



# Hospitality Survival Strategies

# The Story *from click to mortar*

November 2009	Now
Wine consumer with a vision	Serial Entrepreneur
Unknown in wine blogging community	Ranked in top 25 for traffic, top 10 for engagement and top 5 for link backs – in the country
0 page views per month	20,000 page views per month
0 Facebook fans	14000 Facebook fans
0 Instagram followers	12000 combined Instagram followers
0 Twitter followers	17000 Twitter followers
0 Linkedin Connections	5000 local Linkedin Connections
0 YouTube Videos	160 Videos (15,000 views)
0 Blog posts	500 posts

# The Story *from click to mortar*



- Author
- Seminar Leader
- Consultant
- Build affordable template based web sites
- Manage businesses online content



# The Story



- 5 Wineries 50 Wines 1 Location
- Co-op business model
- Event facility (3000 sq ft)
- Voted “Best new biz in 2011”
- Featured in Alaska Airlines Magazine and on MSNBC.com
- Remodeled and re-branded in 2017 to Nectar Catering & Events





# The Story



- Specialty and custom catering
- Weddings, events, corporate lunches and holiday parties
- Formerly Just a Couple of Moms Catering
- 270 events at the historic 1889 building
- 450 off site catering jobs in 2019
- Weekday lunch service



# The Story

- Wine and beer specialty shop in Kendall Yards



# The Story

## BARK, A Rescue Pub



# Today's Agenda #covidssurvival

- Surviving a Global Pandemic
- Proactive Messaging
- Number One Online Priority
- R.O.A
- Pivot and Innovate
- Dig for Opportunities
- Recovering

## Q&A

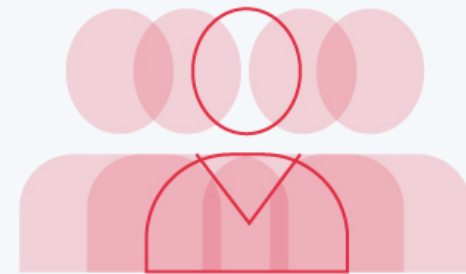
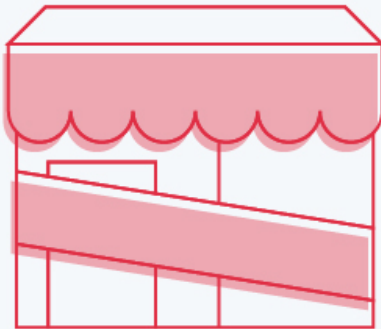


# Surviving a Global Pandemic



Between March and October 2020, food services and drinking places lost **\$130 billion** in sales compared to the previous year.

**2.1 million** jobs lost in the industry between February and November 2020.



As of December 2020, **110,000 restaurants** were closed either permanently or long-term.

Sources: National Restaurant Association, U.S. Bureau of Labor Statistics, U.S. Census Bureau

# Surviving a Global Pandemic

- Adjust Expectations
- Create a Plan
- Reduce Overhead
- Explore all opportunities and options
- Explore partnerships
- Be proactive with vendors and state agencies
- Be transparent with customers
- Apply for every \$\$ opportunity



# Proactive Messaging



- COVID exposure messaging
- Clean service messaging
- Avoid political stances
- Visible messaging
- Know the regional health department requirements and suggestions
- Be understanding
- Get staff buy in
- Error with caution
- Be transparent (ish)
- Re-opening messaging

