



SOCIAL MEDIA

THOUGHT STARTERS

Showcase your offerings across social media to engage your audience and encourage them to order sweet treats!

A SWEET DEAL Post your specials on social media. Whether it's a free item on the guest's birthday or with the purchase of an entrée, spread the word on social to keep customers coming through the door!

PHOTO CONTEST Naturally so, indulgent goodies are very photogenic (dare we say, Instagram-able?). Encourage patrons to share their photos of your delicious offerings with a specific hashtag and tagging your account—and level up the stakes with a contest! Award the winner with a gift card to your business.

NAMING CONTEST So, you have a great product, now you need a fun, catchy name for it on your menu to capture people's attention. Why not let your fans do the talking? Post a picture of your brownies or bars and have customers submit their favorite name. Choose a winner and treat them to a fun prize like unlimited dessert on their next visit.

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SAMPLE SOCIAL MEDIA POSTS

Create drool-worthy custom posts for all your social media platforms. Here are a few examples to get you started.



Bobs Bistro @BobsBistro • May 12

We're a big fan of birthdays around here. And we want to make your big day a little special. Celebrate with us and we'll make sure your sweet tooth is sufficed!



Bobs Bistro

May 12, 2021

Molten. Chocolate. Ganache. Need we say more? Well, since we have your attention, we'll keep talking. From May 1-May 31st we're keeping track of who's been enjoying our dessert menu. Tag us in your photos that showcase our desserts and you'll automatically be entered to win a \$50 gift card! That's it!



👍 Maggie Alt-Lewis and 5 others

3 Shares



Like



Comment



Share



Write a comment...



bobsbistro
Iowa



Liked by [bjarnhild](#) and others

Look at this beauty! 🍓 This here, is one of our new dessert offerings and might we say, it is absolutely gorgeous! What should we name it? Comment below with your name idea and the winning name will live on our menu AND we'll let you enjoy UNLIMITED DESSERT on your next visit.

3 MINUTES AGO



Add a comment...

Post