

Bustle

WAYS TO WIN

**SOCIAL MEDIA FOR
INDEPENDENT
HOSPITALITY**




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INTRO DUCTION ION



DID YOU KNOW?



- ✓ A whopping **78% of New Zealanders** are scrolling on social media, with **18-34-year-olds** leading the charge.
- ✓ **59% of Gen Z and Millennials** now use social media as their go-to search tool over Google. (Yep, social is the new search!)
- ✓ In fact, **27%** of them don't even look at Google - they're diving straight into social for answers and inspiration.

Pro tip: if you want to catch their attention, it's time to get social!

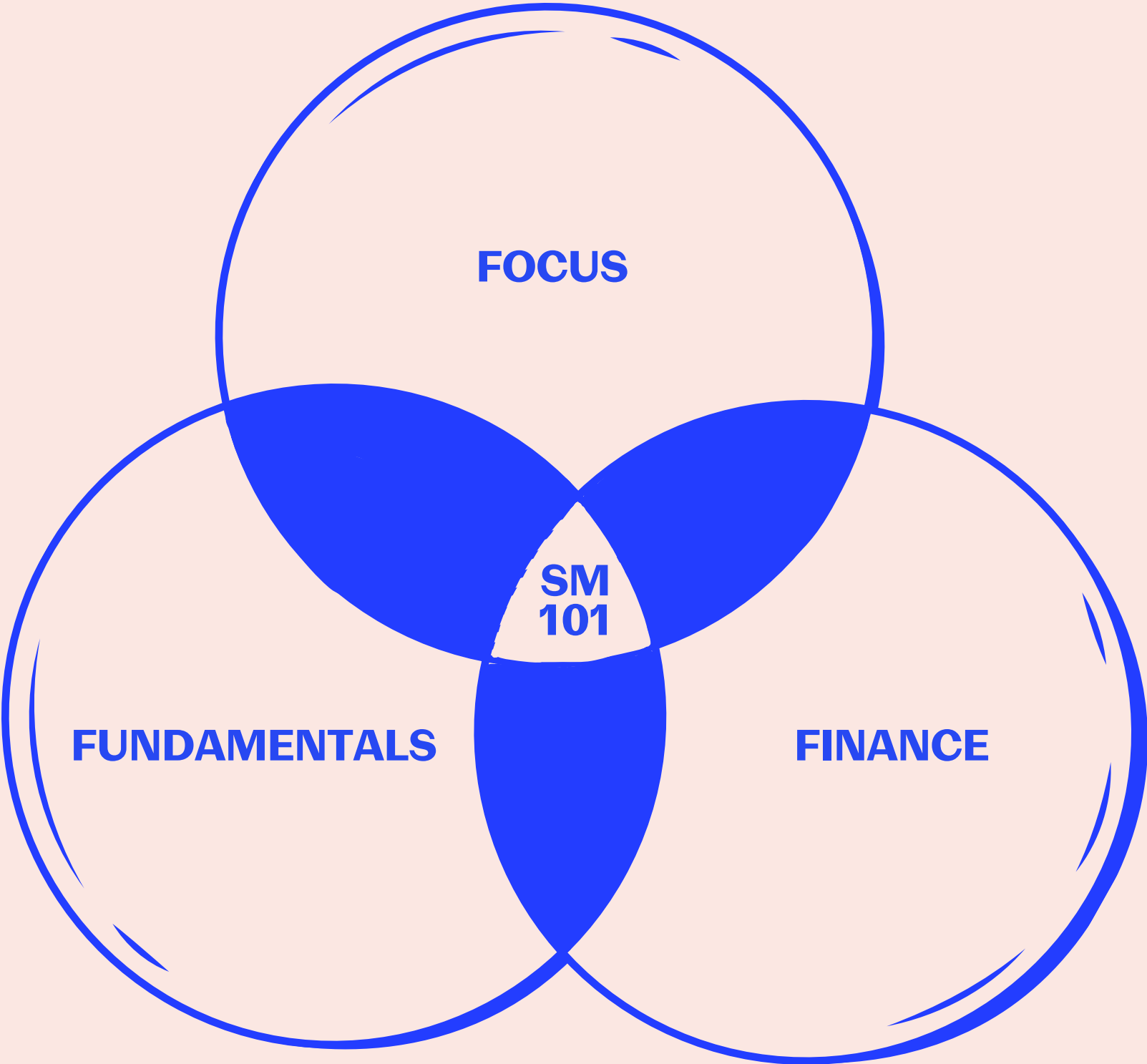
SM FOR HOSPO

Social media is the heartbeat of hospitality 🥰

It gives cafes and restaurants the perfect platform to **build their brand**, **show off their menu** and vibe, and **connect with customers** in a way that keeps tables full.