# Your Number One Online Priority Should Be



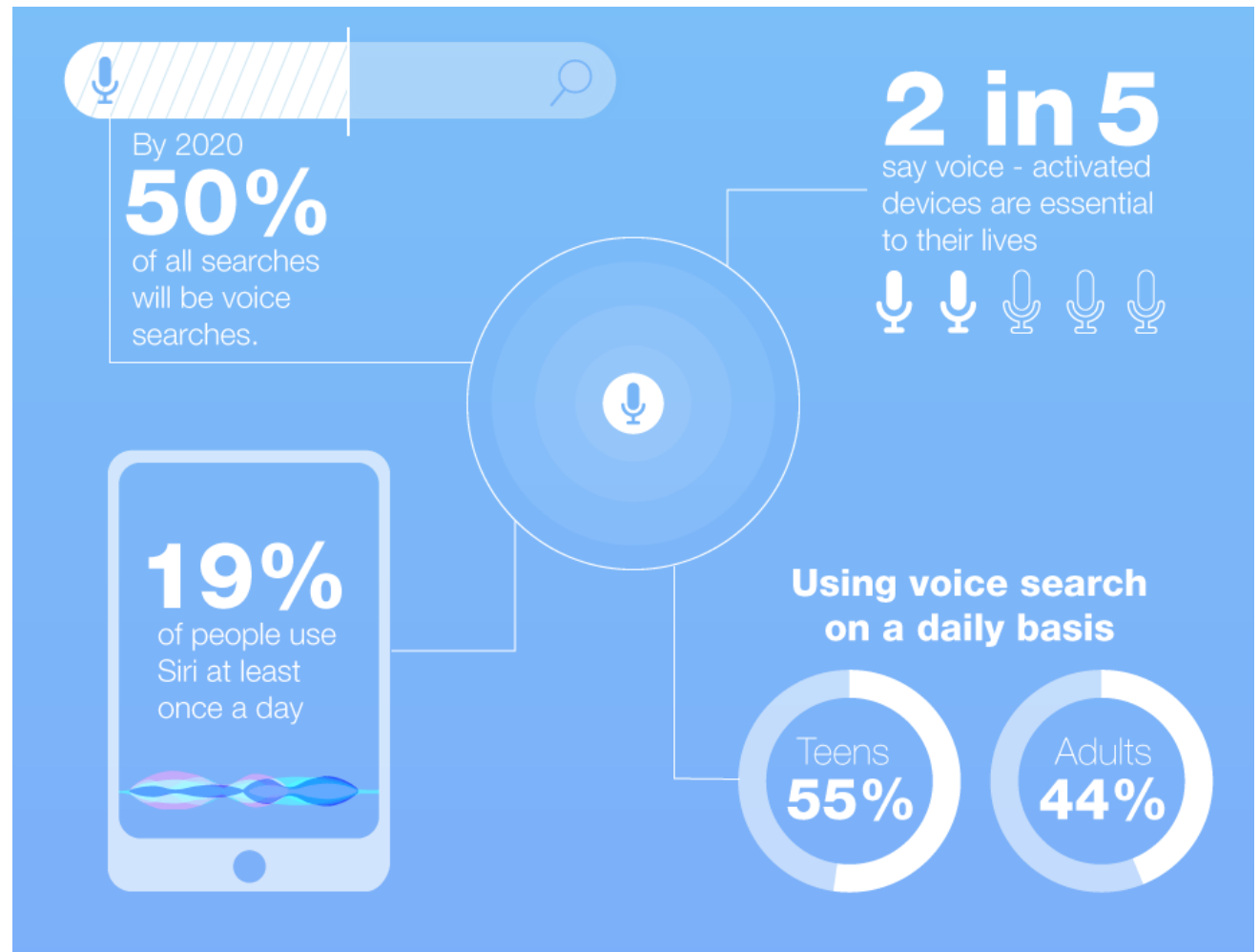


Your Number One Online Priority Should Be

"Social media is an ingredient, not an entree." - Jay Baer

# Search Search Search

- Search is king
- 60% of all search is mobile
- 90% result in an action
- Keep Web Site Updated
- Use Google Posts to keep customers informed



# What We Did on the Website

- Updated our Website with messaging
- Created an Online Store for contactless orders





Use Site Blog to Personalize  
Struggles and Promote New Ideas



# How to blog: SEO

## THINK SEO

### •KEYWORDS KEYWORDS KEYWORDS

- Title
- First Paragraph
- Link titles
- Image titles
- Video titles
- Tags
- SEO plug ins



