

 **DOORDASH** for Merchants

Restaurant Social Media Marketing

The Ultimate Guide

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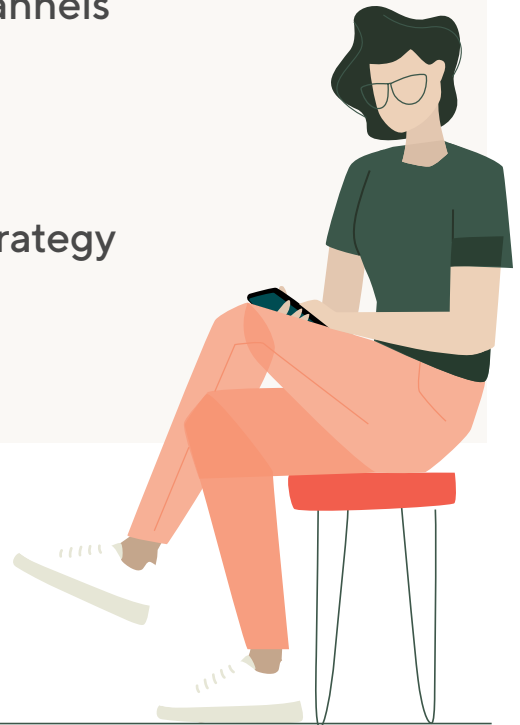
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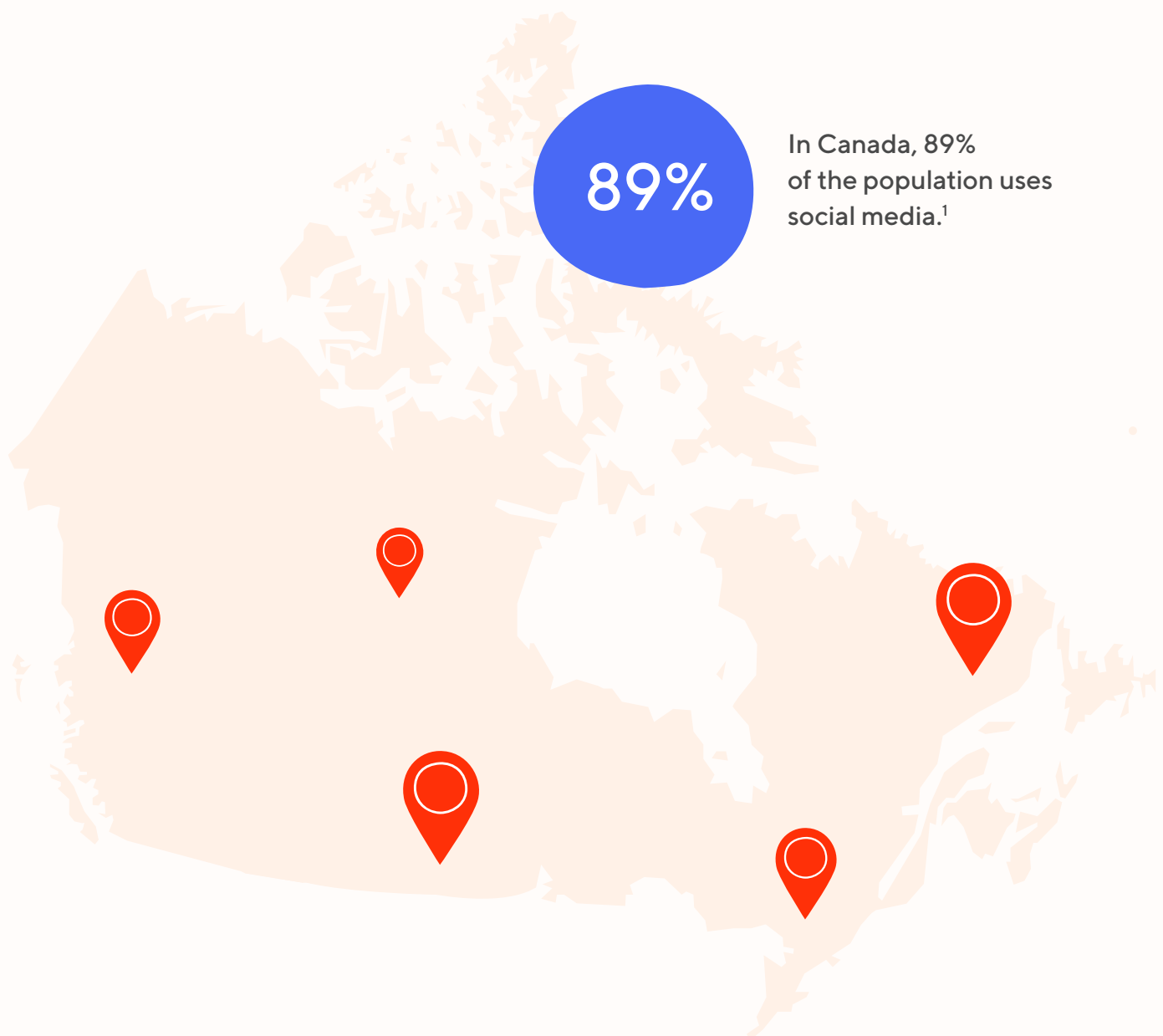


The growing social media landscape

Social media has become part of virtually every business's marketing plan – but it's especially powerful for restaurants. Your customers use it, love it, and share their favourite food photos on it.

This guide will help you make the most of vital social marketing channels, attracting new diners to your restaurant and keeping them coming back for more.

In the last two decades, social media rose from digital novelty into the driving force of commerce and culture that it is today.



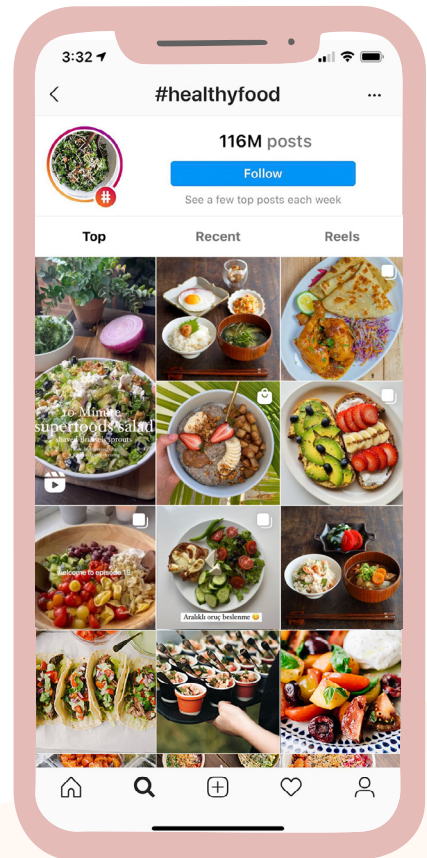
Creating trends with hashtags

Used to categorize content and make it more discoverable on platforms like Instagram, Twitter, and TikTok, clickable hashtags like #healthyfood are a topical combination of words, phrases, and/or emojis preceded by the “#” symbol. “Trending” hashtags are hot topics that are currently rising in popularity. People can even follow hashtags like they would a user.

At the time of publishing, there are more than 500 million Instagram posts with the #food hashtag² – one of the top 50 most-used hashtags on the social media platform.⁴

From homemade creations to restaurant dishes, the #food hashtag spans users of all ages around the world.

If this sounds impressive, keep in mind that it doesn’t even include the subsets of food hashtags.



Summer Harvest Sale
**Organic
veggie
baskets
10% off**

#healthyfood
116M posts

#foodie
237M posts

#poutine
979K posts

#foodstagram
117M posts

#japanesefood
20M posts

#foodphotography
107M posts

And the list goes on...

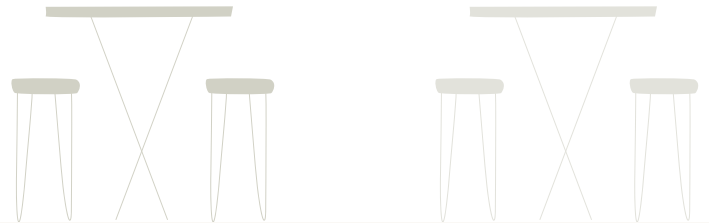
Social media and food: an inviting way to connect

On social media, restaurants and their customers share drool-worthy photos. But social media is more than eye candy, it's a powerful marketing and brand awareness tool that restaurateurs can harness for real business growth. With so many eyes looking at social media all day – and many free and low-cost ways for you to make a splash – it's no wonder this powerful marketing vehicle is one of the greatest ways to build and grow your business.



39%

More than one in three Gen Zers in the US and Canada say they've tried a new restaurant based on the recommendation of a social media influencer.⁴



Customers use social media to see what cuisine you offer and other customers' favourite dishes, and even check hours of operation and if you offer outdoor seating.

Read on for tactical insights into Instagram, Facebook, and other top social media platforms to leverage for your business.



Instagram

Instagram is one of the world's leading social media channels, with over [16M users in Canada representing 44% of the population](#). With visual content galore, Instagram is the go-to arena to post vibrant and share-worthy photo and video content about food.

So what makes Instagram so important? Not only can customers find your profile directly or through a web search, but they can explore hashtags, tags, and geotags – finding your restaurant based on location, tagged posts, and more. The best part is that many of Instagram's most useful tools are free.

