

# SPILLOVER

Restaurant Digital Marketing Solutions



## Social Media Photo Guide

Grow your audience with photos you can easily shoot from your smart phone.



Promote Effectively.  
Grow Your Audience.

SPILLOVER

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This guide is to show you that you don't need professional photos or a high-tech camera to show off your restaurant to customers and build your brand. Real photos lure customers with how the food actually looks and can be a great way of promoting different holidays, menu items, and specials. Disclaimer: not all restaurants used in this example document are Spillover clients.

Ideas for photos include: Shots of the kitchen, food prep, the team, happy customers, drinks, food, the restaurant, anything interesting on the wall or décor, and basically anything that you think is interesting. Just snap it! Short videos from your Android or iPhone are great also.

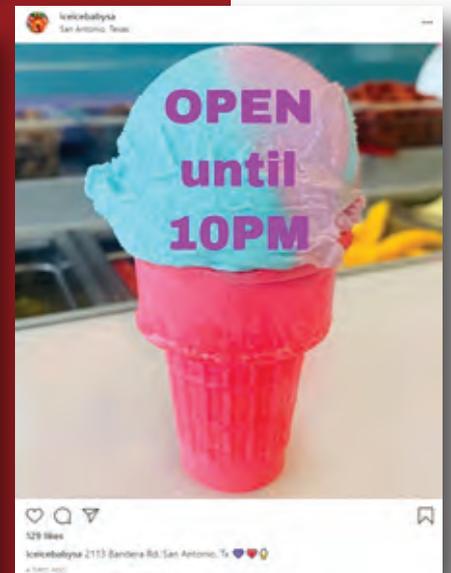
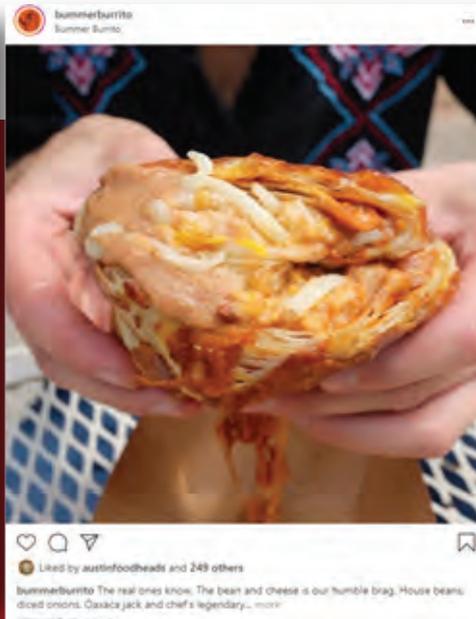
Also, make sure you have your customers @tagyourrestaurant. This is free marketing for you! A mural wall is great, if you have a brick and mortar restaurant.

**TIPS: Lighting and composition are key.**

Try to make sure the lighting is natural, or if at night focus the shot by hitting where you want to focus with your finger on your smart phone and waiting before shooting the shot. Avoid flash if possible from the phone.

Again, if in doubt take the photo and we can help you edit the photo later

# FOOD - If it looks yummy, snap it!

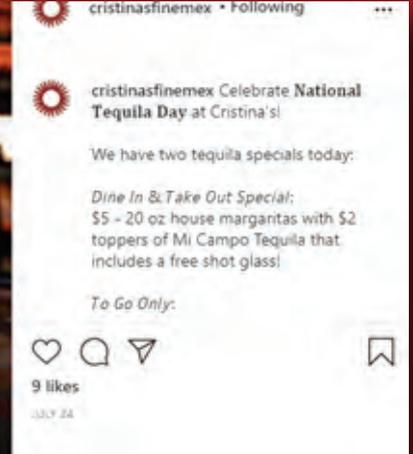


When in doubt, take a pic anyway.