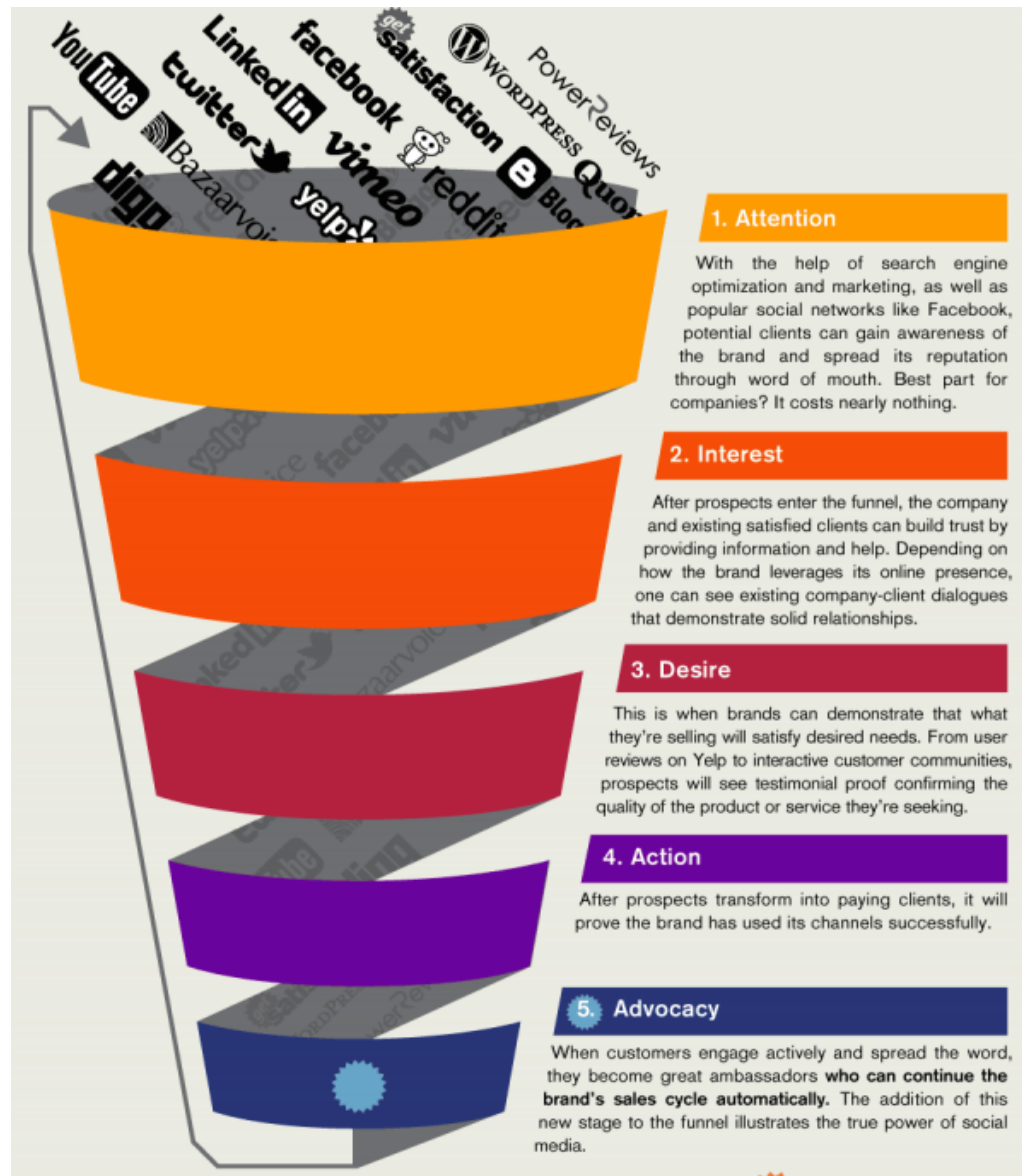
Time to Think

R.O.A.