In addition to reaching nearly half of the Canadian population, restaurants are poised to succeed on social media due to its visual nature, and trust in influencer recommendations from younger populations.

Here's an overview of Instagram for basic, intermediate, and advanced use.

28%

Over a quarter of Gen Z diners across the US and Canada say that social media influences the restaurants they choose.⁵

69%

Nearly 7 in 10 Canadian Instagram users go on the app every day.⁵

Mastering the basics: Instagram for beginners

On Instagram, your future customers are always scrolling and scouting for inspiration – and new accounts to follow. Following restaurants and brands on the platform gives customers access to updates and a direct line to customer service, making it an invaluable tool for connection.

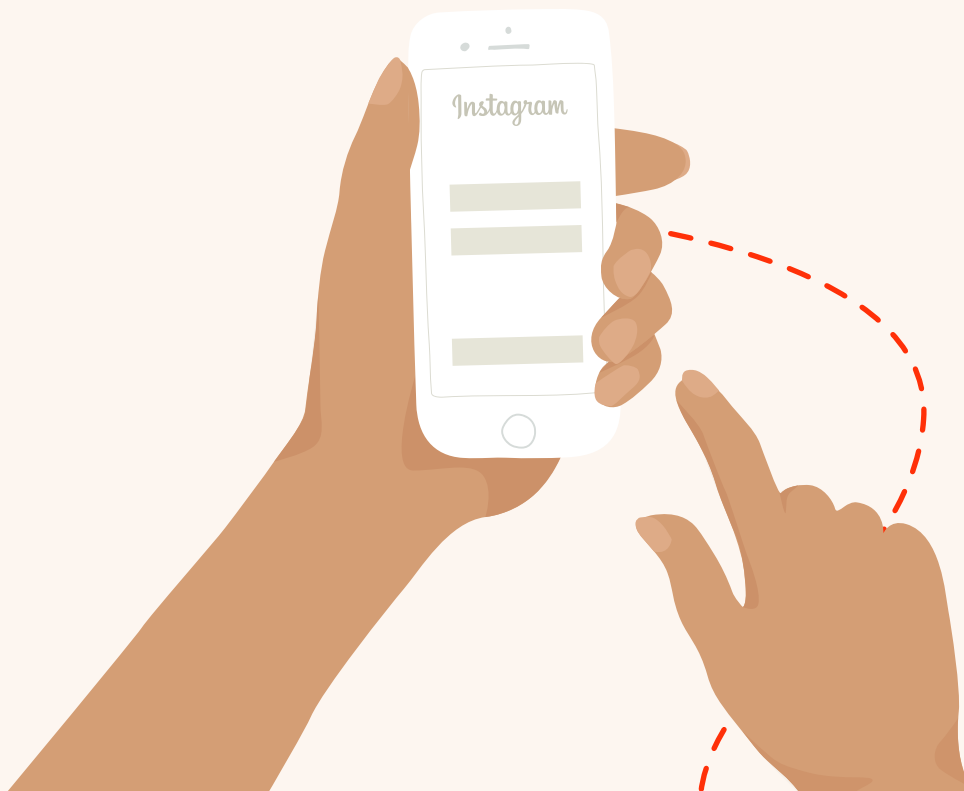
90%

In addition to following friends and family, 90% of all Instagram users follow business accounts to connect with their favourite businesses.⁶

CREATING YOUR ACCOUNT

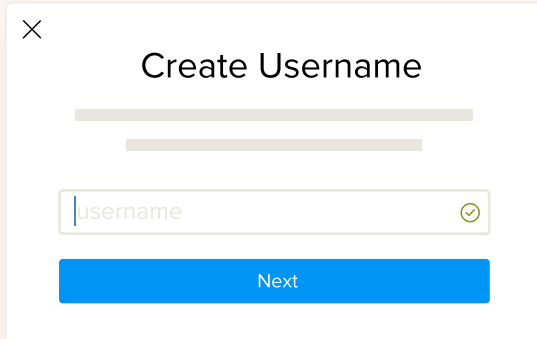
1 Start fresh

If you're completely new to Instagram, you'll need to create an account from scratch. The easiest way to create your profile and post content is via a mobile device. As a first step, download the Instagram app from the [Apple](#) or [Google Play](#) store.



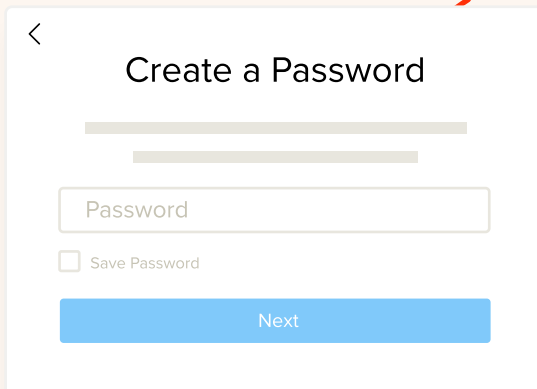
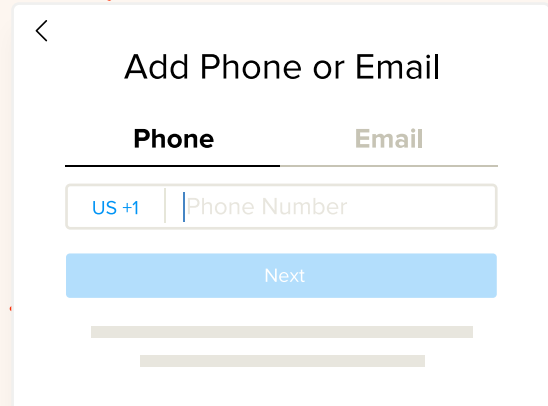
2 Create your account

Once you've downloaded the app, open it and follow the prompts to create a profile.



Make sure your account name is as close to your business's name as possible to increase your searchability – otherwise, customers may not know if a profile is actually yours.

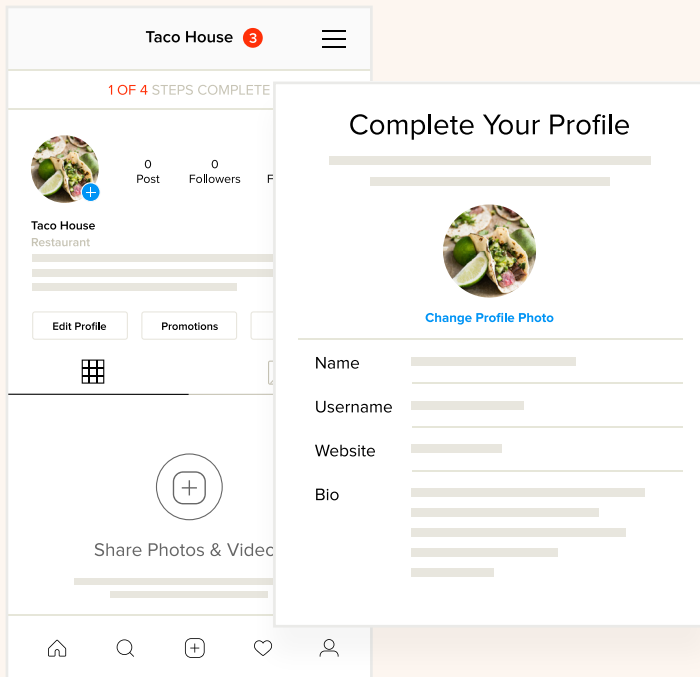
Secure your account with a current phone number or email address – and an airtight password that you'll remember. Share the login details with anyone on your team who will be responsible for posting. Instagram makes it easy to manage multiple accounts, so you can toggle between a personal and business account in the same app.



Add a profile photo that represents your business. Your logo makes the most sense, but you can also consider a photo of your signage, dining room, or signature dish.

Once these steps are complete, your profile is live!





3 Add the details

Fill out key profile information – restaurant name, website, and a brief bio telling customers about your business.

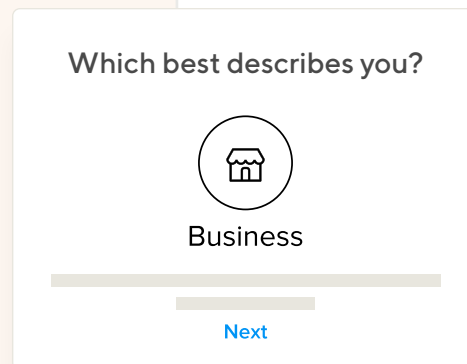
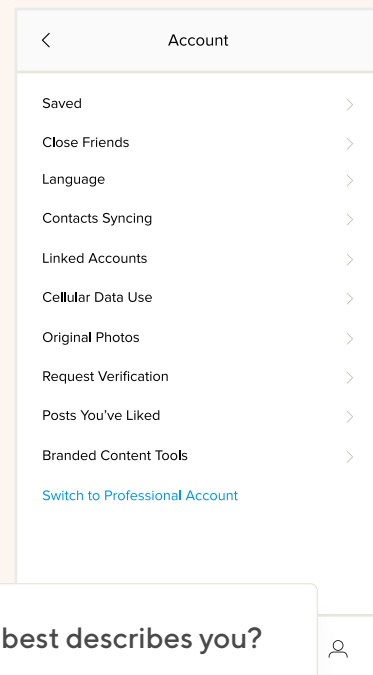
Make the description informative and personal.

