**MEMORANDUM**

To: Professor Abreu, Director of Service

From: Zevanya Sibarani, Student

Date: 03/05/2020

RE: Advertisement Proposal for the Dining Room

During my last visit to the Janet Lefler Dining Room, I have realized that there was no advertising presence for the dining room. For a business to have its brand exposed to a variety of audiences, advertising plays a huge role in allowing this exposure.

In today’s age and era, social media has become a part of our daily lives. The second we walk out of our house, we would encounter at least three to five people on their phones, may it be for messaging purposes or something else. Instagram would be the best social media to promote the dining room. I believe it is the most used media where people reveal their lives, obtain current news, shop online, and so much more. We can use Instagram to upload pictures of the dining room, share upcoming events, and photos of the food. This will allow people to catch a glimpse of what Janet Lefler is like and the different kinds of dishes served. If we use Instagram, we can first introduce the restaurant by uploading a few pictures of the interior along with the restaurant owner. In the caption section, we can provide a brief introduction of when Janet Lefler started and how it came about. As we build the base of the page, we slowly enhance our page by reposting “Instagram stories” or “Instagram posts” from our guests. As our servers serve the guests, they perhaps may introduce our Instagram to the guests. They may say, “we recently opened an Instagram account and are having this promotion if you follow and tag us on Instagram, you would receive a free dessert on us.” This can be considered as a win-win situation as guests will feel to take this opportunity for a free dessert, and Janet Lefler will gain more exposure. If one guest talks about our restaurant and reveals it on Instagram, people who follow him/her will become interested and would want to dine in our restaurant. If the guest’s mutual friends also post about our restaurant, this will lead to more exposure and more people eating at our restaurant, which means more sales.

As our Instagram page starts to gain attention, we may post a “Janet Lefler Special Events Calendar,” which provides dates and times where we host events. Our guests have easy access just by checking the “highlighted stories” section on our page. We can connect with our guests easily if they have any questions or concerns by messaging us on Instagram. We should also remind them that at the end of the day, our goal is to provide the best customer service with the best experience and high-quality food.