

Hot eBusiness News

Majority of Consumers Log-On Before Dining Out

89 Percent of American Consumers research online before selecting a restaurant, according to AIS Media's 2007 National Restaurant Consumer Internet Usage Survey

Consumers nationwide are using the Internet as a means of "pre-viewing" restaurants before selecting their dining choices. The [recent survey conducted by AIS Media](#), polled over 2,517 consumers nationwide regarding their Internet usage, and found that 89 percent have researched a restaurant online prior to dining. The purpose of the survey was to determine consumer attitudes when selecting a restaurant and their usage of the Internet when making their selection.

So, what do these survey results mean to restaurant owners?

The survey proves that it's more important than ever for restaurants to have a professional website and effective Internet marketing strategy. "With competition at an all time high, and chain restaurants crowding the market, restaurant owners and managers need to look at new ways to market to their customers," said Thomas Harpointner, AIS Media CEO.

"To effectively compete, restaurant owners and managers need to focus their marketing efforts where customers are looking. Today, more than ever, that's on the web and in their email Inboxes."

How can restaurants market their web sites effectively to attract customers rather than drive them to the competition?

With 57 percent of consumers indicating that they view the restaurant's website prior to selecting a restaurant, restaurant owners need to ensure their websites are up to par. A restaurants' website should be set up so that once the customer arrives at the restaurant location, all they need to do is sit down and enjoy their dining experience as they already have all relevant information prior to arriving.

Consumers today are more sophisticated and have raised the bar in terms of the level of usability, functionality and interactivity they expect from the websites they visit. To attract more customers while also increasing loyalty, restaurant websites should offer patrons

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advanced functionalities such as:

- Testimonials and reviews
- Email newsletters and coupons
- Online reservation systems
- Virtual tours
- Mapping capabilities

Emails for restaurants are per dollar a greater return on investment than any other source of marketing.

The key in using email as part of a restaurant's marketing campaign is to make sure that it is a targeted campaign reaching potential consumers. 61 percent of consumers said they do like to receive emails including promotions and special invites from their favorite restaurants with 36 percent indicating that food specials were their preferred



offers. Sending emails such as promotions to a custom list rather than sending mass emails, which are not effective, will allow restaurants

to capitalize on the consumers out there to wish to receive their promotions.

Another major component is complying with the anti-spam laws. The best advice for restaurants launching an email campaign is to use a program that can target your niche audience, comply with existing laws, and allow you to track the results in real time.

So why isn't every restaurant using email marketing to its fullest potential?

As you might have guessed, most restaurant owners are extremely busy balancing a number of responsibilities. They simply don't have the time or internal technical resources to develop and manage an effective email marketing program. So, why not let our local email marketing consultants help?

From email list building, to email content design, delivery and results analysis, our certified consultants are available to help manage any aspect of sending email marketing campaigns. Excerpto® Mail makes professional email marketing easy.

To learn more about Excerpto® Mail solutions for restaurants, visit:

http://www.excerptomail.com/solutions_restaurants.html

About AIS Media

Founded in 1997, AIS Media, Inc. is an award-winning Internet solutions firm. Together with its global network of certified partners, AIS Media delivers a full-range of interactive media and professional Web 2.0 services to businesses of all sizes. AIS Media is the developer of Excerpto® Mail (www.ExcerptoMail.com) and Excerpto® Storefront (www.ExcerptoStorefront.com), its proprietary email marketing and e-commerce applications, respectively.

AIS Media has developed a suite of custom Internet solutions specifically designed to meet the needs of the restaurant and hospitality industry. Plans include:

- Professional website design
- Search engine optimization & registration
- A full suite of Web 2.0 applications
- Managed hosting services
- Complete email marketing services

For more information on these services or to locate an AIS Media certified partner in your area, visit: www.aismedia.com