

New York City College of Technology, CUNY
Department of Hospitality Management
Janet Lefler Dining Room

MEMORANDUM

To: Professor Abreu, Director of Service
From: Alejandro Montoya
Date: 2/27/2020

RE: Social Media Advertising Advantages

It has come to my attention that the Janet Leffer Dining Room doesn't have any form of social media presence at the moment. While the dining room currently sees a decent number of guests every night, I believe that the number of guests could begin to gradually increase more rapidly with the use of different social media platforms such as Instagram, facebook and twitter, all of which come with different purposes.

All three of these platforms come with different types of advantages and target different demographics of people. Instagram for example is best used to target teen and young adult demographics, while twitter is mostly used by millennials and facebook is used more frequently by older generations. Having three as a result could help bring a much wider array of people to start coming to check out the dining room instead of targeting a limited amount of people.

These three social media platforms are free to sign up for and can provide free advertising for people who follow the account. Through the sharing of the page and the use of likes; people who like what they see from the dining room will advertise it for free. In addition, if the dining room wanted to advertise to groups of people who don't follow the account or knows anyone who follows the account; the dining room could pay the platforms for the additional exposure. On average these costs start at around \$.20 - \$.50 per click and it would be primarily promoted towards people who have interest in related subjects. So while it would cost money, the platforms would make sure to advertise to people who may not have heard of us before, but are likely to be interested in what we're offering.

Overall having a social media prescence through instagram, twitter and facebook will be more beneficial for advertising rather than not having it at all. Using all three platforms will reach a much more diverse set of age groups, and all three platforms are free for basic use that already helps advertise the dining room through it's existence alone. And of course we also have the option of reaching even more people who could potentially be interested through paid promoted advertising; these would help people who don't follow us see what we're about.