

A smiling man with a beard and short dark hair, wearing a blue and white plaid shirt under a white apron, stands in a kitchen. He has his hands on his hips. In the background, there are glass jars on a shelf. The image has a blue and white abstract graphic overlay on the right side.

Table Needs Marketer

New Client Welcome Guide

TN Table Needs

Welcome to Table Needs Marketer

Welcome to Table Needs Marketer! We're thrilled to partner with you to grow your business!

This packet includes everything you need to get started on the right foot. But don't worry, if you have any questions or are unsure about anything, we're here to help!



Email: contact@tableneeds.com



Marketer Partner Portal: tableneeds.com/marketer-get-started-guide

Cheers!

Table Needs Marketer

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Marketer Processes and Timeline

Let's review what's included and what to expect.

Your Marketing Services:

- Marketing Strategy
- Social Media Management
- Website Design
- Monthly Consultations

Timeline:

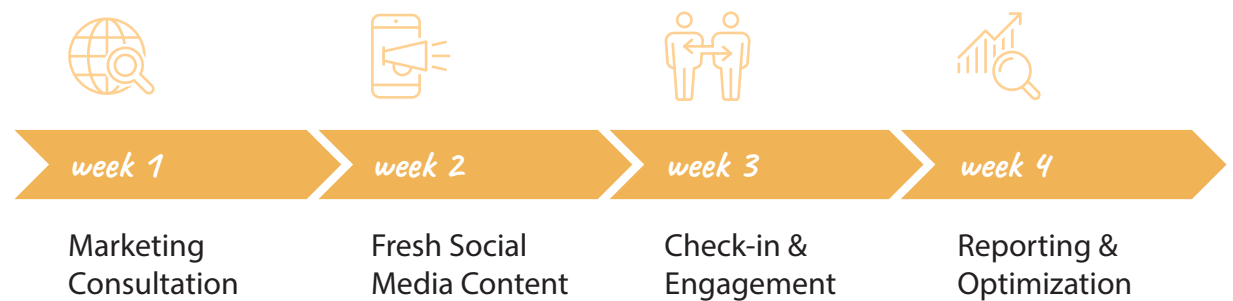
From onboarding to regular monthly services, here's a brief overview of what to expect. We'll dive into the details on the following pages.



Onboarding:



Monthly:



Getting Started

The first step in the onboarding process is a kick-off call so we can learn all about your business and your goals, and also share more details about what it's like to work with us.

Here are a few sample questions you can expect us to ask.

About your restaurant:

- How did you get started?
- Why did you choose this style or cuisine?

About your location:

- Tell me about where you work?
- How would you describe your area to someone who's never been there before?

About your customers:

- What's your ideal customer like?
- Who do you love to serve? Who do you want to avoid?

About your goals:

- Describe where you are now and where you want to be. Is there a restaurant you aspire to be like?
- What's your dream goal for your business?



Setting Up for Success

Part 1: Branding & Creative Assets

Branding is the heart of marketing. More than just a logo or some favorite colors, your brand plays a big role in how people feel about your business, and what types of customers you serve.

To be successful, here are the items we will need from you.

Not sure about branding? Take this quiz first!

Logos:

Main logo and any variations you use (for example: logo + text or logo only)



Branding Guidelines:

This includes your preferred fonts, colors, and style

Fonts

serif

sans serif

bold

calligraphy

Color



Part 2: Social Media Accounts

Let's get your social media accounts set up so that we can work together to build your audience and increase sales! The following instructions will walk you through how to set up a new account and how to share an existing account with us.

How to Create New Social Media Accounts

Facebook Business Pages can be set up from your mobile device or a computer browser, however, Instagram requires set up through a mobile device.

NOTE: If you already have social media accounts set up for your business, skip down to "How to Add a Full-Access Administrator"

Create a FB Business Page (MOBILE APP)

Click on your profile picture in the bottom right corner then scroll down until you see Pages. Click on that then at the top of select "Create new page" and follow instructions from there.

Create a FB Business Page (COMPUTER BROWSER)

On the left-hand side of the screen, select Pages (you might need to scroll down or open up the down-arrow to find it). From there, click on Create new Page and follow instructions.



