New York City College of technology, CUNY

Department of Hospitality Management

Janet Lefler Dining Room

**MEMORANDUM**

To: Professor Abreu, Director of Service

From: Michael Cintron

Date: 3/5/2020

RE: Persuasive Memo

Since the Start of Facebook and Instagram businesses have been gaining a lot of success advertising business on social media. As the Advertising consultant I will advise us to start showing our dining operations on social media to gain popularity. It is said the 56 Percent of Americans have social media and 92 percent of Americans use their mobile device to access social media *(Project, "10 Interesting Facts about Social Networking", 2018)*. Because of these facts social media is the best option for potential guest.

I will be using Instagram to promote our Business. Although Instagram is not new it is still the hottest social media platform out today to reach both the older and the younger people. We can start by making a Business account and using out logo for the dining room to show pride to our business. To start the lure of guest we can first start by showing pictures of the dishes that we have done to give a quick image of the fine dining aesthetic that will leave our viewers wanting more. Mentioning it is a classroom with real students will aspire our future guest to come witness the next quality of service that is to come to businesses to come after we graduate. And mention its free.

For This to work we need to make sure we keep a high standard and provide excellent service constantly. In this day in age everyone with access to the internet is a critic and one guest can break or make an idea or career. If we stick to the 12 steps of service and show our guest, the best quality service that we can show than the social media outlet should bring constant people guest wanting to taste and experience the hospitality experience of the future.