

# Blog

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## Tips for Using Social Media to Market your Restaurant's iPhone and Android apps

Posted by Kate Seiferth | 12/13/2012 | Category: General

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Social media platforms are the perfect partner when promoting your restaurant mobile app. If you have an iPhone or Android app for your restaurant then most likely you already use social media vehicles such as Twitter, Facebook, FourSquare, and Yelp. These are also four savvy ways to promote your smartphone app. Here are some strategic suggestions on how to use these social media outlets to promote your restaurant's mobile app.

### Twitter

Twitter is the best way to interact with your customers and potential diners one on one via the Internet. Start a conversation with your followers and spark their interest by tweeting about events and new menu items at your restaurant.

Asking your followers to participate in a RT (retweet) contest and offering a restaurant gift card to one lucky participant is a fabulous way to get things moving on your Twitter account and build a bigger following. Focusing the RT on a message promoting your restaurant's mobile app is an even better idea!

At the very least, send out daily creative tweets that your app is available for download (see examples below). Please note, we inserted some of our clients into the sample tweets below just for some added fun, these are not actual promotions currently available through these restaurants.

Sample Twitter Tweets:

"RT to win a \$25 Carlucci gift card! Download the Carlucci iPhone or Android app this week for a sneak peek at our new holiday menu!"

"Follow us @CarlucciFood and RT to win a dinner for two! Make reservations for New Year's Eve using our FREE and handy iPhone app!"

"Download the @Carnivalle312 iPhone app and show it during dinner to receive a free dessert of your choice!"

### Facebook

Feel free to use similar messages on your Facebook page to entice users to download your restaurant's iPhone app. Instead of asking for retweets, you can run a contest to have people post a photo of their favorite meal at your restaurant and ask their friends to "like" both the post and your restaurant's page. Then, feature some of those photos and credit the diners in your mobile app.

Facebook is a lot more visual so make sure to add some appetizing photos of your restaurant's most popular dishes whenever you post a marketing message. Or if you have the time and capacity, create a quick video of a customer using your app to make a reservation

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and post that video on your Facebook page.

## Foursquare

FourSquare is a social location-based app that lets your diners check in when they are at your restaurant as well as post photos of what they are eating. Creating an account for your restaurant will allow you to interact with your mobile savvy clients and even know when they are in the restaurant so you can offer them special service. Make sure to post updates on FourSquare to remind already avid mobile app users to download your app to make reservations and receive special deals.

Remember, customers who are using social media daily are more than likely using mobile apps every day as well. Make sure you hit this target audience when promoting your new restaurant app. And the best part, promoting your app with social media is free!

## Yelp

Keeping up with Yelp reviews about your restaurant should be a part of your ongoing marketing plan. Yelp reviews can be helpful when gathering feedback about new menu items and the current service levels at your restaurant. Say a customer complains about a long wait on a Saturday night, you can respond to their Yelp review and tell them about the opportunity to make reservations using your FREE mobile app. Ta-da! Providing a Yelp section within your app also puts authentic diner reviews at your customer's fingertips.

Did you just mumble that you don't have a smartphone app to promote your restaurant app yet? [Click here to get started.](#)

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