Today's customers aren't just posting their dining moments; they're turning to social for **recommendations and reviews** to decide where to grab their next coffee or bite. And it's those eye-catching posts and shared experiences that often seal the deal! So, let your food and space shine online... it's your digital shop front.



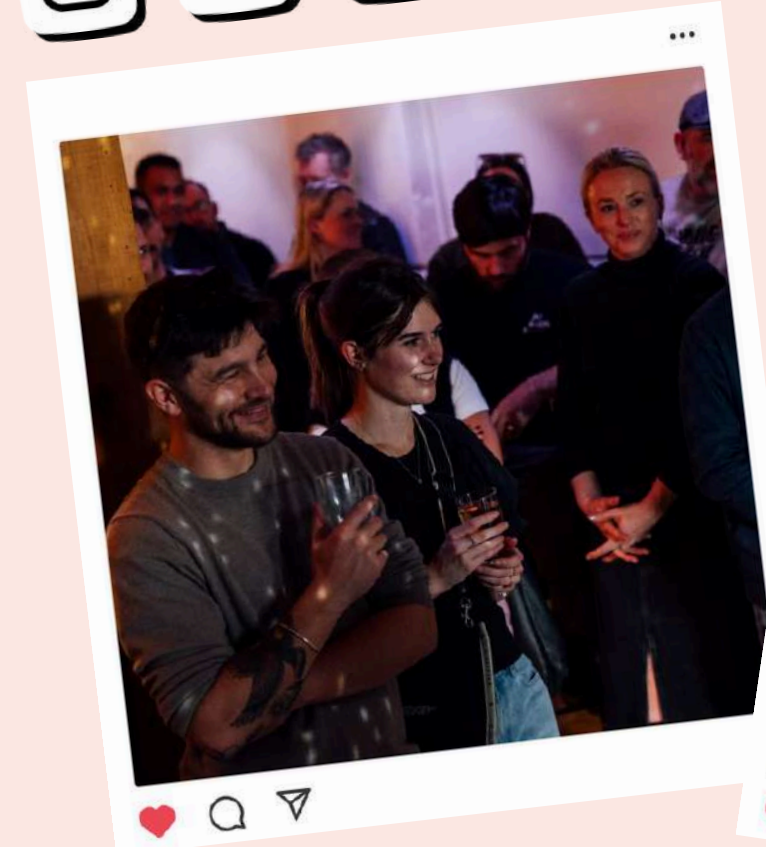


FOCUS

No need to be everywhere all at once! 🌐 🧠

Focus on the platforms that fit your target audience, style and vibe best, then **go all in** on 1 or 2 of those.

Whether it's Insta, Facebook, or TikTok - choose what works for you and make it count. Quality over quantity, always!

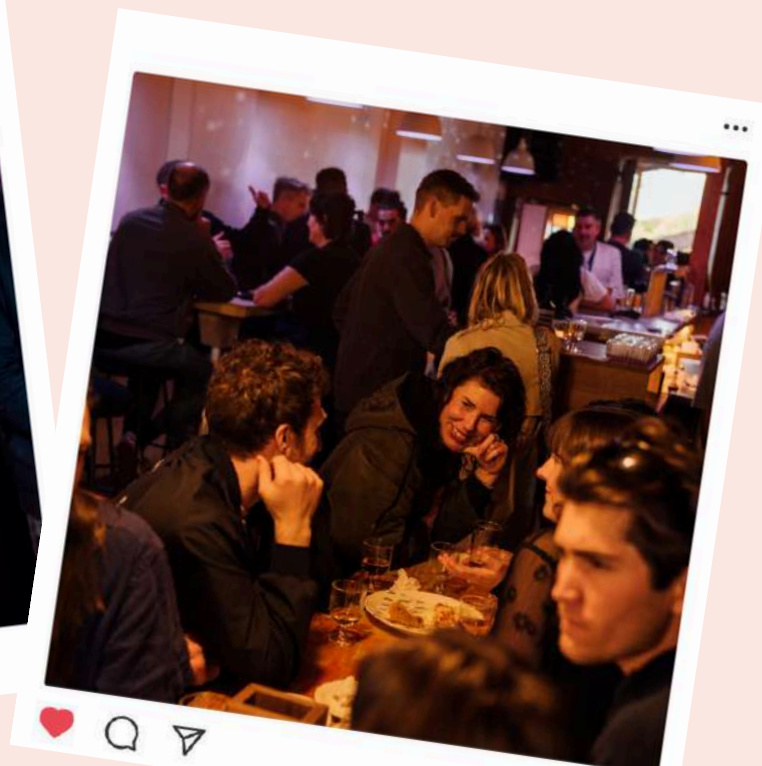


FUNDAMENTALS

Keep the basics front and centre! 📌
Make sure your followers can easily find:

- ✓ **Where you're located**
- ✓ **Your opening hours**
- ✓ **How to book a table**
- ✓ **How to get in touch**

Hot tip 🔥 - add clear links where they can order online or buy directly. Make it easy, and they'll keep coming back!



