

# RESTAURANTS

## INTERACTIVE CONTENT

### STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

#### KNOWLEDGE & OCCASION QUIZZES

- Are you a real foodie?
- How often should you eat fast food?
- Which pizza topping are you?



INCREASE **SOCIAL**  
ENGAGEMENT

#### LINKS TO LIVE INDUSTRY EXAMPLES

- [Restaurant labor cost percentage calculator](#)
- [Food cost yield calculator](#)



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

#### PRODUCT RECOMMENDATIONS

- Where should your ideal first date be?
- Which cuisine matches your personality?
- Which cafe has the coolest ambience?



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 hours?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

#### COMPETITOR FOCUSED

- How is ordering at XYZ better than ordering at ABC?
- Which is more pocket-friendly - XYZ or ABC?
- Where can you find the best donuts - XYZ or ABC?



GROWING **MQL**