

SaraLee FROZEN BAKERY

SEASONAL
FAVORITES

SOCIAL MEDIA TIP SHEET



featuring pies and cheesecakes from



Chef Pierre



PLANNING THE PERFECT PROMOTION

FIND THE EMPTY SPACE ON YOUR MENU

Make your promotion special. Whatever you're offering should be unique from your core menu. You won't be able to create a sense of urgency or generate buzz if the promotion is similar to other items on your menu that diners can get any time. For adventurous ideas, try pairing with a familiar format. Diners are more likely to try something new if it includes something they already love. For instance, pair a classic Sara Lee® New York Style Cheesecake with a spiced cinnamon apple glaze.

BUILD YOUR PROMOTION IDEAS IN ADVANCE

Planning ahead is key for executing a promotion that gets customers in the door and makes a profit. Knowing well in advance what products you'll need in order to make your promotion a reality will give you time to source them.

GET THE WORD OUT

Notify customers of upcoming specials via tabletop tents, window signs, post cards with checks, or even posters in your restrooms. If you have a marketing budget set aside for promotions, see what advertising options are available at a local level, like radio stations, newspapers, magazines or podcasts.

FIND MORE TOOLS & INSPIRING RECIPES

to help boost pie and cheesecake sales at SaraLeeFrozenBakery.com/SeasonalFavorites



BE SOCIAL

MEDIA SAVVY

POST AT THE RIGHT TIMES

For general updates, try to post on weekdays between your local hours of 9 a.m.–3 p.m. and avoid Sundays. Social media algorithms prevent your followers from seeing your posts right away, so start posting a few days in advance of events or other special activities.

Creating a presence on social media is an effective and free way to keep your customers informed and excited about your restaurant. Put a little extra care into what you post to reach more people and stand out from your competitors.

RESPOND AS SOON AS POSSIBLE

Customers who reach out with a comment, direct message or review expect a quick response. Designate a willing staff member to check and respond. Profiles should be checked at least once per day, and setting up mobile notifications allows your designated social media person to respond as soon as possible. For negative reviews, a quick response may inspire the displeased customer to change their rating.

PICK THE RIGHT PLATFORM

Facebook and Instagram are the places to go when it comes to food! Both have huge amounts of active users. Facebook had 221 million active users in 2019, and Instagram had about 105 million in 2018. While Facebook is used almost equally by people of all ages, Instagram caters to a slightly younger crowd; about 58.1% of Instagram users are age 18-34.¹

USE KEY FEATURES

Social media platforms offer a handful of special features that help you include more information in your profile. Providing as much information as possible tells your followers that your business is trustworthy and credible. They'll appreciate being able to quickly find answers to their questions.

- 1** Make your Facebook and Instagram profiles Business profiles. This unlocks key features like paid advertising. **LEARN HOW HERE.**
- 2** Fill out the Facebook About section and select your tabs.
 - Include your hours, location and phone number.
 - Upload menu PDFs or link to the menu page on your website.
 - Add a robust bio to the Our Story section on Facebook.
 - If your establishment runs offers, add the Offers tab to your Facebook page and enter the in-store offer information.
 - Fill out your Instagram bio and add a link to your website.
- 3** On Facebook, use your cover photo to promote events, LTOs or other special menu items. Update it whenever there's important news to share, or to create a seasonal feel for your page.
- 4** Post to Facebook or Instagram stories to highlight news, specials, LTOs and promotions.

TAKE GREAT PHOTOS

You can take photos that make your followers' mouths water without a professional photographer or an expensive camera! Most smartphones have advanced camera technology. Don't stress over perfection! Followers appreciate content that's authentic, not overly polished or unrealistic.

- Find as much natural light as possible. Take pictures of your menu items during the daytime at a clean table nearest to a window.
- Photograph menu items with color variety so photos look more vibrant and appealing.
- Don't shoot photos too close; you can always crop the photo after it's taken.
- Take some photos top down so your followers can see the full plate presentation.
- Create contrast. For light colored foods, shoot against a dark background. For darker foods, lay out a light-colored tablecloth or napkin, or shoot against a white wall.
- Tell a story in each photo by staging the table with silverware and a cocktail that complements the main menu item.
- Make sure photos have the highest resolution possible and are sized correctly.

820x312px

Facebook cover photo

1200x630px

Facebook shared images

1920x1080px

Facebook event images

1080x1080px

Instagram photo