



Millennial Marketing

For Your

Restaurant



Offer a loyalty program

These programs can potentially increase customers' lifetime values by **30% or more**, especially if combined with digital rewards.



Incorporate freshness with value

High food quality and healthier options at fair prices are essential, as **83% of millennials** prioritize wellness.



Optimize your Google My Business page

With more than half of millennial consumers using the Internet to search for local businesses, improving your SEO ranking for this listing is vital.



Employ convenience technology

- Appeal to convenience-minded millennials by adding innovations such as digital receipts, mobile payments and tablet/smartphone ordering systems.
- **Eighty percent** say they would be likely to use a tablet for ordering at the table if offered.



Utilize email and text message marketing

Mobile push alerts and promotional emails are effective in getting their business, as stated by two out of three millennials.



Ensure marketing efforts are omnichannel

A strong, consistent presence across all digital channels is important, especially for social media, as **99% of millennials** are more likely to rely on it and online reviews than older generations.



Improve curbside appeal using sustainable aesthetics

Opting for environmentally friendly materials is key for such renovations, as **38% of millennials** favor businesses with sustainability practices.