



VALUEROCK

Web Presence BEST PRACTICES

WELCOME TO VALUE ROCK!

As you are settling in our center, here are some resources and social media information we thought might be useful to your success. Feel free to refer to the “do it yourself” section or reach out to the “marketing experts contacts” listed below, they will assist you with your marketing needs. We hope you will find this information useful.



DO IT YOURSELF

Here are the delivery services that are available to you to help brand exposure and boost sales:



Postmates

Uber Eats GRUBHUB

plus more!

CURBSIDE PICK-UP & OUTDOOR SEATING

Are you currently utilizing curbside pick-up and/or outdoor seating?

Contact your property manager if you're not currently utilizing either and are interested.



EVENTS

- Organize promotional days – Advertise a product on social media and website for a given day (i.e. “The first 50 people get a free snack” or BOGO – Buy One Get One Free or Buy One Get One 50% off)
- Develop loyalty programs
- Philanthropic activity – Dedicate sales to a cause. Partner with a cause and provide the food or sponsorship for that event

WEB PRESENCE BEST PRACTICES

Create your Website. Use a company that will do it for you or you can do it yourself using one of the template web builders below.

Wix.com SQUA SPACE WORDPRESS weebly webnode shopify

SOCIAL MEDIA TIPS

Instagram
Post appealing photos (i.e. food, restaurant, goods, and business interior) and promote offers

Facebook
Show you're part of a community and that you're involved in that community (i.e. events)

Yelp
Be active by responding to reviews, thanking people and offering discounts to unsatisfied customers

Website
Link all social media channels to a website. Advertise the delivery service you use, or curbside service, outside seating, etc.

SOCIAL MEDIA AND BRAND DEVELOPMENT

- Create an Instagram, Yelp, and Facebook page for your business



- Follow influencers. Get inspired
- Be active. Respond to positive and negative comments
- Offer promotion/discounts
- Take into consideration feedback and make changes to better your business and increase consumer satisfaction
- Be consistent
- Be thankful for the loyalty of your customers and staff
- Improve product/packaging/presentation

IN SOCIAL MEDIA SIZE IS EVERYTHING!

	Instagram dimensions	Twitter dimensions	Facebook dimensions	LinkedIn dimensions	YouTube dimensions
Profile picture	110x110px	400x400px	180x180px	200x200px	800x800px
Square image	1080x1080px				
Portrait image	1080x1350px				
Instagram stories	1080x1920px				
Cover image		1500x500px	820x312px	1584x396px	2,560x1,440px
Content image		1024x512px	1200x630px	1104x736px	
FB event image			1920x1080px		
Company profile picture				300x300px	
Company cover image				1192x220px	
Video thumbnail					1280x720px

The maximum profile photo size Yelp will display is 250x250 px. Photos uploaded by businesses (e.g. of the interior, or of food) can be as big as 5000x5000 px.

CONTACT A MARKETING EXPERT

Please note that we are associated with neither of the companies listed below. They were recommended to us by third-party vendors.



Who are we? Our passion for exploring new restaurants inspired us to launch HangryDiary. We were raised in Hong Kong and moved to Los Angeles to continue our education. Justine graduated from UCLA while Jocelyn graduated from USC. You can probably find us standing on chairs/sofas taking photos in restaurants.

- Feature writer at Chowhound.com
- Video contributor at Insider Food

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Our Social Media Marketing Services help your business grow brand awareness, relationships, and website traffic.

For all my clients, I provide a full-service creation process to deliver gorgeous images for all your social media channels. I start by doing some research on your competition, to figure out what attracts your followers. After we discuss the characteristics of your product and what key features you would like to highlight, I will create a monthly posting calendar so you can see how the feed would look in advance.

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EAT
with
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