



## CHOOSING THE RIGHT MARKETING STRATEGY:

**Communicate a company's message** about itself, its products, or its services.

**Conduct research** as to the nature (demographics, preferences, and needs) of existing and potential customers.

**Sell goods, services, or advertising space** over the Internet.

*“Four out of ten adults surveyed by the National Restaurant Association said they to use an online ordering guide or an internet search engine to choose a table service restaurant they have never visited before.”*

*The National Restaurant Association*

## Internet Marketing In *the Digital Decade*

*By Mark Segreto*

According to Bill Gates and Microsoft, we are on the verge of the next Digital Decade. The Internet has allowed all of us to become connected and more productive over the past few decades and has given us the chance to lead fuller lives. This opportunity was not available 20 years ago and it has been necessary for all of us to adapt to the technological landscape. The change to our industry has been far-reaching and very exciting. Marketing mediums have always been considered to offer a broad scope, but the interactive nature of E-Marketing offers unique qualities that everyone in the restaurant industry needs to understand.

80% of your customers research the menus, events and promotions of different local dining establishments in their area. Focusing on these customers with a comprehensive marketing strategy is vital to the survival of your business. Internet marketing does not simply consist of promoting a banner on a search engine. It ties together creative and technical aspects of the Internet, including design, development, advertising, and sales.

With the competitive nature of the restaurant industry, every business is susceptible to losses on any given timeline. The average United States restaurant loses half of its customers every five years, equating to a 13% annual loss of customers. This statistic illustrates the challenges restaurants face when trying to grow in competitive environments. Achieving even 1% annual growth requires increasing sales to customers, both existing and new, by 14%. Reducing customer loss can dramatically improve business growth and brand loyalty.

Internet marketing is becoming increasingly important for every company's marketing mix. Your marketing mix is the strategy you use to promote your business and deliver your goods and services to your customers across different channels. Essentially, a "Push/Pull" strategy is an ideal method of getting your message out to your customers. E-mail marketing facilitates both as it allows for a business to send out informative messages and promotions and also instantly receive valuable information about consumers.

The Ordereze system incorporates advertising and sales methodology with mass customization and the management of digital consumer data. Our main priorities are to attract, maintain and enhance customer relationships. We want to show you how we can help grow your business with a customized marketing plan using our unique features and 20 plus years experience in the restaurant industry. Our seminars are held to teach restaurateurs about diverse market trends and changing consumer behaviors.

For more information about marketing your business on the web, visit [www.orderEze.com](http://www.orderEze.com) or contact (631) 271-3470



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