

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

MEMORANDUM

To: Professor Abreu, Director of Service
From: Gamanya Metellus, Student
Date: March 5 2020

RE: Social Media Persuasion

There are many reasons why promoting a business on social media is important. One of the best social media platforms for that is Instagram. It is one of the top ten most used as of the year 2019.

Promoting a restaurant on Instagram will increase brand awareness, you will be engaging with a broader audience and it's cost efficient. Any paid promotions invested in are low cost compared to other marketing tactics. Being cost-effective is an advantage because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses. When brands are interactive by sharing content, commenting, and posting statuses on social media, it personifies them. It helps to humanize the company, it has a voice. Consumers that follow the page will start to trust the credibility of the business. The customers interaction on the account is an opportunity to demonstrate your compassion for the customers. Millennials are more loyal to brands that directly engage with them on social media platforms. Social media helps with sales, pictures of the food served will attract the customers, it will raise their curiosity. I have had experiences with Instagram, I have shared my works such as poems and food that I've made on Instagram and I have reached people I would never be able to if not for this platform. Although, like businesses I don't need to pay for my account but the benefits of it all makes the monetary involved worth it.

Social media especially Instagram is a great tool to reach out to people and increase customers for a restaurant. It provides more visibility to the brand and people from anywhere can see it and even try it when traveling.

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