4 Convert your profile to a business account

From the edit profile feature, you can select “Switch to Professional Account” to tap into Instagram for Business.

A business profile gives you access to advertising products and free analytics, detailing how many people are engaging with your posts via comments, saves, and shares.





As you continue to post, you’ll be able to track growth over time.



5 The extras

As a business account, you can add important information to your profile like business hours or a link to [online ordering through DoorDash](#). This keeps customers informed at a glance — and puts your food and drinks at their fingertips.

Be sure to keep this information up-to-date as your operations change.

M	T	W	T	F
				
				
				



Building a brand

Planning content doesn't have to be daunting. When approaching your posts, think about your sales cycle and seasonality. What's on your menu right now? What are customers ordering from you most often? Which dishes are brand-new – or need a little extra love? The goal is to use the content you post to start a dialogue among your customers, building awareness and driving sales.

Some content ideas include:



Mouthwatering food

Got a photo of a signature dish that makes people hungry? Entice and excite customers by sharing high-quality photos of your food.



Delivery deals

If you're on [DoorDash](#), post about it! You might reach customers who are thinking about where to get their next meal, helping to boost your delivery and pickup sales.



News and updates

If you're changing your hours, onboarding a new chef, or hosting an event, broadcast the news on social media. Instagram is a powerful way to keep customers informed.



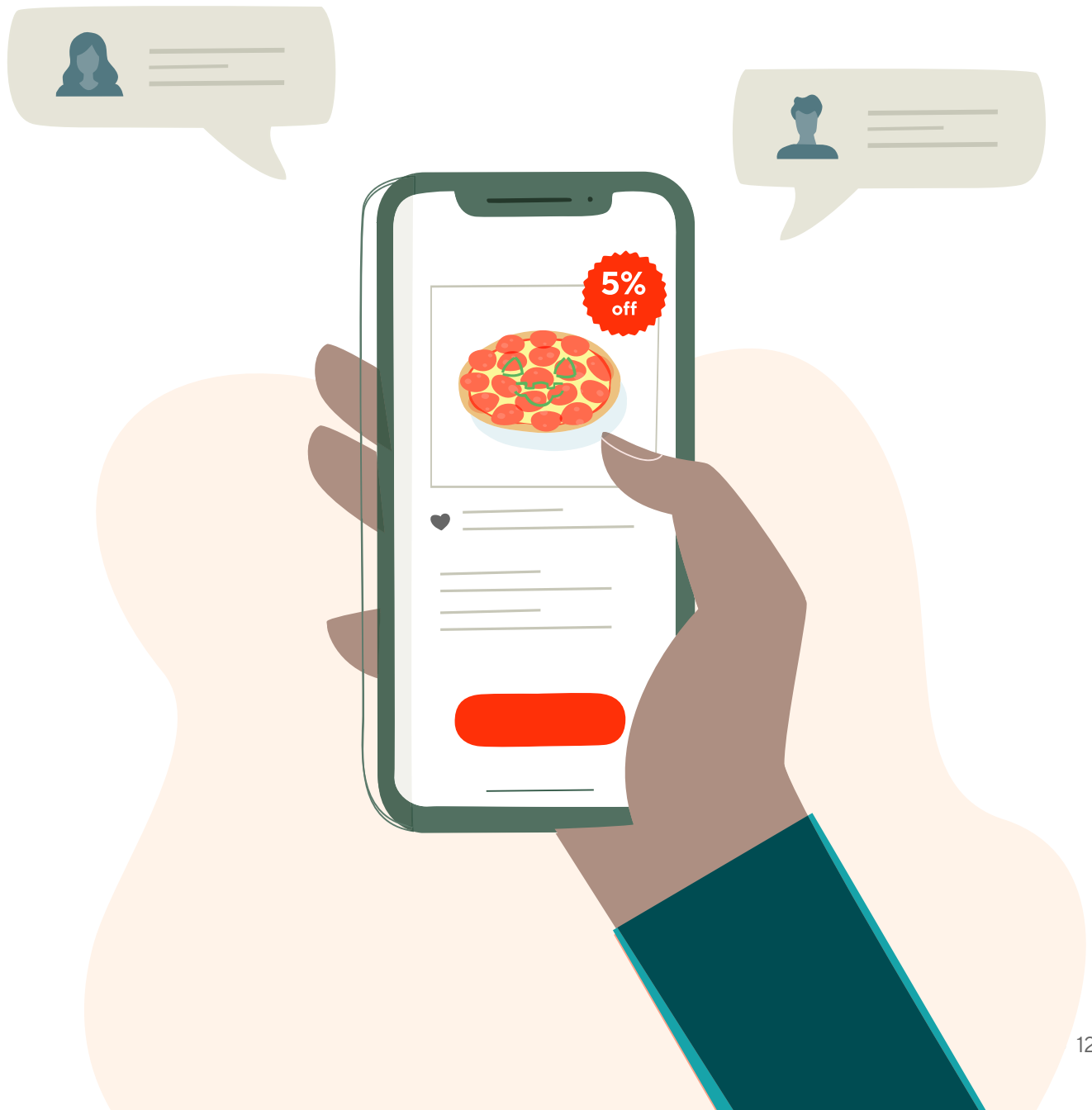
When you sign up for [DoorDash](#), you'll receive a complimentary food photoshoot so you can have professional, appetite-inducing photos for use on DoorDash and social media.

Engaging customers

Social media isn't a one-way street. You'll want to encourage customers to react and take action based on your posts. A great way to engage customers when you're just starting out is to run promotions.

For example, you may run a promotion that gives customers \$5 off of their order if they tag your Instagram handle in a post.

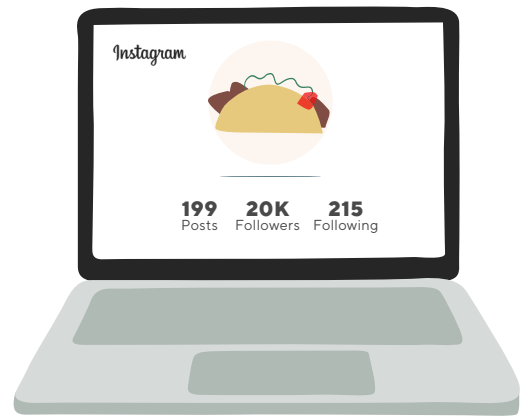
By rewarding your followers, they'll stick around – and stay engaged.



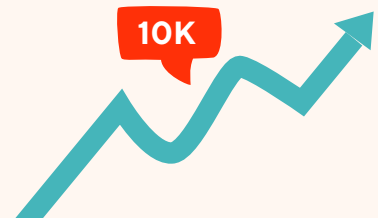
Acquiring followers

As your following grows, customers will naturally seek you out and find your page. But when you're just starting a profile, growing your Instagram following can take a bit more legwork.

Below are some basic follower acquisition strategies.



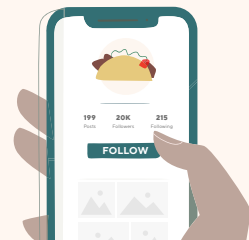
Tell your existing customers (dine-in and delivery) to follow your new account.



Encourage your employees to follow your account, share posts, tag their friends in photos, and help grow your audience.



Add your Instagram handle to the bottom of your receipts, create window or wall decals or table tents encouraging customers to follow you, or include your Instagram account on your menu.



Manually follow people who follow your neighbouring restaurants – and engage with local businesses in your area to create a community online.



Focus on these basic strategies and once you observe steady growth, move onto the tactics in the following section.

RESTAURANT SPOTLIGHT



Sumac Restaurant

@sumacrestaurant
9K followers

Sumac Restaurant in Montreal keeps their Instagram strategy relatively simple – and it works. They [post gorgeously lit photos of their incredible Middle Eastern dishes](#), so their feed is like a visual menu.

Nowadays, customers like to know what the food looks like before they order it, and with their social presence, Sumac Restaurant is happy to oblige. Their feed is cohesive and appealing, because they've created a consistent visual style: taking photos of [the food looking its best](#), in natural light, and with simple, unobtrusive pleasing backgrounds.

The Sumac team uses Instagram to [remind their audience that you can order food for eat-in, pickup, or delivery](#). Now reaching almost 10,000 followers, their approach seems to be working as they bring more Middle Eastern meals to more Canadians.

