



# The 2017 Calgary Restaurant Digital Marketing Report

201, 3916 - 64<sup>th</sup> Ave. SE  
Calgary, AB  
T2C 2B4

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## Matterhorn Sample Restaurant

<<Name>>  
<<Address>> <<City>>, <<Province>> <<Postal Code>>  
Email: <<Confirmed Email>>  
May 1<sup>st</sup>, 2017

Hi <<F Name>>,

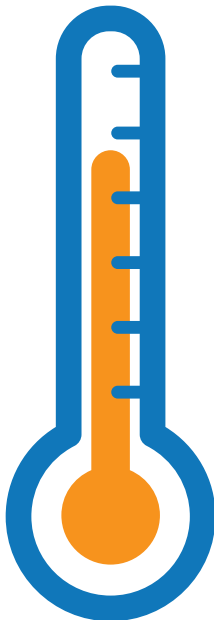
This is your Digital Marketing Report for <<Name>> Your restaurant ranked <<Total Rank>> amongst 508 other restaurants in Calgary in marketing activities.

It should be easy for people to find out how great your restaurant is when they search online. Unfortunately, many restaurants do not market effectively. We can make Social Media and Google Search work for you! If growing your customer base is important to you then we would love the opportunity to improve marketing.

We managed the marketing of Calgary's top restaurant, Q Haute Cuisine, for several years and would love to teach you the secret recipe to great restaurant marketing in Calgary!

Call David at (403) 991-8863 or email david@matterhornsolutions.ca

### WHAT YOUR SCORE MEANS



Highest possible Digital Marketing Score is **1650**

The top 20% have a score of **1371** and higher

The average score is **966**

**Your Digital Marketing Score is <<Total Value>> out of a maximum 1650.**

**Ranking you <<Total Rank>> out of 508 restaurants in Calgary.**

A company with a 1650 score would have a much better chance of being found by prospective customers and have a better professional image. Even having a website gave a score of 500. An average score this low means your competition does not likely have a good marketing strategy and it would be worth your time to act on a marketing plan.

Having a Calgary-based marketer with years of experience in restaurant marketing can make your business stand out over competition.

**Call David Howse at (403) 991-8863 or email David@MatterhornSolutions.ca to discuss this report and options to help grow your business.**



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<http://matterhornsolutions.ca/>

<<Address>>, <<City>>, <<Province>> <<Postal Code>>  
<<Phone>>



**SEO** is about ranking your website on the top of Google for relevant searches. Not being on the first page of Google means potential customers may never know about your restaurant.

Your restaurant's SEO ranks <<Seo Rank>> out of the 508 restaurants we tested in Calgary.



**GOOGLE MAP:** Was your Google Map address easy to find and have you claimed it? <<Claimed Google Map (Yes or No)>>. Having a claimed Google Map allows you to edit it and keep customers better informed.

31% of businesses have NOT claimed their Google Map. If you did, you could have more customers.



**GOOGLE ANALYTICS:** Allows you to know how many people visit your website and what they look at. It gives restaurant owners the ability to make smart decisions about their business. Does your website have Google Analytics? <<Does Website Have Google Analytics (Y or N)>>

63% of restaurants do not have Google Analytics added to their website. If you have it you can get more customers.



**FACEBOOK:** Being active on Facebook can make your restaurant more well known in Calgary. It can be a tool for low cost advertising. Your loyal customers can help you succeed.

<<Facebook Found / Not Found>>. 16% of restaurants are not on Facebook. The average number of Facebook followers is 321. The average number of posts in the last 90 days is 26.



**TWITTER:** You can use Twitter to talk about your menu, specials, or share food photos. Customers can share their experience in your restaurant with their friends.

<<Twitter Found / Not Found>>. 47% of restaurants are on Twitter. Twitter, like Facebook boosts your trust value.

LinkedIn is a business site and is excellent for finding catering clients. <<Linkedin Found / Not Found>>. 15% of restaurants are on LinkedIn.

Instagram is one of the most important sites for a restaurant. <<Instagram Found / Not Found>>. 39% of Calgary restaurants are on Instagram.

Pinterest is a photo-based platform (like Instagram). <<Pinterest Found / Not Found>>. 7% of restaurant are on Pinterest.

Your Digital Marketing Score is <<Total Value>> out of a maximum 1650  
Ranking you <<Total Rank>> out of 508

**What's next?** If your restaurant is not in the top 20% of the above categories, then it is likely that your competition is beating you in acquiring new customers. If growth is important to you (or even maintaining your market share) we can help. Many restaurants treat marketing as an after-thought. Having a Calgary-based marketer with years of experience in restaurant marketing can make your business stand out over your competition.

Call David Howse at (403) 991-8863 or email David@MatterhornSolutions.ca to discuss this report and options to help grow your business.