FINANCE

In 2024, blend organic and paid social for the win! 💪

Get someone to lead paid social with a budget that fits your goals. There is no need to break the bank—just target where it counts.

- ✓ Big goals (whole town or city)?
Boost that budget.
- ✓ Smaller scope (the neighbourhood)?
Dial it down.

Make every dollar work to get your brand noticed right where it matters!



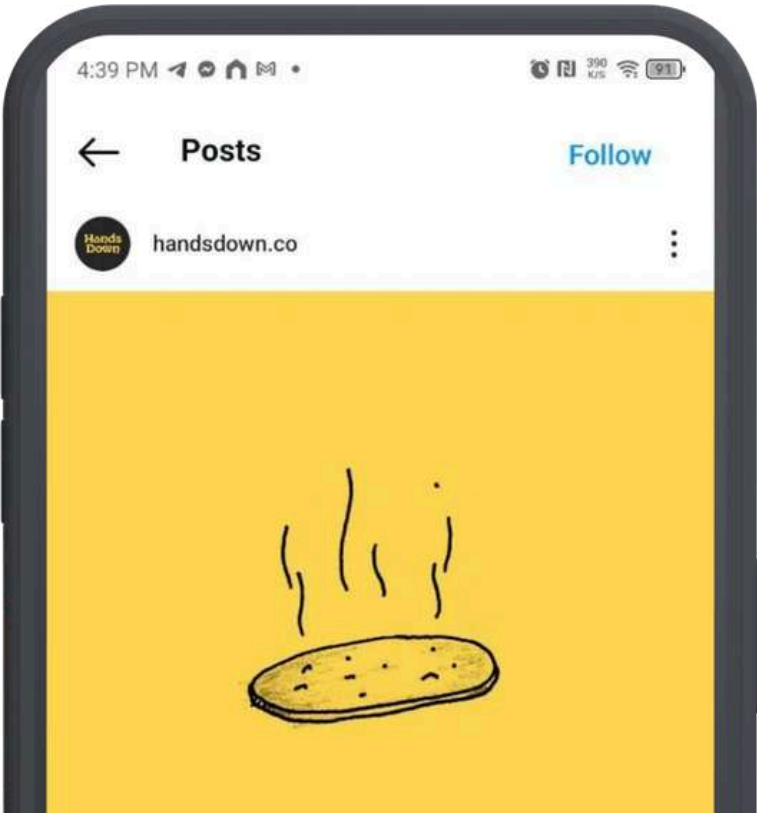
CONTENT
THAT
CONNECTS

PURPOSE

It’s social media, so be social! 🗨️

Don’t leave comments hanging. Even a simple emoji or a quick ‘like’ goes a long way. Aim for **15 minutes a day** to keep replies timely.

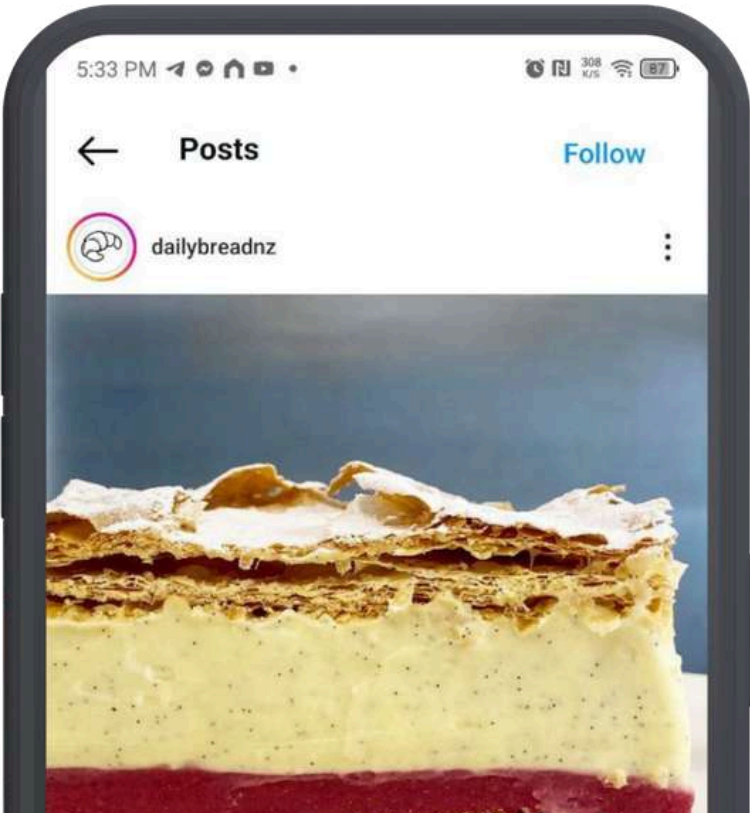
No time? **Set up auto-replies** so people know what to expect if they message you directly.



