

The goal of this Social Media Infographic is to let Calgary restaurant owners know where they stand against other Calgary restaurants. We have custom reports for over 500 Calgary restaurants.

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#### By MatterhornSolutions.ca

Many Calgary restaurants struggle to ensuring revenues keep up with expenses. Restaurant owners often work 12 hours and days to stay in business. Marketing expenses are one of the biggest areas of waste in the budget. This waste is cause by:

- Lack of strategy
- · Letting telephone directory companies run their marketing
- Assigning marketing to someone not qualified
- Not understanding marketing ROI

The restaurants' websites were used as the main data source and with some additional research for non-linked social media profiles.

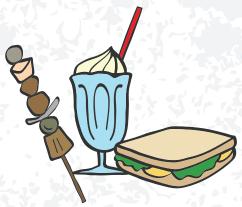






83% of Calgary restaurants are on Facebook

About 1% of Calgary restaurants do not have a website, they use Facebook as their main online presence. For the 17% of Calgary restaurants not on Facebook, you are missing out on client reviews, shares of your posts and building a community that can used for an advertising strategy.



## 47% of Calgary restaurants are on Twitter

- 1. Twitter, like Facebook boosts your trust value.
- 2. Twitter is used differently than Facebook, with more checking but for a shorter length on the site.
- Some restaurants in Calgary have many fake followers and this hurts the trust factor.

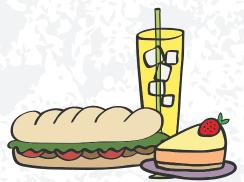


**39%** of Calgary restaurants are on *instagram* 

Instagram is a photo-based social media platform.

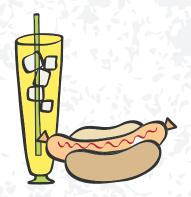






# 64% of Calgary restaurants are on Google+

Google likes Google products. By using other social media platforms being on Google+ does not take much effort. Most businesses are on Google+ only because of Google's integration with Google Maps.



### 15% of Calgary restaurants are on Linkedin

LinkedIn is a B2B platform and is excellent for restaurants looking to connect with other businesses to offer event and catering promotions.



### 7% of Calgary restaurants are on *Pinterest*

Pinterest is a photo-based platform (like Instagram).

- 1. If you are creating photos for instagram, then reusing the same content for Pinterest won't take much extra effort.
- 2. The 32% difference between Instagram and Pinterest shows some missed opportunity.







2,873,651

Top 50 restaurants in Calgary average Facebook Likes



1,589

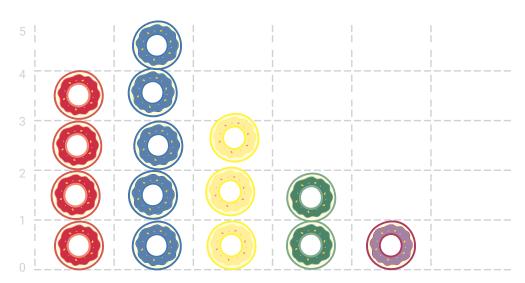
Average Calgary restaurants
Facebook Likes



N

99 Restaurants in Calgary have o Facebook likes







Top 50 Restaurants (eg. IHOP)



51 - 100 Restaurants (eg. Laurier Lounge)



151 - 200 Restaurants (eg. Shanks Sports)



201 - 250 Restaurants (eg. Five Guys)



101 - 150 Restaurants (eg. National on 10th)

#### 208 Calgary Restaurants did not post anything on Facebook

The top scoring restaurants in our report posted 4 times per week. Even though 83% of Calgary restaurants are on Facebook, 40% don't use the platform.





188,801

Top 50 restaurants average Twitter followers



1,192

Average Calgary restaurants
Twitter followers



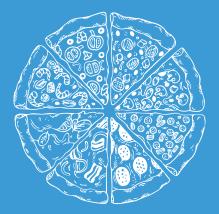
271 restaurants don't have Twitter

Don't worry if your restaurant doesn't come close to 100,00 followers. Calgary has many national and international restaurants, so we separated most of them and came up with a local average of 1,192 followers















With an average of 997 Pinterest followers



8

Average board per restaurant



176

Average like per restaurant



**12** 

Average pin per restaurant

474

**Calgary Restaurants** 

Don't have Pinterest

Pinterest is a missed opportunity for Calgary restaurant owners.



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