Read more →

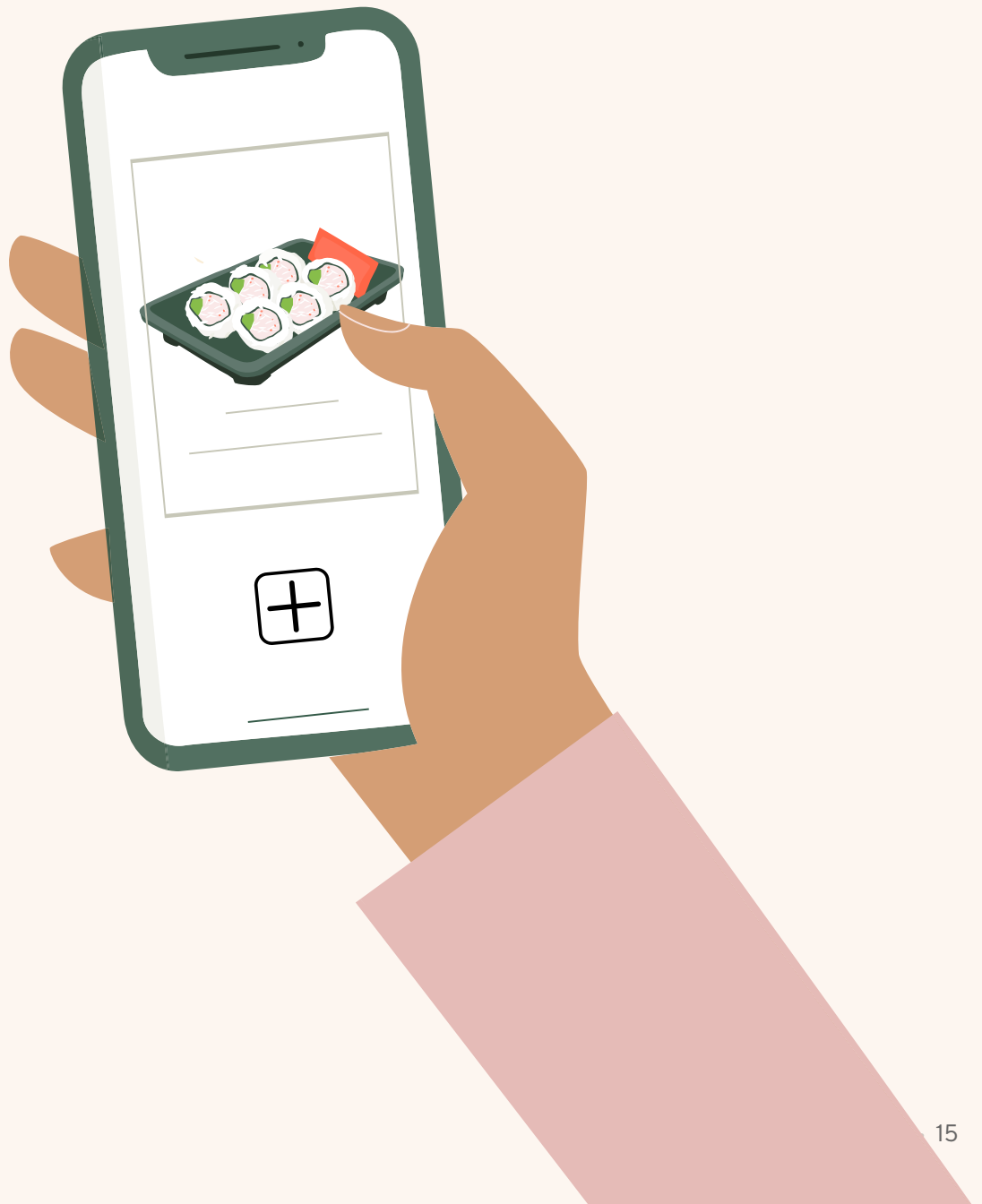
[How Sumac grew monthly DoorDash sales by 493%](#)



Becoming strategic: Intermediate Instagram

Ready to take your Instagram to the next level?

Channel your efforts into a focused social strategy to quickly boost followers and engagement.



Branching into new content types

As you master your social media feed and develop a regular posting cadence, you can start getting creative with the types of content you publish — and take advantage of Instagram's features.



Share Stories

[Instagram Stories](#) are vertical, often video posts that disappear after 24 hours. With Stories, you can post new menu items and updates. You can also create content to keep customers interested, like polls about their favourite dishes, giveaways, and national food holidays.



Create highlights

[Highlights](#) let you collect your stories and bookmark them at the top of your profile for customers to view at any time (instead of within 24 hours). Here, you can add FAQs, a visual overview of your menu, interior photos, and anything else you think would engage your audience.



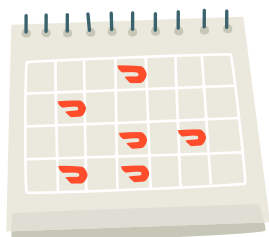
Add links

Your website may not be the only link you want to share. Tools like [Linktree](#) enable you to share multiple links — such as a link to purchase gift cards, a link to your delivery platform, or a link to your reservations.



Use hashtags

Hashtags like [#foodie](#) or [#restaurant](#) are searchable and clickable tags that can help restaurants broaden brand awareness. Make an impact with local or foodie-specific hashtags to help users discover your restaurant. You can also use low-cost tools like [Webstagram](#) or [Hashtagify](#) to identify new top-searched hashtags to use.



Save time by scheduling posts

Planning social media posts in advance is a great way to save time while maintaining a regular cadence of content across your channels. Experiment with scheduling tools like [Hootsuite](#) or [Buffer](#) for Twitter and Facebook, and [Planoly](#) and [Later](#) for Instagram — which all have free plans.

Engaging customers on a deeper level

As your following grows, it's important to invest more time in engaging consumers — and it pays off.

Carve out time each day to respond to followers who comment on your posts or direct message you. A speedy reply shows customers that you're engaged and care about what they have to say.

Customers who are active on social media may already be posting photos of your restaurant or food. Repost this user-generated content (UGC) to extend the mileage of your Instagram posts and stories (and surprise and delight the original poster).

Acquiring more customers

At the intermediate level, you can begin thinking about paid advertising. Paid social media efforts put more eyeballs on your business — beyond your immediate following. Set up a paid campaign through your Instagram Business account to target consumers in your area who don't already follow you.



RESTAURANT SPOTLIGHT



Favorites Thai BBQ

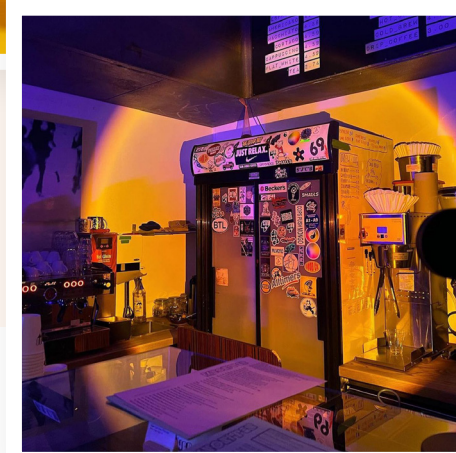
@myfavethai
7.5K followers

Favorites Thai BBQ opened in July 2019 and has received huge acclaim around Toronto, including [winning a Bib Gourmand in 2022](#). They've got a robust social following, already reaching over 7,500 followers, and their Instagram feels like the perfect balance between [vibey photos](#) and user-generated content. They [repost lots of photos taken by happy customers](#), showing off the food, drinks, and decor from the perspective of the diner.

They also show off a variety of special offerings: they created [a batched cocktail program for takeout and delivery](#), partnering with DoorDash and other platforms to let their customers enjoy their unique cocktails at home – and showed it off on Instagram.

Read more →

[How Favorites Thai BBQ Reinvented the Thai Restaurant Experience](#)



HOW TO CREATE INSTAGRAM AD CAMPAIGNS

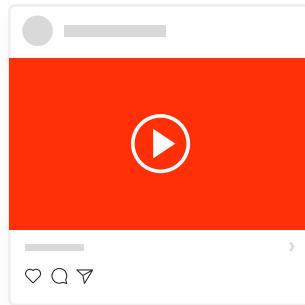
Instagram offers several different types of advertisements – and different ways to reach new audiences in their feeds. The simplest way to advertise is to promote a post you’ve already shared, but you can explore these additional paid options as your strategy evolves.

Image Ads



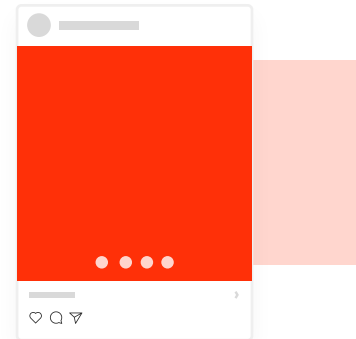
Share your restaurant’s mission, food photos, or promotions with these static images that show up as regular posts in consumers’ feeds.

Video Ads



Capture attention with videos up to 60 seconds long, but take note that [short-form videos are ideal for optimal effectiveness](#). Show off some of your best dishes being made, or your restaurant patio ambience.

Carousel Ads



Each set of swipe-able, scrolling carousel ads can be two to 10 “cards.” Treat your audience to a highly visual feast of photos and videos.

Stories Ads



With its full screen, vertical format, Instagram Story ads are photos and videos that feel authentic and lively.

Explore Ads



When users search, they could see your restaurant right on their “Explore” feed, next to fresh content recommendations inspired by their interests.



Instagram offers multiple ways to refine and target your audience, from location-based ads to reaching specific demographics, to targeting audiences based on interests and social media behaviours. Explore [Instagram for Business](#) to learn more.

Growing your Instagram presence: advanced social tactics

Once you've built a successful page, it's time to make your account best-in-class.

This means increasing the quality, frequency, and consistency of your posts, keeping engagement high, and using advanced acquisition techniques to grow your followers.

