

# Is Your Marketing Content Human?

## 5 ways to give your restaurant more of an identity at holiday time and year-round

As the holidays get ever-closer, inboxes will start to be flooded with special offers and coupons. Consumers everywhere will grow immune to all the sales pitches as one business offering a 20% off coupon becomes indistinguishable from another one. Breaking through that noise and standing out from the competition would seem to be a challenge, but it doesn't have to be. Sharing more personal content that doesn't sell as much as it does educate and illustrates why your restaurant is different from others is one way to do it.

Don't be afraid to let your personality show. After all, using content that "humanizes" your restaurant creates a stronger connection with readers. Better yet, it can increase your chances of diners later. According to the Custom Content Council, 73% of consumers prefer to get helpful articles instead of an advertisement. Even better, 61% of consumers are more likely to make a purchase from a company that delivers content over a sales pitch.

Holiday time or not, sending humanized content lets your customers know that real people are associated with your business. And these days, consumers increasingly want to buy from people they know and like, not from anonymous businesses. So here are 5 ways to humanize your email marketing—and your restaurant—with content:

### 1. Show, don't tell

Whether it's you [thanking your customers](#) for their patronage; [a customer](#) raving about your establishment, product, or service; you sharing [your expertise](#); footage of a cool [company milestone](#); a [highlight of your weird or wacky culture](#) or dining environment; you [asking for feedback from your subscribers](#); or [holiday wishes from](#)

[you and/or your staff](#), a video can help you to make a more personal connection because people will see and hear you speaking, and won't just be reading your words.

### 2. Introduce the team

Who are the people on your staff who your customers may come into contact with? Introduce customers to



Our desserts are to die for!



Have you tried the new cafe in town? Fabulous!



wait staff, bartenders, hosts or hostesses, or your chef by asking three quick questions. For example, why does this person work for your restaurant, what is his/her favorite aspect of working there, what will this person be giving for holiday gifts, or what does this person like to do in his/her spare time, etc. Be sure to include a photo so customers know who to look for.

### 3. Share expertise

Your customers come to you for your products and services. But the more they learn from you, the more they'll come to rely on you for information as well. Whether it's food preparation techniques, hosting advice, or a favorite recipe, you have lots to share. And the content you share doesn't even have to be your own. If you come across an article written by someone else that you think will benefit your subscribers, include it in your newsletter or on social media and just write a quick intro to explain why you like it.

### 4. Involve your customers

Who are your loyal customers? Let those people's voices come through, either by sharing their tips for

enjoying the perfect meal, picking their favorite dish or service that you offer, or by introducing themselves to their fellow customers. This is where social media can be especially helpful, because you can ask people on Facebook for their tips or insights, and pick the best ones to include in your newsletter.

### 5. Write like you speak

Drop all the marketing- and sales-speak. One great result of social media is that it has allowed businesses to speak in a more casual voice with their customers and fans. This means you tell the story of your business in your own way, and you can be funny and loose in the ways you get your messages across. Write to your readers like they're people, not customers or subscribers, because that's exactly what they are.

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**The more you can use humanized content to make a connection with your customers, the more likely they'll be to turn to you the next time they're looking to enjoy a meal, whether that's at holiday time or some other time during the year.**

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