



Restaurant Digital Marketing Trends

IN 2018



1

63% of restaurants advertise on social media.

While the popularity of social media advertising declined in 2018, this still remains the most popular advertisement method for restaurant professionals.

2

26% of restaurants advertise on Google or search engines.

Search engine ads rank fourth in popularity, behind community/event sponsorship and newspaper advertisement.



3

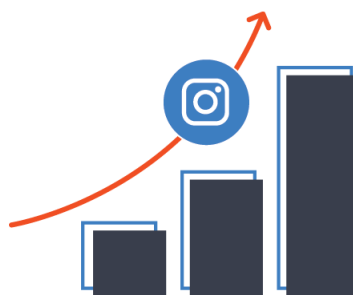
Facebook is still #1, but might not be for long.

In 2017, 74% of restaurants said they used Facebook as their most frequent social media channel. This year, that number has dropped to 69%.

4

Instagram only grows in popularity.

Instagram was named the social media channel of choice by 24% of restaurants in 2018 – a 33% uptick from the 18% it sat at in 2017.



5

More successful restaurant businesses are less likely to use Twitter.

44% of restaurants that saw their profits decrease or stagnate in 2017 use Twitter, while just 39% of restaurants where profit increased use Twitter.