PRODUCT

Showcase your unique experience! ✨

Give people a taste of what they’ll find when they step through your doors—this is your WHY.

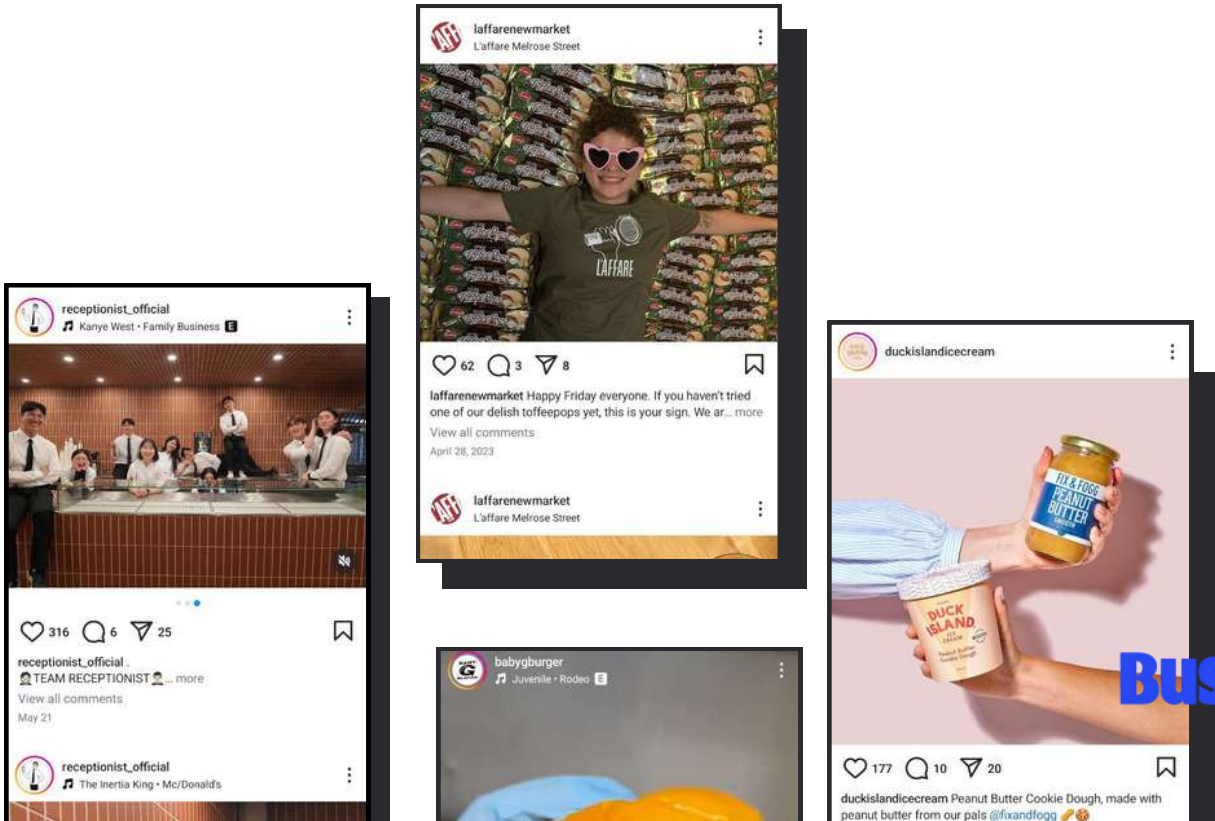


PERSONALITY

Bring your vibe to life! 🎉

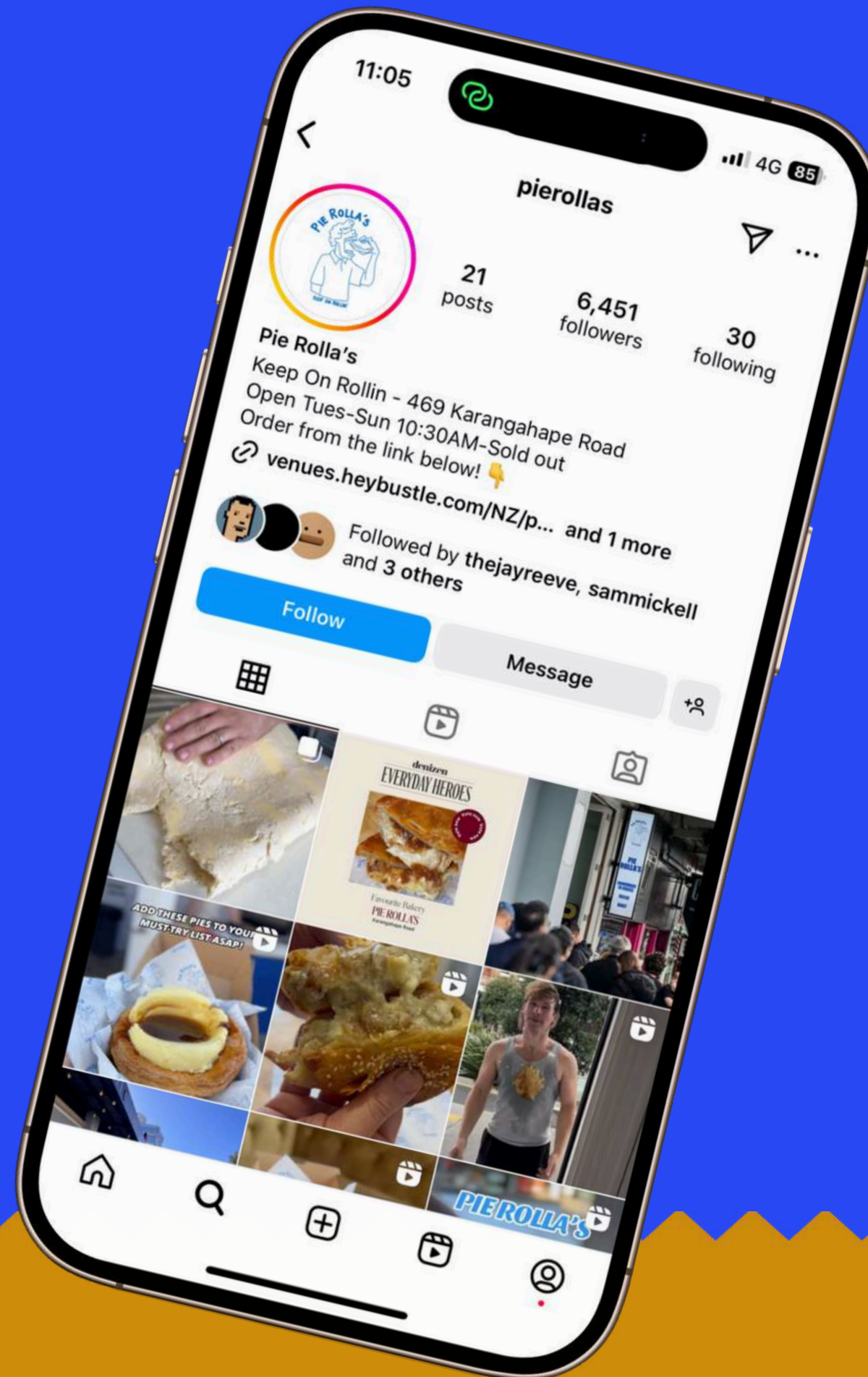
Show people the energy, personality, and unique feel they’ll experience when they walk in - that’s your WHY.

Let them see what makes your spot the place to be!





CONNECTING BUSTLE AND SOCIAL



Truly connect with your customers!

With **Bustle Online**, let them order right where they're scrolling. Drop a link to your menu, and let them tap into a seamless ordering experience—quick, easy, and right at their fingertips!

Check out our **special offer on page 22** and make ordering easy and social!



BUILDING ENGAGEMENT



COMMUNITY

As we said back on page 7, it's social media, so be social.
Don't leave your community hanging.

Take time each day to respond, engage and connect with your community.
Even a quick emoji or like makes a difference.

CONVERSATIONS

CONVERSATION STARTERS

Spark conversations around your menu, events, and local happenings—that's proactive community engagement right there!

Worked with an influencer? **Keep the convo going** by commenting on their posts.

A supplier sharing news? **Drop a congrats!**

The more your name pops up in feeds, the more growth and engagement you'll see.

Remember... **15 mins** is all it takes.

HARNESSING THE POWER OF CONTENT! ✨



Location, location, location

9 times out of 10, users tag their location.



Double-tap that DM

Use this to your advantage! At the very least, engage by giving it a like.



Share it to your story

User Generated Content (UGC) is gold; share it with your followers and let them see the love.



Go the extra mile

If you have a moment, reply with a compliment! Let them know their pic is stunning and thank them for the share.

Every little interaction builds connection and boosts your brand's reach!

INFLUENCERS & PARTNERSHIPS





AUTHENTICITY MATTERS

Looking at choosing social media partners?

Whether it's an influencer or another brand - make sure they're a natural fit.

Start by checking out who's already mentioning you; these are the people who genuinely connect with your vibe!

TAKE ACTION

Don't sit back - reach out!

Approach influencers or partners who align with your brand and make the first move. Taking action is the key to building powerful **connections**.

ANALYSE FOR IMPACT

Ensure influencer content is delivering for you.

Ask for performance results to track any increases in foot traffic, sales, or engagement while their content is live. Knowing what works helps you make smarter decisions for future partnerships!

