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ENTRE**VET**

GASTROMARKETING

BEST PRACTICE



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The HoReCa sector is a very competitive sector, in which differentiating from competition is key in order to attract the customer and generate income

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To achieve this aim, restaurants
make use of marketing
techniques to boost their
businesses among potential
customers.

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LET'S LEARN ABOUT THE CASE OF:

RYUKISHIN

Ryukishin is a restaurant from Valencia (Spain), specialised in ramen.

HOW DID IT HAPPEN?



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HOW DID RYUKISHIN USE MARKETING?

1

Developing a useful website

2

Carrying out a strong study of web positioning

3

Using of social media networks and influencers

4

Combining marketing dynamics

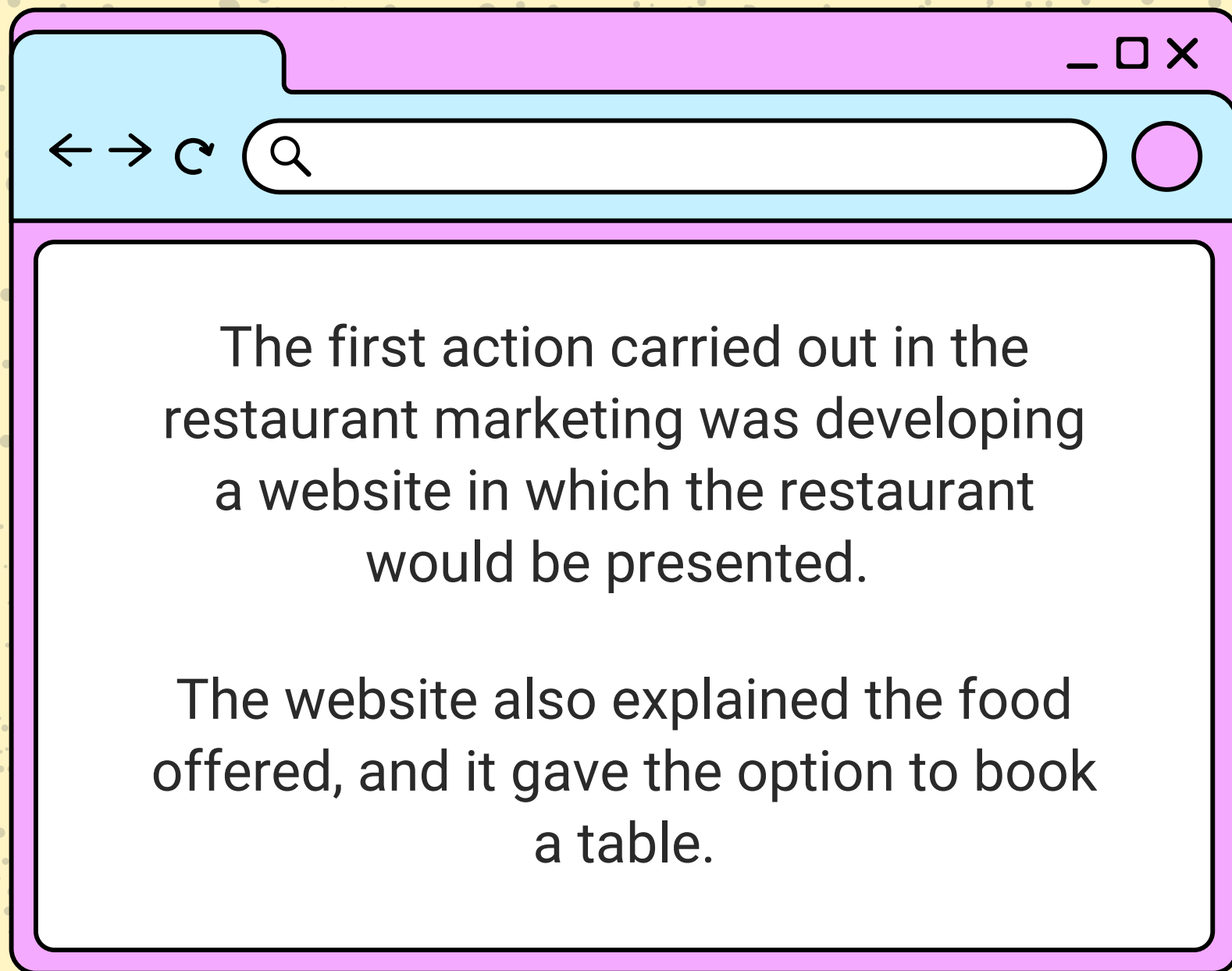
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1: DEVELOPING A USEFUL WEBSITE



