design of profiles such as: Facebook timeline cover, profile picture, thumbnails, etc.
- Manage Efforts in Development of brand awareness and online reputation

Social Media Account Growth

- Organically grow Likes, Followers, Comments and Engagement
- Manage Efforts in Audience Growth using paid advertising
- Manage Efforts in Audience engagement using organic tactics

Paid Social Media Advertising

- We will create a program to reach your customers quickly and with precision, with a data-driven PPC campaign.
- Create online campaigns in efforts to reach new customers with paid advertising.

Build and/or Grow Email list

- Our team will Create campaigns to capture consumer's emails.
- Create funnels with landing page in efforts to capture consumers contact information.

Email marketing

- Create email campaign and market directly to your business subscribers.

Online Reviews Management

- Manage day to day reviews on all platforms your business is associated with.
- Reply to all reviews, negative and positive

Analytics

- Analyze key metrics and tweak strategy as needed
- Compile monthly reports to share with business owner

Content Creation

- Create, curate, and manage all content such as: images, videos, and captions.