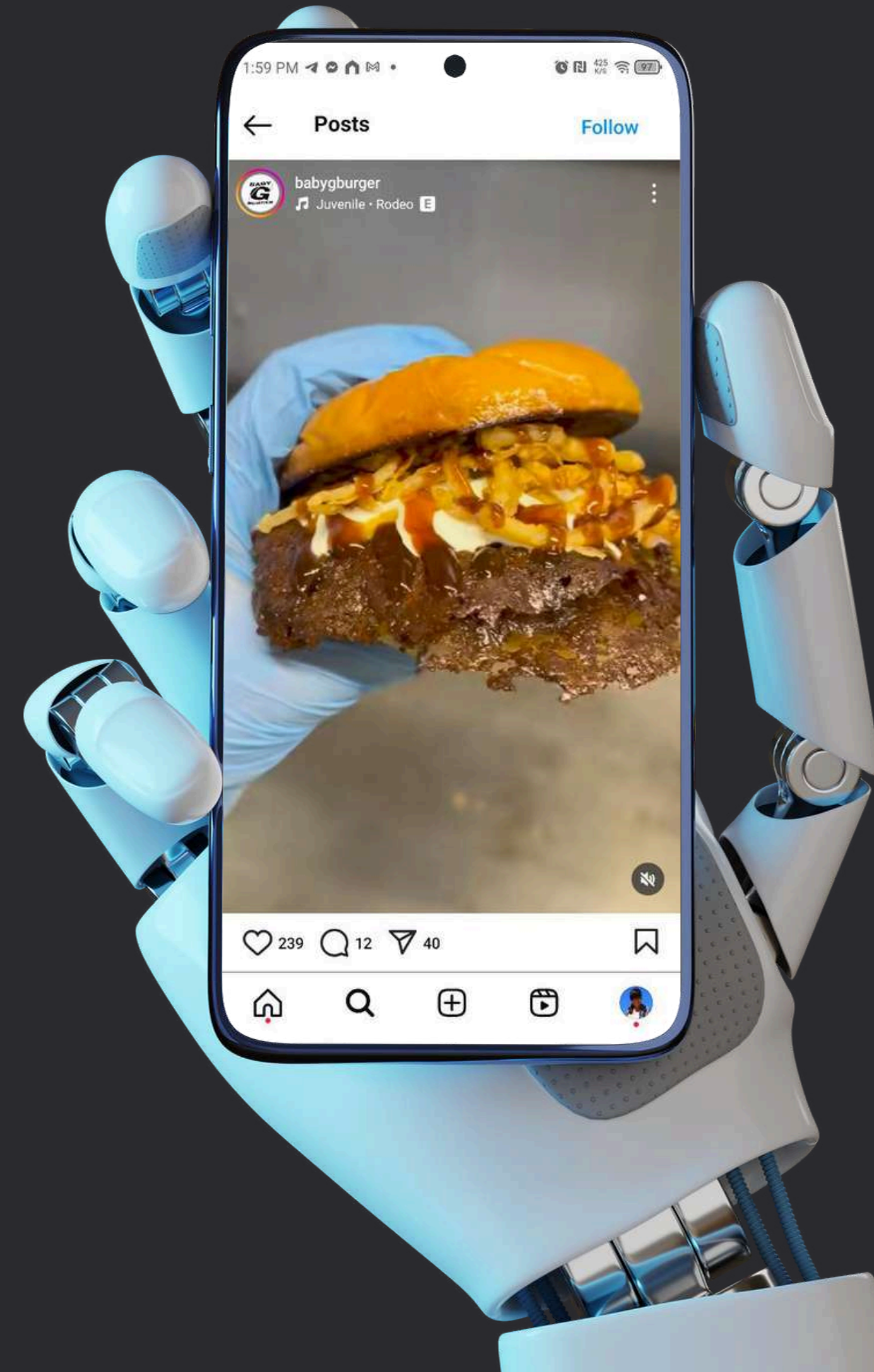


LEARNINGS

Watch how your ads are doing—what's getting results, and what could be better? Look at your regular posts to see what people love, then try using that same style for your ads to get more attention.

Test, Learn, and Use Free Tools 🛠️

- ✓ Try out tools like ChatGPT.
- ✓ Tell it about your brand or offering, and ask for advertising ideas.
- ✓ It's a great way to spark ideas for content and copy without any cost.





MEASURING SUCCESS



“What
you cannot
measure
you cannot
manage.”