VIDEO: How to Create a Facebook Business Page (Browser)

Create an IG Business Account (MOBILE APP)

From the Profile page on IG, click the drop-down menu next to your name, then choose "Add Instagram account" and follow the prompts to create a business profile.



VIDEO: How to Create an IG Business Account

How to Connect Instagram and Facebook

Connecting Instagram and Facebook through Meta makes it easier to manage your accounts and access account metrics that we use to measure success.

Connect Instagram to your Facebook Business Page

Last step! Let's connect your Instagram account to your Facebook account so that we can work on them simultaneously and connect them to the TN scheduling tool.



VIDEO: How to Connect Instagram to a Facebook Business Page

Add an Admin to Facebook Business Page

Once you create the Facebook Business page, add me as an Admin with Full Access (you'll need to scroll down on the pop-up window in order to select Full Access). My name on Facebook is Alex Zamorski and my profile picture has a bright yellow background.



VIDEO: How to Add an Admin to Facebook Business Page



Restaurant Photography

Great photos are essential to a successful restaurant marketing strategy. People eat with their eyes, and if we want to attract more hungry customers, we need to show them what to expect.

Below is a list of the various types of photos and videos best for marketing as well as photography tips to get you started!

Types of Photos and Videos

- **Food shots:** Signature dishes, seasonal specials, and unique offers. Try to show the food in different settings (e.g., plated shots vs action shots of someone eating it).
- **Action shots:** Show your team in action, from what's happening in the kitchen to interactions with customers, these shots share the experience of your restaurant.
- **Interior and exterior shots:** Highlight the vibe of your restaurant or food truck (both inside and out!) to help set the scene.
- **Customer photos:** With permission, feature happy customers enjoying their meals. This helps build trust and showcases the real-life experience of dining at your spot.



Photography Best Practices

If you're planning on taking your own photos, here's how to give them a high-quality, professional feel.

Make a Plan

- Make a list of items you're planning to photograph
- Find natural lighting and avoid harsh shadows

Keep it Clean

- Wipe camera lens clean
- Clean up the area and remove unwanted items like trashcans.
- Find natural lighting

Try Different Angles

- Top down for salads and platters
- 45-degree for burgers, sandwiches and layered foods
- Candid or action shots

*Want more tips?
Read this article:*
***Food Photography for
Restaurant Owners***



How We Work Together:

Stay in the know with your social media accounts and website. We're only a few clicks away!

Communication

Monthly: Video Call - Once a month you will meet with your account manager on a video call to discuss what's working, areas of improvement, and plans for the month ahead.

Weekly and As-Needed: Basecamp - This handy project management tool enables seamless communication via chat and easy sharing of photos, social media posts, menus, and more.

Social Media and Website Content

Reviewing and Approving Social Media Posts:

Your account manager will share a link to a portal where you can review, approve, request revisions, or deny upcoming social media posts. If you have more indepth questions or comments, please direct them to your account manager via Basecamp.

Requesting Social Media Posts:

Contact your account manager via Basecamp or email to request specific social media posts. Please allow 48 hours for individual posts to be created and ready for your approval.

Requesting Website Revisions:

Contact your account manager via Basecamp or email to request updates to your website. Please allow 48 hours for changes to be made and confirmed.

Reporting & Results

Our team is constantly working in the background checking on your social media and website metrics and looking for opportunities for improvement.

Weekly Check-Up: Checking in with your social media accounts to ensure everything is posting correctly and there are no glaring issues. We also check your website status to ensure it's live and working properly.

Monthly Metrics: We collect and analyze analytics from your social media accounts and website to see what's working, what's not, and how we can improve. We will discuss these findings with you in our monthly video call.

Quarterly Deep Dive: Every three months, we collect and analyze all your metrics and check them against industry benchmarks as well as your specific historical data and any available sales data.

New Marketer Client Checklist

Here's a quick list of to-dos to work on to help make onboarding quick and easy.

Schedule Kick-Off Call

☐ Date/Time: _____

Share Creative Assets:

☐ Logo Files

☐ Branding Guidelines

Share Menu:

☐ Standard, Specials, and Seasonal

Upload Photos:

☐ Main items

☐ Location

☐ Team

Set Up Social Media Accounts:

☐ Facebook Business Page: set up and permissions

☐ Instagram Business Account: link to Facebook page

Ready to Get Started?

Schedule Your Kick-Off Call Today