



Social Media Content Marketing Plan For BBQ Restaurant

Your goal should always be to systematize whatever and whenever you can. In this case, I would build a process that is repeatable. My suggestion would be to create content that fits into one of 3 buckets. I chose 3 buckets for a few specific reasons. First, it helps keep you focussed. If the content doesn't fit in one of your 3 buckets, then move on. Second, we want people to know what kind of content they should expect when they visit your Social Media pages. Creating a comfort level with your audience will help you build trust and trust will lead them to wanting to work with you. Lastly, having 3 buckets will work very nicely with Instagram and it's 3 column format. I really like the idea of having each column on Instagram represent a unique bucket of content. Visually, the consistency looks nice and like I noted before, people will easily be able to find your content and understand that each column will have a certain type of content.

Bucket 1 - Provide a new "how-to video" or "tip" each week about smoking BBQ.

Regarding the "how to" videos, I strongly recommend that you think of yourself as an instructor. Create a series of short videos that walks people through the following:

1. The entire smoking process.
 - a. Break your story up into a ton of short videos. Focus on various aspects of the smoking process so that you have tons of short clips you can share. Pretend you are creating a documentary and each short clip is one episode in your documentary.
 - b. Show people the difference in smoking various kinds of meats. Don't be afraid to get into the weeds with the process. Touch on the particular

ingredients, rubs, tools, sauces, etc you are using in your cooks. BBQ lovers will be fascinated to hear about the “how” and “why” of the entire smoking process.

2. Tell people the different kinds of meats that you smoke at your restaurant and why you chose those over other possible options.
 - a. Make a clip about each meat you smoke and provide some detail about that specific cut.
3. Talk about Texas style, Memphis style, Carolina style, etc and which one you incorporate into your restaurant and why.
4. Explain to people how the various types of sauces differ and which sauces you recommend with which meat and why.
5. Talk about beers that pair really well with certain meats and why.
6. Talk about your smoker.
 - a. How large is the smoker?
 - b. How many pounds of meat do you smoke at one time?
 - c. Talk about your first smoker and how different this one is.
7. Talk about your smoking process.
 - a. How long do you cook the various meats?
 - b. What woods do you use? Do you smoke different meats with different woods?
 - c. Do you wrap your meats during the process...why or why not?
 - d. Do you baste your meats...why or why not and if so when in the process?
8. Give tips to the beginners just getting started.
9. Talk about the top 3-5 smokers or pellet grills and which ones you recommend and why.
10. Share any cookbooks or online resources that people should be made aware about when starting their own BBQ journey.
11. What tools do BBQ newbies need and which ones are a waste of money?
12. What sauces and rubs do you recommend?
13. How do you make your own sauces and rubs?

You sharing knowledge positions you as an expert. You will most likely be speaking to BBQ lovers out there who either want to learn more about the smoking process or people who have entertained the idea of smoking their own BBQ at home. So be the authority that they are looking for when they search for tips and tricks on how to do it on

their own. When they are deciding where to meet friends for dinner or they are stocking up with food for their next party, your restaurant and your BBQ will be top of mind. The same goes for driving people to your website, assuming you sell shirts, sauces and rubs. Your online store will be the place where people go when looking for anything BBQ!

Bucket 2 - Promote bars, beer stores and growler shops in the area, as nothing pairs better with BBQ than beer.

Bars and taprooms are great businesses for you to partner with to help promote your BBQ. Nothing can build a brand faster than partnering with like-minded people and businesses. When it comes to BBQ, beer seems like *the* natural partner. I suggest that you get on bars' and taprooms' Social Media pages and reach out to them directly to see if any of them would be interested in partnering with you to create content.

1. First and foremost you must realize that people are obsessed with food and alcohol. Even better for you, people LOVE engaging with food and alcohol content on Social Media platforms. So...you can ask bars and taprooms to share tips on what beers they suggest be paired with certain cuts of meat. In return, you can create content showing which beers of theirs (assuming we are talking about a local brewery) you have on tap at your restaurant.
2. In addition to just creating the content, you can and should also put a few bucks behind these videos and promote them as Facebook Ads.
 - a. This will make the bars and taprooms much more likely to want to partner with you, as you are paying to promote their brand.
 - b. You are providing those you partner with some FREE paid advertising. In return you get content, which means you don't have to create as much.
 - c. Ultimately, you get to attach your brand to theirs and you also are able to get in front of their audience. It's a phenomenal way to grow your respective brands and remove some of the burden of creating valuable content for your audience.
3. Ask customers if you can film them and get a review on the spot.
 - a. Ask people what they like and don't like about your BBQ.
 - b. Offer to give a desert or a gift card away to anyone willing to get on camera and do a live taste test.
 - c. Use the best 3 or 4 reactions as video content.
 - d. This may be obvious, but you only have to post the positive reviews. But if they are there eating at your place, odds are they love your food already. So the reviews should be glowing!

Bucket 3 - Make it personal. Share stories about you, your team, your restaurant, your hobbies and your interests.

1. Make content centered completely around your restaurant. Think the TV show Cheers. Highlight the regulars. Show what beers you have on tap that day. Talk about your specials. Talk about your menu. You get the idea.
2. Talk about any new sauces or side dishes you are tinkering with.
3. Talk about why you loved BBQ enough to start your own restaurant.
4. Give away t-shirts or gift cards to people who share your story and tag someone else who is a BBQ-lover on your various Social Media platforms.
5. Ask people if they want to submit designs for your next t-shirt. Make people feel involved with your restaurant. You are trying to create a brand where your fans are your biggest promotional tools. You are trying to create a brand where your customers have a vested interest in your success. Like when you discover that band before everyone else does and you want to be the one to tell a friend, "have you heard this group yet...they are awesome." We want your customers telling their friends that they "have to try this brisket...it's awesome."
6. If you are obsessed with brewing beer, talk about your love of IPA. If you love Star Wars, talk about Star Wars. If you love the Dallas Cowboys...well, you get it. Your goal should be to have as many conversations with as many people as possible. So, give as many people as possible a reason and opportunity to engage with you by sharing things you love and are interested in.

There are some big advantages to creating a system like this...

1. You are not overwhelmed with what content you should be creating. You have three buckets and all your content should fit into one of those buckets. It's easy to get overwhelmed when creating content, so this sort of system should help keep you focussed.
2. You are providing free marketing for breweries, bars and beer stores. Hopefully in return there will be some reciprocity. It stands to reason that if you are promoting their business, they will promote your BBQ. Even if there is no official partnership between you and these businesses, I firmly believe in the idea of helping others get what they want will lead you to getting what you want!
3. And last but not least...all this content you are getting can be repurposed and used on Facebook, Instagram and YouTube. You can run ads, promote these other businesses and get in front of their audiences to grow yours.

So...that's how I would do it. Hope this is helpful! Feel free to reach out with any more questions. And I love burnt ends and baby back ribs, so please feel free to recommend some great places I should be trying!

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