- Peter Drucker

BASICS

To stay on track, keep tabs on essentials like:

- ✓ **Follower growth**
- ✓ **Post reach**
- ✓ **What's getting the most engagement**

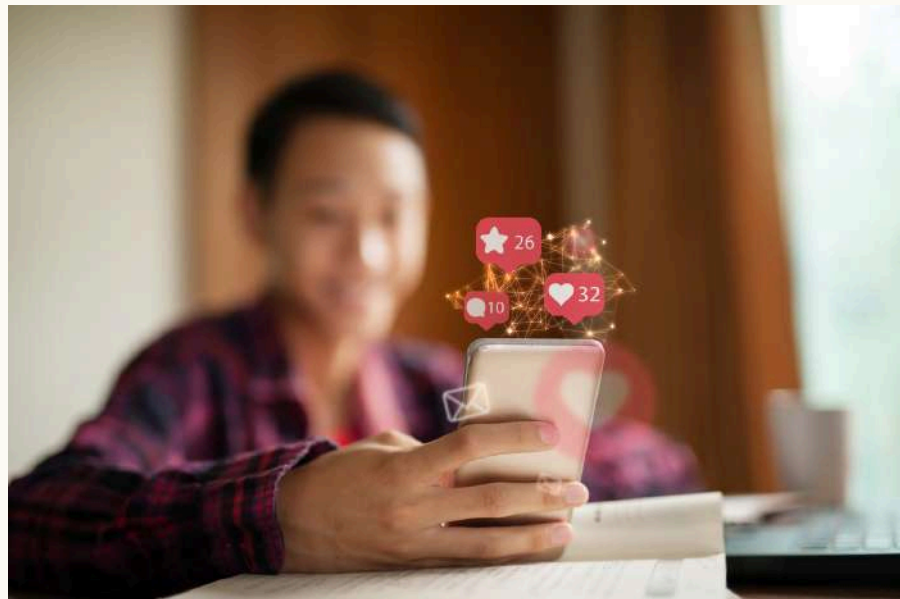
Put these insights to work! Post when your followers are most active, add more videos to boost organic reach and spotlight your Thursday happy hour if it's bringing in more foot traffic. Track, learn, and optimise for success!



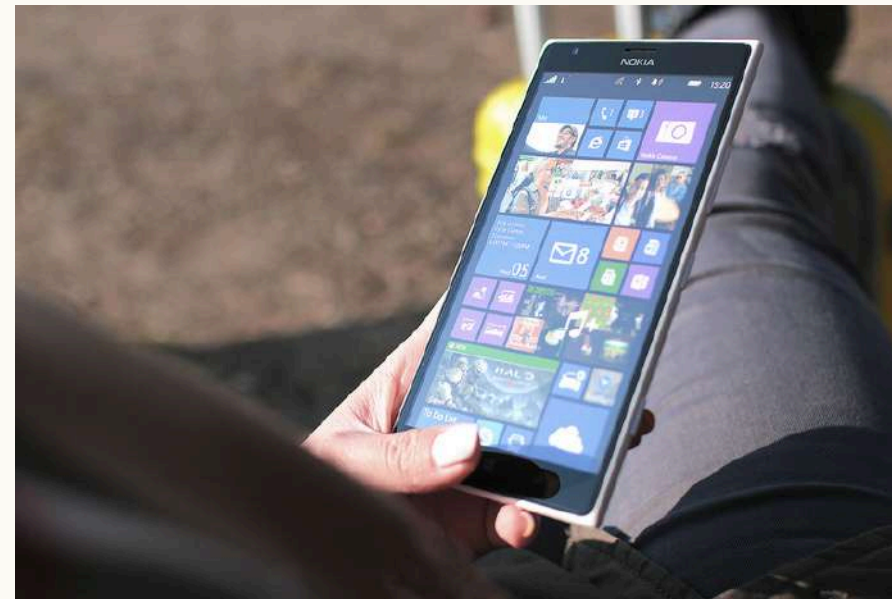
~~X~~ COMMON MISTAKES



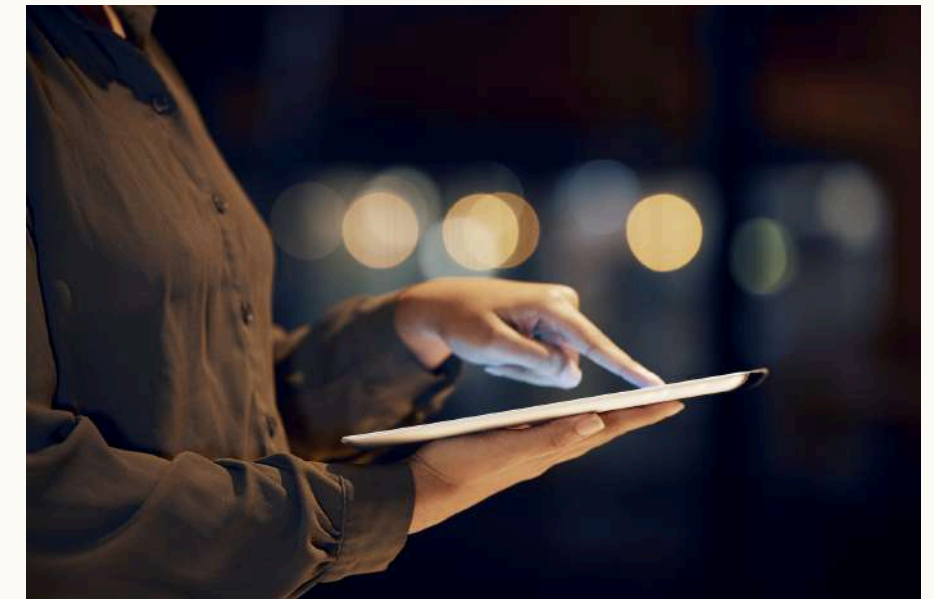
CONSISTENCY IS KEY!