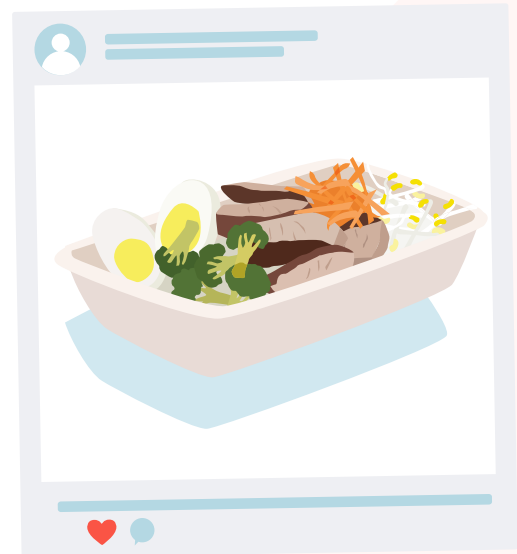


Creating top-notch content

Now that your restaurant has made a name for itself by posting high-quality photos, you're ready to make your content even more visually appealing by adding graphic design.

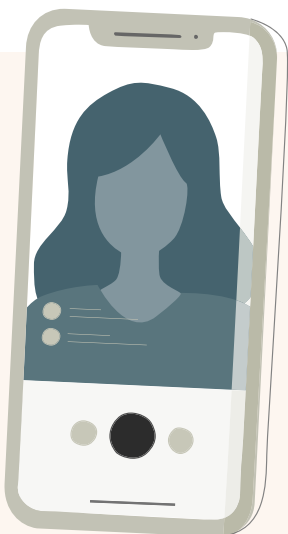
Platforms like [Canva](#) offer free, simple-to-use templates and tools for adding different styles to your visual content.

Instagram users can host live videostreams on [Instagram Live](#), and invite customers to tune in and engage with you. Use Instagram Live to host a Q&A with your founder or head chefs, stream a live cooking demo, or give a tour of your kitchen or patio. Instagram Live streams are an engaging way to invite customers into your restaurant and enable real-time engagement.



Engaging customers like a pro

Once you've built up a following of hungry customers who regularly like your photos, respond to content, and share your profile with others, you can add [food ordering links to your Instagram Stories and your profile](#) – and convert sales with the tap of a button.



Try Instagram Reels

[Instagram Reels](#), similar to TikTok videos, allow users to create and share short video content in a dedicated feed. Reels come with a variety of video effects, including slow motion, audio tracks, AR filters, and more. Experiment with this tool by sharing behind-the-scenes kitchen videos paired with popular music. Keep it light-hearted and fun!

Advancing acquisition

To become a true Instagram marketer, use more sophisticated paid advertising strategies, such as retargeting customers who have visited your website. You can do this by creating a list of people you wish to remarket to – and using [Dynamic Ads](#) to get in front of them.

Lastly, Instagram offers [Order Now and Gift Cards stickers](#) that can be added to your stories to increase interaction. By including a call to action, you're making it even easier for new customers to try out your food and grow your sales.



RESTAURANT SPOTLIGHT



Pizza Salvatoré

@pizza_salvatore
@pizzasalvatorecanada
48K followers

Pizza Salvatoré is a pizza and poutine spot with over 70 locations across Canada. [Founded in 1964 by Salvatoré Abbatiello](#), they now employ over 2,000 employees. And today, the Pizza Salvatoré team uses social media to connect with their community and reach new customers – and they’ve reached almost 50,000 followers on Instagram. Several times a week, they show off their delicious pizzas in videos and photos, like their [pickle pizza](#).

To engage their local audience, Pizza Salvatoré showcases their [involvement in the community](#), [deals on pizzas and combos](#), and [new restaurant openings](#).

They use Instagram Story Highlights to show off [different types of savory poutine](#), their [unique dessert poutines](#), and [featured promotions](#).

Read more →

[How Pizza Salvatoré increased off-premise revenue by 45% with DoorDash](#)





Facebook

With nearly 30M users in Canada (7), Facebook is one of the most ubiquitous social media platforms across generations – but it’s most popular among older adults. Facebook has more than double the number of online Canadians who are 65+ compared to other social media networks.⁵

The breadth of content shared on Facebook makes it an extremely versatile business tool – and its advertising capabilities can help you reach and capture 20M+ potential customers in Canada.⁵

Here’s how to get the most out of Facebook at every level.

83%

Most internet users
in Canada have a
Facebook account.⁵

Getting started: Facebook for Business

Having a presence on Facebook virtually guarantees more exposure for your business than on any other platform. Make the most of your new account using the tips below.

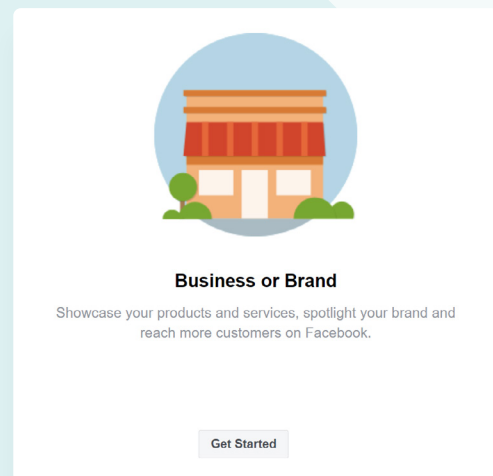
GETTING YOUR BUSINESS ON FACEBOOK

Once you've created your personal Facebook account, you can create a Facebook page for your business, using [Facebook for Business](#). It's important to set up a business account on Facebook so you can access all of the unique tools and analytics available to business owners.

Here's how to get started.

1 Create a business page

Go to www.facebook.com/pages/creation, choose "Business or Brand," and follow the prompts on the screen. You'll be asked to enter or create a personal account — but don't worry, this information can be kept private.



2 Populate your details

Make sure your business page has the most crucial details.



Add your location(s) so customers know where to visit you.



Provide your business hours for each day of the week.



Turn on “Reviews” to collect customer feedback.



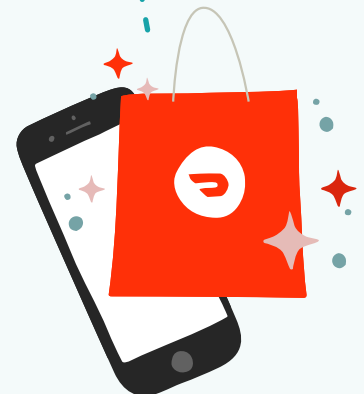
Choose a call to action. Add an email newsletter signup button, or link to your online food ordering platform or your website.

3 Fill your Facebook business page with content

Post regularly to drive growth, and diversify your content – from text to photos to video – to keep customers interested.

Some content ideas include:

- ✓ Special offers exclusively for Facebook page fans
- ✓ Photos of your restaurant team following health and safety rules
- ✓ Delivery and pickup options, such as platforms like [DoorDash](#)



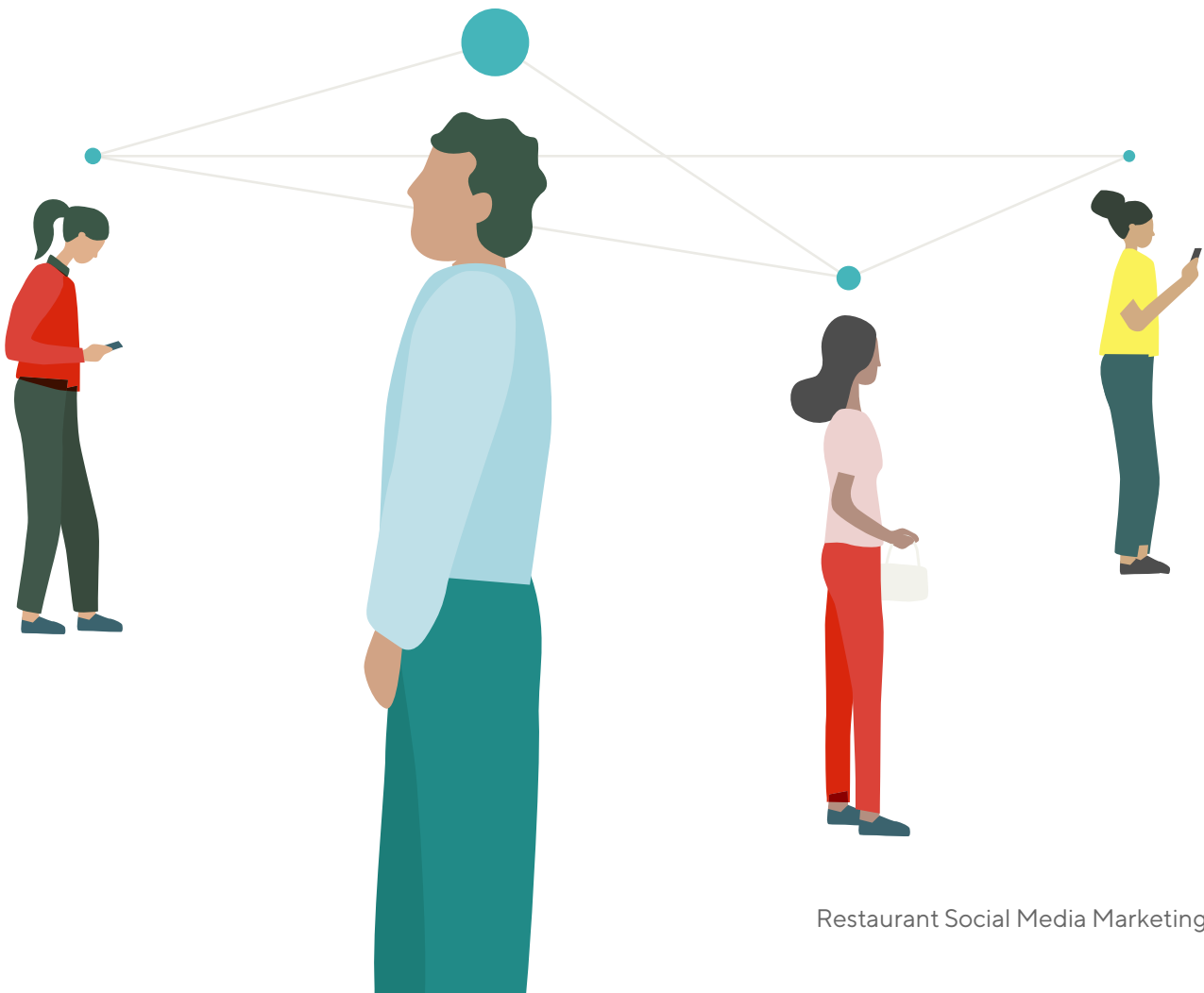
Beginning to engage

To get customers thinking about your food, post photos of your dishes and ask customers to respond to thought starters like “What’s your favourite topping?” or “How spicy do you like your noodles?” Open-ended questions encourage customers to not only “like” your photo post, but to comment as well.

