

RESTAURANTS

INTERACTIVE CONTENT

STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Only a real foodie can pass this test!
- How often should you eat fast food?
- Which Christmas treat are you?



INCREASE **SOCIAL**
ENGAGEMENT

LINKS TO LIVE INDUSTRY EXAMPLES

- [Restaurant food cost calculator](#)
- [Which pizza topping are you?](#)
- [Tip and sales tax calculator](#)
- [Disney dining plan calculator](#)
- [Recipe nutrition calculator](#)
- [Answer these 5 questions and we'll guess your favourite food](#)



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Where should your ideal first date be?
- Which cuisine matches your personality?
- Which new cafe should you try next?



STAY **TOP OF MIND**

COST CALCULATORS

- How much does a family dinner at --- cost you?
- How much of your monthly income are you spending on restaurant dining?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How much do you save by ordering through --- food delivery app?
- How much do you save by dining during our happy hour?



CREATING **LOYALTY**

COMPETITOR FOCUSED

- How is ordering at XYZ better than ordering at ABC?
- Which has better yelp reviews - XYZ or ABC?
- Where can you find the best donuts - XYZ or ABC?



INFLUENCE DECISIONS



GROWING **MQL**