If you use social media for your brand, commit to posting regularly.



It doesn't need to be three times daily—just enough so the platform knows you're active. (15 mins)



A content calendar can be a lifesaver, helping you plan so creating content feels easy, not a scramble.



FUGLY CONTENT



Sure, anyone with a phone can create content—but not everyone's a natural at it, and some things are, um... best left off social media.

Find someone on your team who's got an eye for visuals and loves making content. It'll make a world of difference!

ENGAGEMENT IS A TWO-WAY STREET 🚦

Think of your social channels as a conversation, not a broadcast! Leaving questions unanswered signals you're not listening, and it takes effort for someone to follow a brand - **respect that.**

Keep engaging: respond to comments, answer questions, and acknowledge every review (good, bad, or neutral). You can even create content around their feedback. Show followers you're there for them!

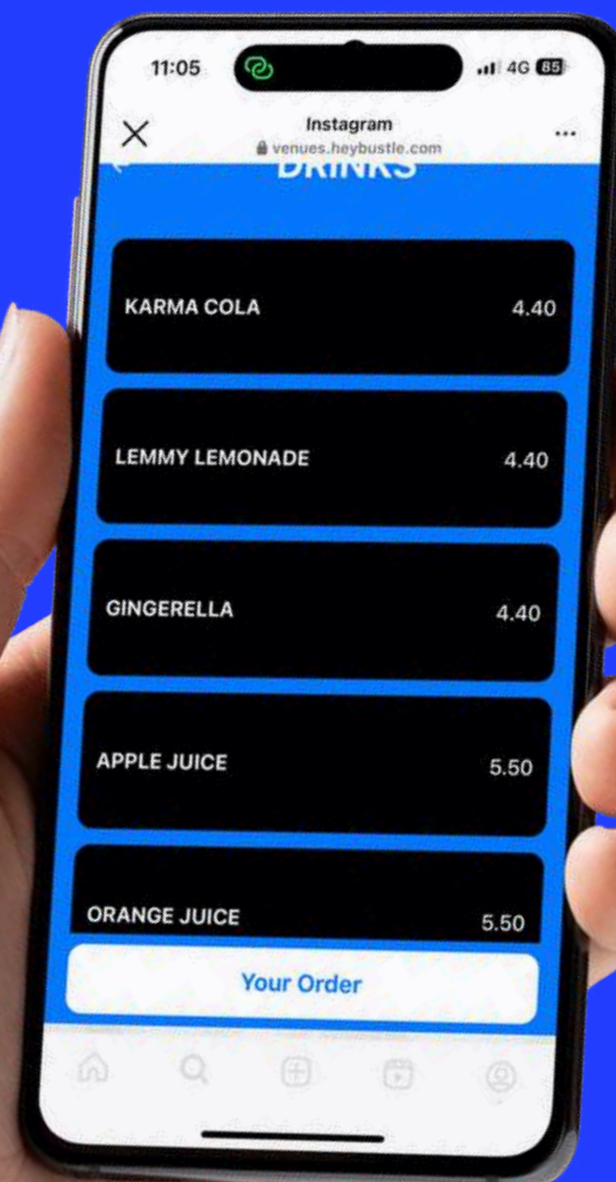


SPECIAL OFFER!

ENGAGE CUSTOMERS BEYOND THE COUNTER WITH BUSTLE ONLINE! 📱

Social media is all about connecting with your customers—and now, with Bustle Online, you can keep that connection going right through to ordering and payment. Say goodbye to counter bottlenecks by giving customers the freedom to order and pay from anywhere:

- ✓ Reduce lines during busy times with convenient online ordering
- ✓ Let guests order from their seat using a simple QR code
- ✓ Integrate your menu directly into your social channels for easy access



Finish 2024 strong with a seamless setup—

WE'LL HANDLE YOUR ONLINE MENU SETUP FOR FREE!

Just let us know your iPad menu is ready for Bustle Online by going to support on Heybustle.com and we'll get you up and running in no time.



Bustle

**Special thanks to @hamruss
for helping us put this together.**

[FIND OUT MORE](#)

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