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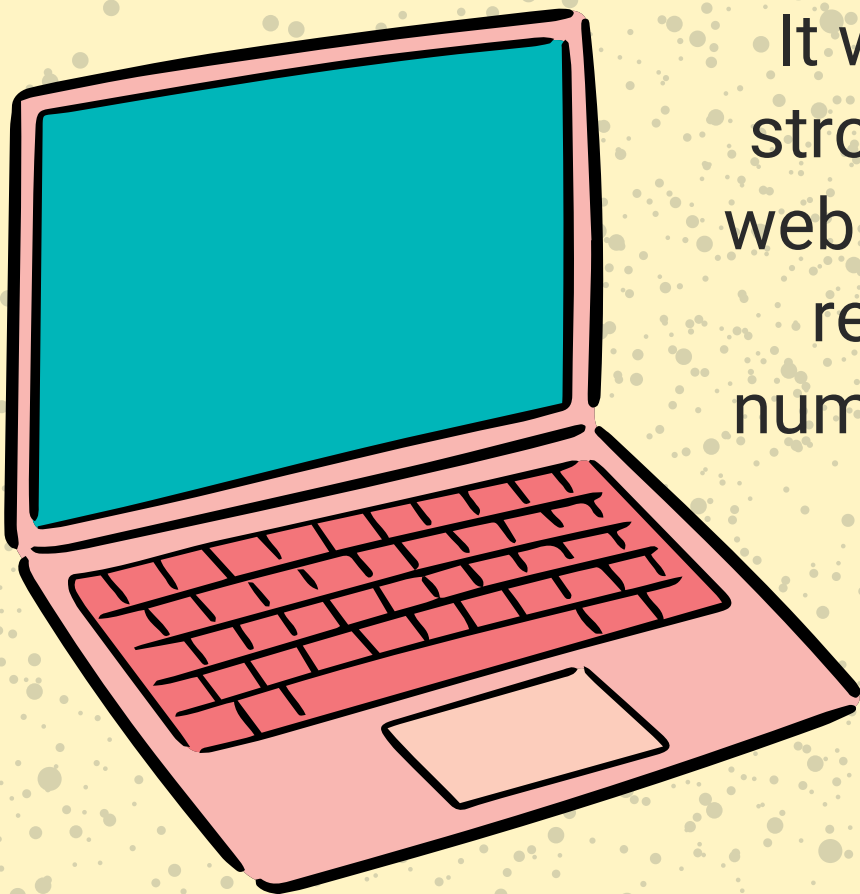


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2: CARRYING OUT A STRONG STUDY OF WEB POSITIONING

It was essential carrying out a strong study and monitor of the web positioning, as it allowed the restaurant to reach a higher number of potential consumers.



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3: USING OF SOCIAL MEDIA NETWORKS AND INFLUENCERS



Another important action is to benefit from social media. The use you can give to social networks is very wide, and adaptable to any budget; especially in the case of Instagram and TikTok, as they are very visual and allow to showcase the food.

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3: USING OF SOCIAL MEDIA NETWORKS AND INFLUENCERS

There are ad options for different budgets. Still, one of the key actions to boost your restaurant is the use of influencers; restaurants are one of the businesses which receive a higher rate of return from using influencer marketing.



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4: COMBINING MARKETING DYNAMICS



With a clear marketing campaign, the Ryukishin restaurant managed to generate some interest in their opening night.

They used different marketing dynamics in their website every week, which led to loyal customers interested in the offer of the restaurant, and it is currently a widely known restaurant in the city.



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