# FOOD - Cont.



# DRINKS



**People love drink pics! They will entice customers to your restaurant, especially for happy hour specials.**

# SPECIALS FOR HOLIDAYS



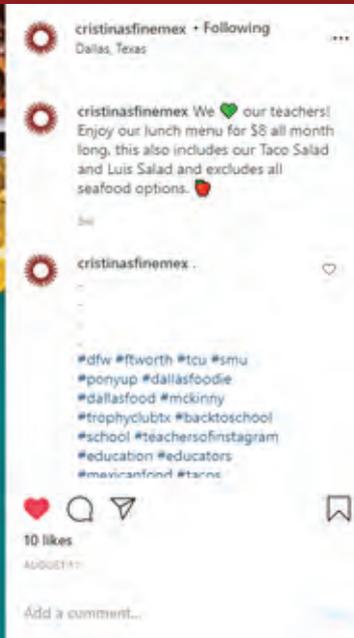
**TEACHER APPRECIATION!**

FOR THE ENTIRE MONTH OF AUGUST

**ALL LUNCH MENU ITEMS \$8 - DRINK INCLUDED\***

DINE IN AND TAKEOUT

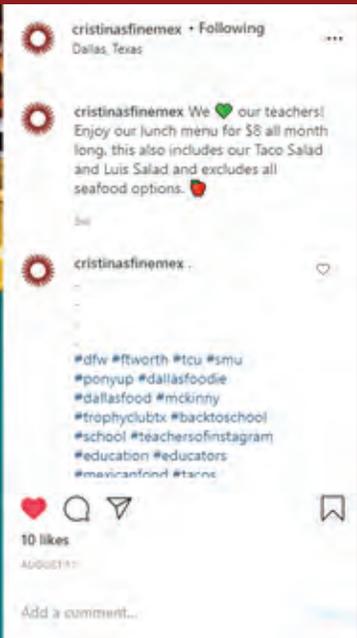
\*Non-alcoholic drinks included with each lunch entrée. Please present your school or faculty ID at time of purchase. Terms subject to change and cannot be combined with any other offers.



Snap a shot of a special holiday package you are offering to entice your customers.

Avoid just using pics with only words or graphics, unless they have coupons or a deal.

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# EXTERIOR WALL, INSIDE AND PATIO DECOR



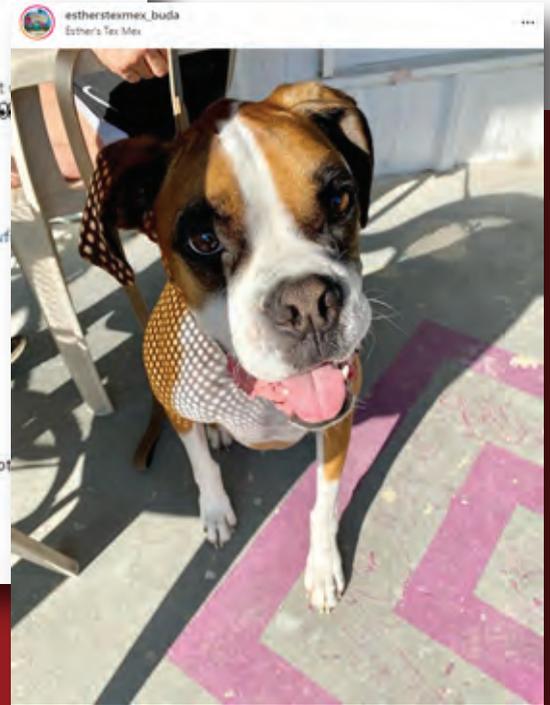
Set the mood for your customers. Is your space dark and moody, or light and fun?

Tell your story through photos. Especially during COVID, highlighting a patio with outdoor seating is very alluring.

# EXTERIOR WALL, INSIDE AND PATIO DECOR CONT.

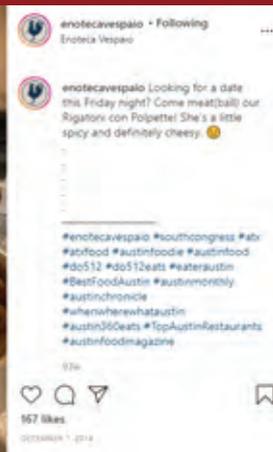


# HAPPY PEOPLE EATING AND DRINKING



Happy customers can be in a group, individual, and definitely don't forget about furry visitors. The cuter the better!

# KITCHEN AND STAFF



Highlighting the staff and the cooks/chefs is a great way to tell a story and make your customers see your restaurant as approachable and fun. You can showcase any kind of vibe you prefer here. It can also be upscale.