Acquiring a customer base

Facebook’s algorithm favors paid ad campaigns and “boosted” posts. But if you’re not ready for advertising, Facebook enables you to invite people to “like” your page so you can rely on friends, family, and employees to extend invites and grow your network.

When you have a small following, Facebook can help you start to attract and retain new customers.



RESTAURANT SPOTLIGHT



Naan Kabob Restaurant

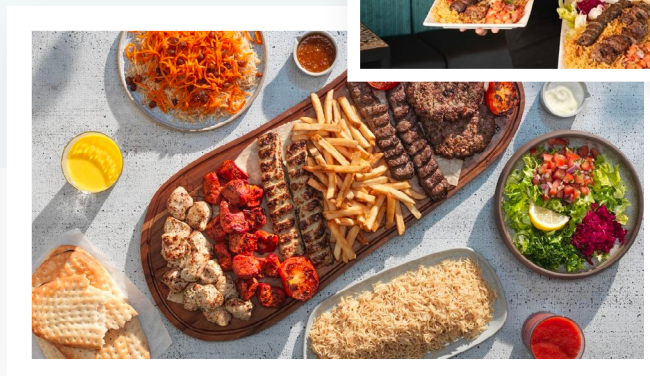
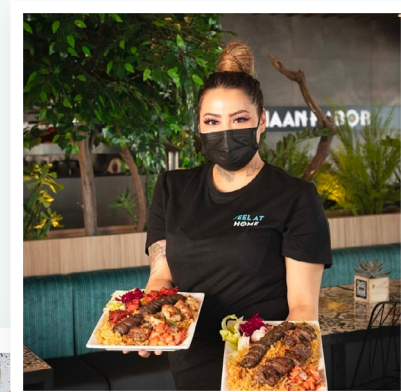
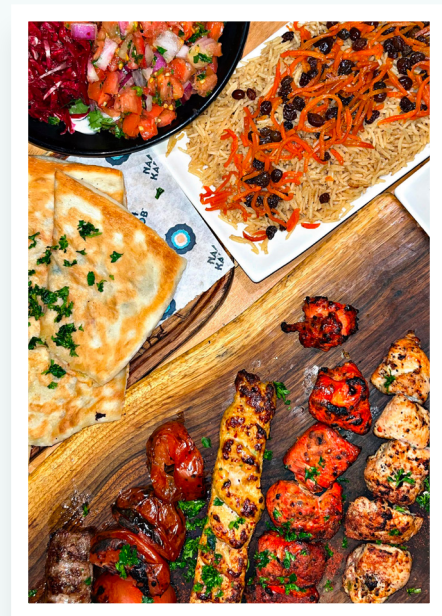
@naankabobrestaurant
5.1K followers on Facebook
17.2K followers on Instagram

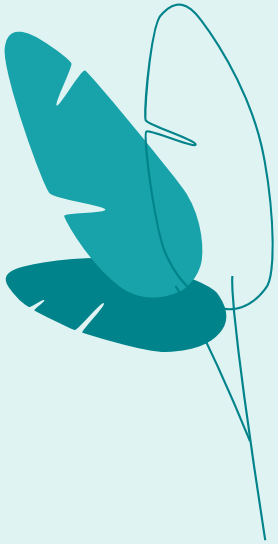
[Naan Kabob Afghan restaurant](#), with locations across the greater Toronto area, is one of the many restaurants that take advantage of the Facebook-Instagram cross-posting function. For time-strapped restaurant teams, it can be useful to create an amazing social graphic and share it across multiple platforms.

The Naan Kabob team uses both Facebook and Instagram to show off [upcoming events](#), [new menu items](#) and [customer reactions on Reels](#), plus some [promotional offers](#) – and plenty of [mouthwatering food photos](#), of course.

Read more →

[How Naan Kabob Grew Monthly DoorDash Sales by 19%](#)





Becoming a better user: intermediate Facebook

Once you've mastered the basics, you can move on to intermediate tactics for Facebook users. Learn how to incorporate higher-level content and build deeper connections with your audience.

Bolstering your content

Advance those customer connections by sharing authentic stories about your restaurant's beginnings. Highlight key milestones and memories and share what inspires your brand story. Anecdotes like these on Facebook perform well and help customers remember you.



Engaging, supporting, and exciting

Facebook enables you to engage directly with customers, which allows you to understand exactly what they want from you, and to support them if something goes wrong.

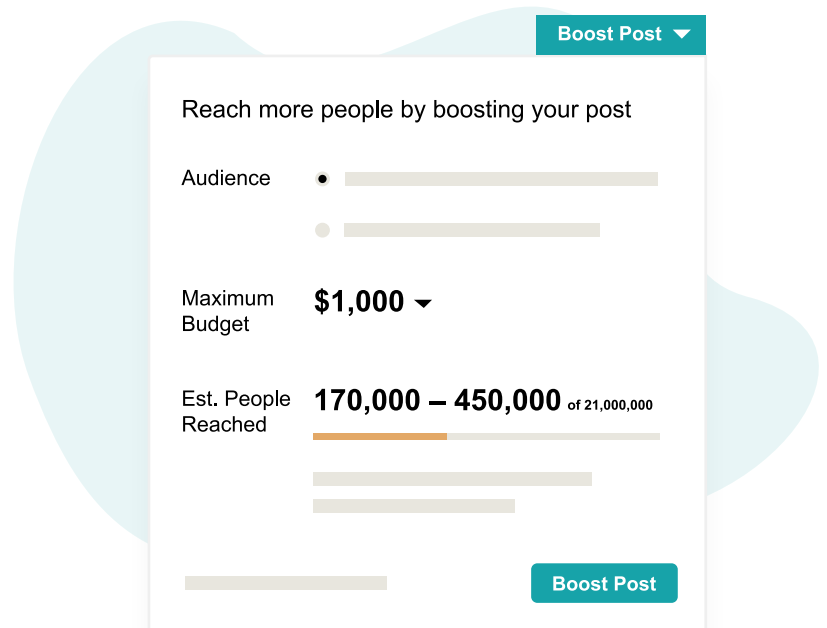
Host polls on new menu items or their ideal cocktail flavour profile. Letting your customers give feedback on new developments at your restaurant will make them more excited to order from you in the future.

Keep an eye on your social media mentions for frustrated customers or customers seeking support. The faster you can address their problem, whether via messaging, or email, the better experience they'll have with your brand.

Advertising to acquire

As an intermediate Facebook user, you're now ready to dip your toes into paid advertising. Facebook gives you the option to "boost" posts, making them appear in users' feeds and in searches – even for people who don't already "follow" or "like" your page.

Pay attention to who you're targeting and make sure this aligns with your ideal customer to generate maximum return on investment (ROI).



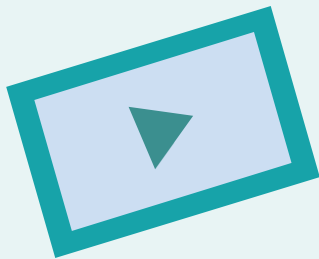


Becoming a Facebook pro: advance your content

A sophisticated Facebook strategy can help you reach your most ideal customers more effectively – and place your content front and centre on their timeline feeds.

Sharing in motion

Video has surpassed other types of [media formats](#). Facebook is a great place to enhance your online presence using video, whether through short, in-feed clips or longer [Facebook Live events](#). You can also set a video as your profile or cover photo to get more eyes on promotions, tours, and new menu items.



