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COMMANDMENTS OF RESTAURANT SUCCESS



1 Thou shalt not tackle external challenges before internal ones.

Restaurants that did not grow profit are more likely to name external forces like competition as a top challenge.

2 Thou shalt calculate key performance metrics and take action to constantly improve them.

16% of restaurants that grew profits in 2017 identified understanding metrics as a priority area for 2018, compared to 13% of restaurants that did not.

3 Thou shalt create better communication materials for hiring and onboarding.

Restaurants that more often utilized employee training collateral were more likely to grow profits *and* retain staff.

4 Thou shalt market your business on the most effective social media platforms.

Time to fly away from Twitter – only 2% of restaurants say it's their social channel of choice.

5 Thou shalt not abandon advertising.

While free marketing on social media may seem tempting, 87% of restaurants that grew their profits this year still paid for ads.

6 Thou shalt post regularly on Instagram.

33% more restaurants named Instagram their primary social media marketing channel in 2018 than in 2017.

7 Thou shalt accelerate speed of service without sacrificing quality.

Successful restaurants are more inclined to prioritize improving speed and efficiency to delight existing customers.

8 Thou shalt equip thy restaurant with ample guest-facing technology.

Reservations and online ordering are the first and third most important technologies to guests, respectively.

9 Thou shalt embrace innovative technology.

Successful restaurants are 71% more likely to use text message marketing and 62% more likely to use self-order kiosks.

10 Thou shalt use an all-encompassing restaurant technology platform.

Integrating all of your restaurant's technology through one system simplifies the experience for diners and restaurateurs.