91%

91% of businesses use video as a marketing tool in 2023.⁸

86%

86% of businesses share videos on Facebook, behind only YouTube in popularity.⁸

Engaging hungry customers

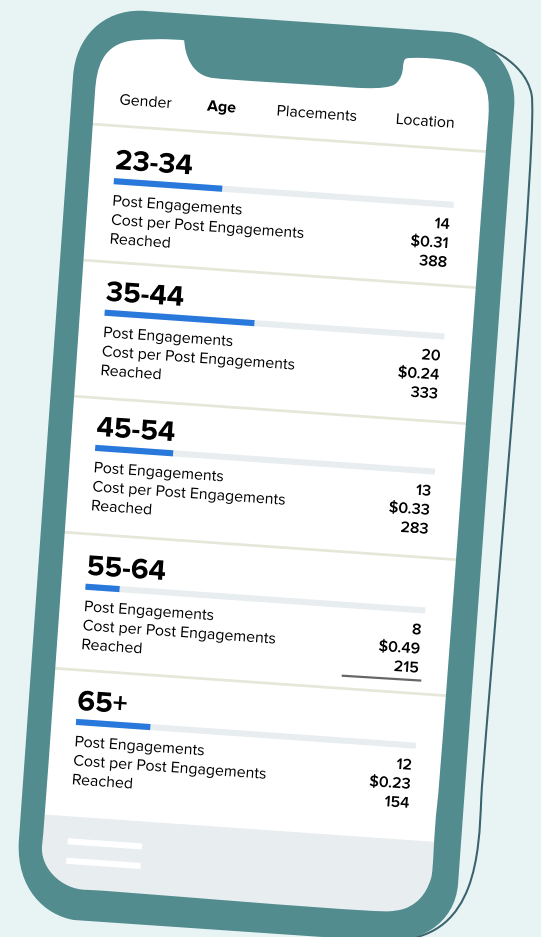
After customers have gotten to know your brand, they'll be ready to make a purchase. Share ordering options on your profile to make customers see how easy it is – and how soon they could be eating your food from their couch. If you use an online ordering platform like [DoorDash Storefront](#), be sure to tell customers to order from you there to access convenient deals.

Customers may also message you on Facebook to ask basic questions like where to find your menu or what your hours are. [Setting up a Facebook Messenger chatbot](#) can help you answer customers faster by providing instant feedback on common questions.

Advancing your acquisition strategy

Sophisticated customer acquisition is all about meeting the customer where they are. Look into geo-targeting to show ads to people in a defined radius near your restaurant. Facebook now enables you to [promote your business locally](#), showing people your ad based on their location – then navigating them to your storefront. When you run Facebook ads, you'll get free reporting to see how your promotions are performing.

Use paid ads on Facebook to retarget people who have viewed your website. You can even promote online ordering or pickup based on time of day, delivery radius (which you can increase by choosing [DoorDash Plus or Premier plans](#)), or customer demographic.



RESTAURANT SPOTLIGHT



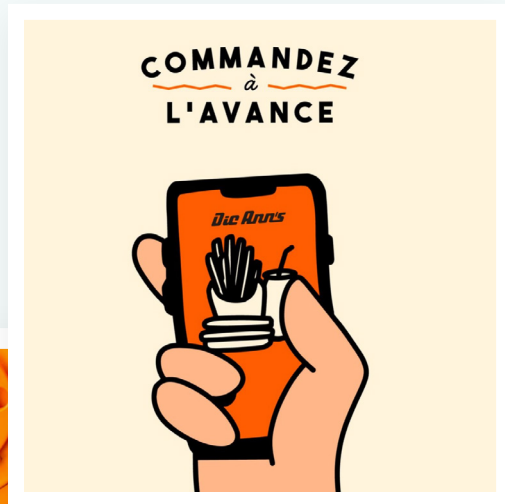
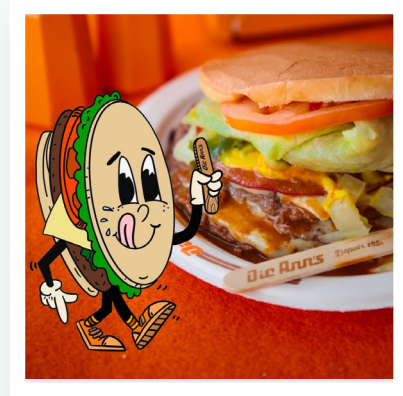
Dic Ann's

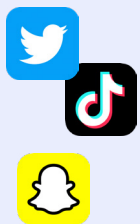
@dicanns

4.8K followers on Instagram

Dic Ann's has been serving their unique burgers, fries, and poutines to the Montreal area for nearly 70 years, and they've embraced social media as a way to grow their brand and meet new customers.

They've invested deeply in Instagram marketing, taking [great food photos](#), [highlighting staff and vendors](#), [showing off their dishes](#), [creating graphics](#) and [characters](#), and [reminding customers they can order online](#) with [DoorDash Storefront](#) – all while [sticking to their orange-coloured roots](#).





Additional social media channels

The social media landscape isn't limited to Instagram and Facebook — there's a whole realm of emerging and evolving channels that are redefining digital content. Remember that these tools all work together — and you can make your social efforts go the extra mile by repurposing content on different platforms to reach different audiences.

TikTok

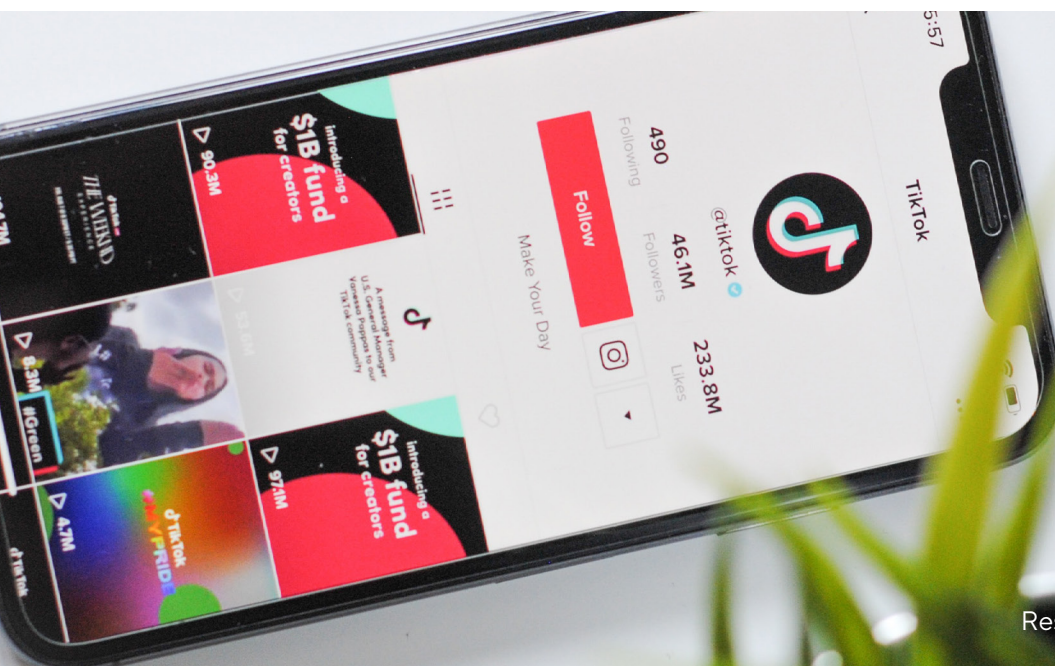
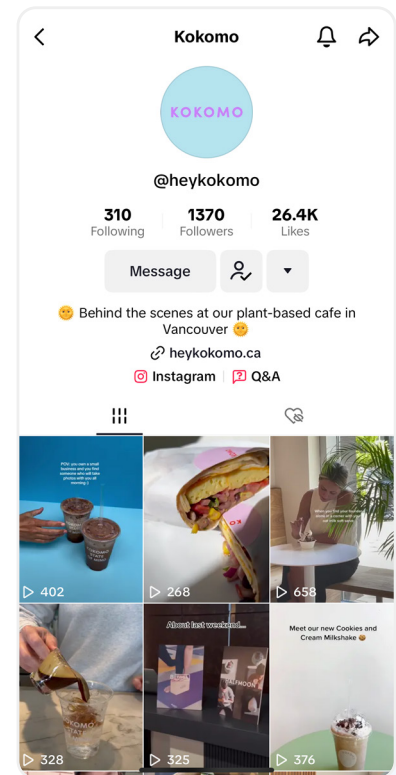
TikTok was the [fastest-growing social media app in Canada](#) in early 2023 – nearly a third of Canadians are now on TikTok compared to only about 10% in 2019. TikTok presents a huge opportunity for small business growth, particularly among young people. 80% of [Gen Zers in Canada say that social media ads are the biggest influence](#) on their purchases.

TikTok has [tools for small businesses in Canada](#) like a creative suite, flexible budgets, and intelligent performance targeting for campaigns.

For restaurant marketing teams looking to use TikTok to grow their brand presence, try these types of TikToks:

- Trending and timely content
- Evergreen, educational videos
- Behind-the-scenes content
- Showcase new dishes
- Give a tour of your restaurant
- Customer testimonials

Use [TikTok to reach and engage new audiences](#), share new menu items and promotions with your customers, and remind diners to come in for a visit.



RESTAURANT SPOTLIGHT



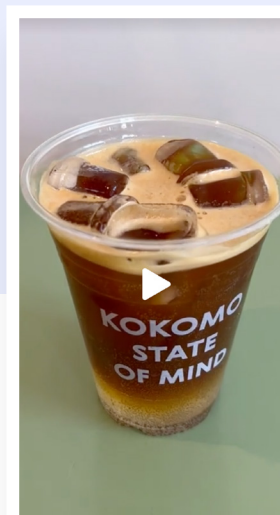
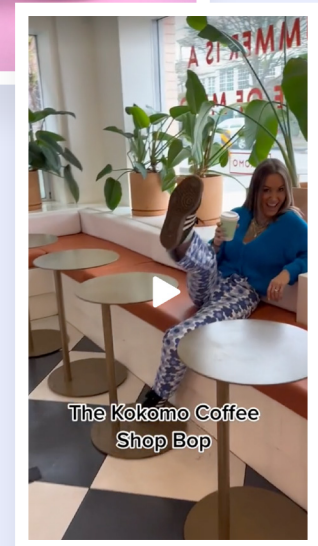
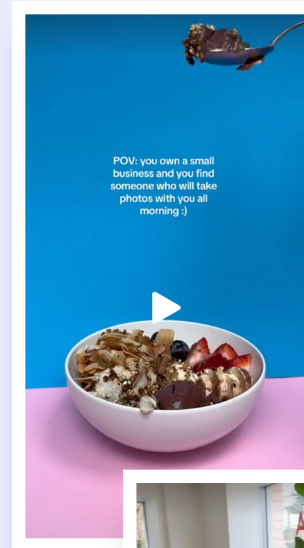
Kokomo

@heykokomo
1.4K followers on TikTok
26.4K likes

[Kokomo](#) is a plant-based cafe in Vancouver that prioritises the health and wellbeing of their community and staff and embraces a “Kokomo state of mind.” The team at Kokomo built out a gorgeous brand and has found tons of new customers by embracing their online presence.

“Since we started on DoorDash we have seen over 20,000 new orders which is an honor to serve so many new customers,” shared Colin Denton, Partner at Kokomo. “We got a whole new channel with consistent growth.”

They’ve invested in social media marketing to find new customers, including a vibrant TikTok presence where they take potential customers [behind the scenes](#) (while showing off their tasty food and drinks!), share [food prep videos](#), [experiment with new coffee drinks](#), and [announce new menu items](#).



Snapchat

[Snapchat](#) is a mobile app where users send “snaps” – or quick photos or videos – that disappear after 24 hours. 28% of [Canadian internet users are on Snapchat](#), and a third use the app monthly. In Canada, the potential reach of the [Snapchat audience is 11M and growing](#). There are a ton of free features, such as offering limited-time promotion codes or loyalty perks with close-ups of your food.

Restaurants can also [create custom geofilters on Snapchat](#), letting nearby users tag their photos with a logo, a slogan, and more.

Snapchat can be a valuable tool for your paid marketing strategy as well. With the ability to target users with location-based ads, you can reach passersby right when they're hunting for their next meal.



Twitter

With [10.4M users in Canada](#), Twitter is a prominent platform (on mobile and desktop) where users share short “tweets” – limited to 280 characters – on everything from breaking news to viral memes. Customers can publically “@mention” you with a question or privately “direct message” (DM) you with a request. A prompt response will go a long way.

64% of customers on Twitter say they would rather message a dedicated support handle than call a business.⁹

[Taco Bell Canada’s Twitter page](#) uses the chain’s lighthearted, fun, engaging voice and aesthetic to reach customers on Twitter. They’ve amassed over 36K followers by combining promoted ads with trending themes, like [these classic Taco Bell dishes on a background inspired by the Barbie movie trailer](#).



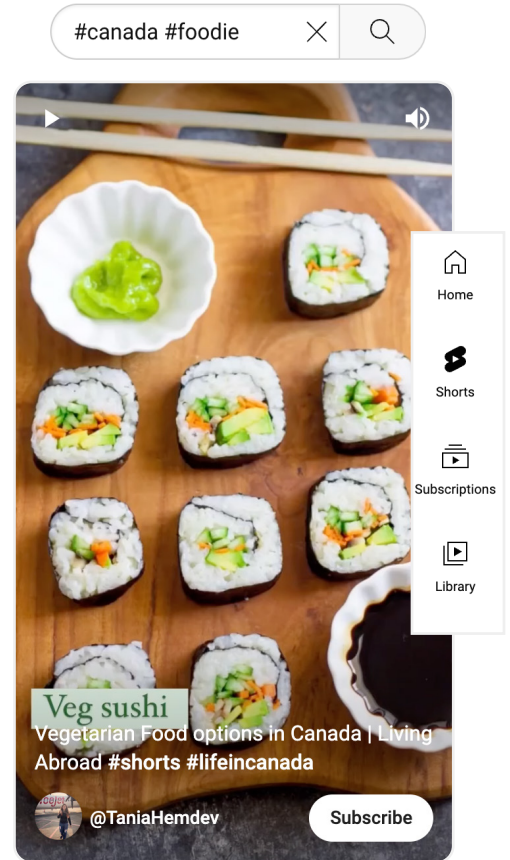


[90.8% of Canadians use YouTube](#) – so it’s a great place to upload any videos you create for other forms of social media. [SMBs in Canada are using YouTube to drive business](#), and over 70% of SMBs in Canada say that YouTube has helped them grow and get more customers, and 79% say that YouTube has helped customers find them.

If anyone on your team is particularly savvy with video creation, you can create standalone YouTube web series showing off how you make your best dishes, giving a tour of your restaurant, or shedding light onto any other part of your operations.

And if you’ve created a video ad to run on Instagram or Facebook, you can also run it as a pre-roll ad on YouTube, reaching a whole new audience.

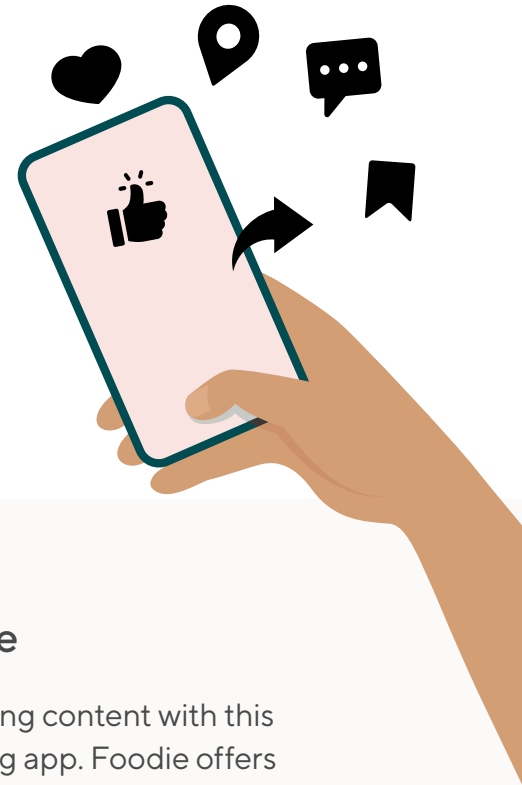
Even if you’re not ready to film and publish full-length YouTube videos, you can always post your video stories as [YouTube Shorts](#), which publishes short, looping videos (just like Instagram Reels and TikTok)



Social media tools

There are a variety of tools available that integrate with social media channels to help you create better content.

Here are a few popular tools that can enhance your social media profiles and grow your following.



Canva

The popular graphic design resource offers a wide array of free, [food-inspired social media templates](#). There are millions of images, photos, graphics, and illustrations to spice up your content – and deliver eye-catching posts.



InShot

This no-fuss video editing app allows you to easily trim clips, blur backgrounds, overlay text or emojis, and add music, filters, and transition effects.



Linktree

Direct audiences to all of your key websites (e.g., your restaurant website, online ordering platform, reservations, and reviews) – with one convenient link.



Foodie

Serve up appetizing content with this free photo-editing app. Foodie offers 30+ different filters that will make food photography pop – and leave audiences hungry for more.



Hootsuite

Instead of manually uploading content to social media every day, use this free platform to schedule your Twitter and Facebook posts in advance. [Buffer](#) is a similar social media scheduling tool you can explore.



Later

This free social media scheduler allows you to upload Instagram posts from your desktop, saving you time and helping to create a regular cadence of content. [Planoly](#) is a similar Instagram scheduling tool you can explore.

Jumpstarting your social strategy

Today, a strong presence on social media isn't a nice-to-have — it's a must.

Many ingredients go into a winning social media strategy, and growing your audience will require both creativity and commitment. But getting started is simpler than you think.

For many consumers, finding out about a new restaurant on social media and deciding to check it out has replaced the casual walk-by.

By following the steps outlined in this guide, you can attract new customers, retain loyal regulars, and serve up quality content that keeps audiences highly engaged.

22%

Nearly a quarter of Canadian consumers follow restaurants, chefs, or foodies on social media.⁵

61%

More than six in ten Canadian companies are using social media to grow their brand awareness.¹⁰



Additional resources

[How to Promote Your Restaurant on Social Media](#)

[Ideas for Restaurant Events to Bring In More Customers](#)

[Developing a Restaurant Brand: 5 Key Tips](#)

[What are the Busiest Holidays for Restaurant Food Delivery in Canada?](#)

[12 Ways to Structure Restaurant Discounts and Promotions](#)

[How to Use TikTok for Small Business Marketing](#)

Are you ready to join
thousands of Canadian
businesses already
on DoorDash?

[Get Started](#)



Want to speak to a sales rep?

[Contact Us](#)

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About DoorDash

DoorDash is a leading food-technology company that helps restaurants reach their potential by bringing their food to hungry customers everywhere. By empowering local businesses, we generate new ways for people to earn, work, experience, and live.

Get started at get.doordash.com.