*Marketing*  
is a  
**CONTEST**  
for people's attention.

Seth Godin

# Time to Think ROA



Attention  
Interest  
Desire  
Action  
Advocacy



# How Do Customers Find You?



- 170 million US users
- 58 minutes a day
- Engage



- 120 million US users
- 53 minutes a day
- Attention



- 60 million US users
- 10 minutes a day
- Conversation



- 90 million US users
- 14 minutes a day
- Drives web traffic



- 160 million US users
- 5 minutes a day
- Professional /Resume



- 100 million US users
- 49 minutes a day
- Immediate / Live

# Facebook

## What's it all about



- **PEOPLE**
- Engagement
- Extension of brand personality
- Extension of experience
- All ages

# Facebook

## STRATEGY MINUTE



- Create a schedule of Facebook posts and utilize scheduling tool (8-10 posts per week)
- Show your business in action
- Share your brand personality (including staff)
- Utilize Facebook advertising to reach your specific audience.
- Search for relevant local groups
- Monitor mentions and re-share if possible (customer content is powerful)

# Engage

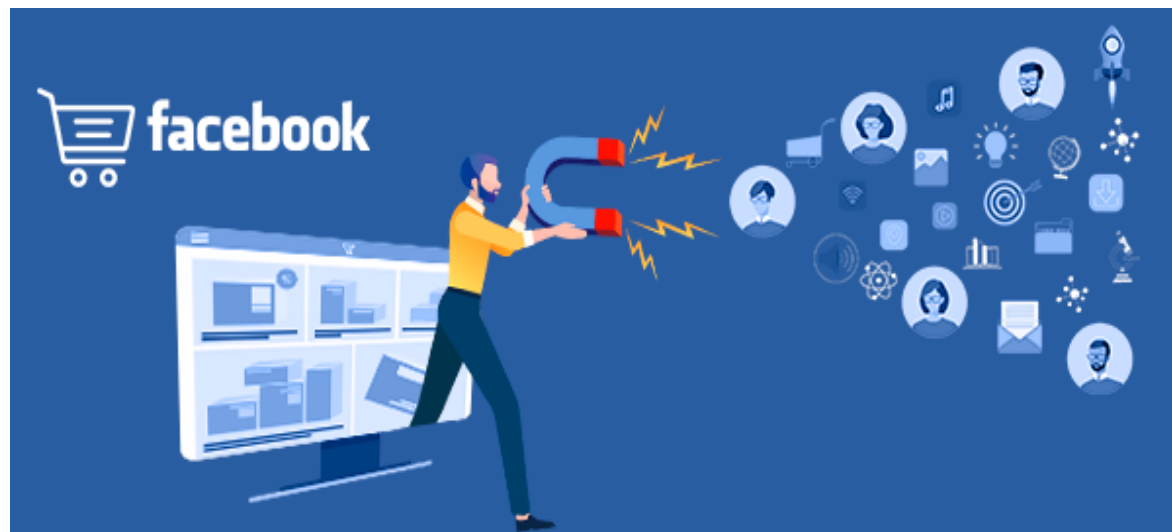
## Understanding Facebook Algorithm

A brand that does not focus on engaging and consistent content gets lost among the thousands of posts that Facebook can serve to its audience



# Facebook

## What Did We Do on Facebook?



- Consistent posting and messaging of our offerings
- Promoted online shopping / ordering and food delivery
- Offered wine/beer delivery and curbside pick up
- Created a budget for promoted posts and ads
- Took the time to create quality pictures to share
- More pictures of staff and team working hard
- Engaged with local food groups

# Instagram

## What's it all about



- **PHOTO SHARING**
- 120 million US users
- Share pictures and video with filters
- 100 million posts per day
- 18-45 age range

# Instagram

Why you need to be there



- **PHOTO SHARING**

- Huge audience base
- Quick consumption
- Brand awareness
- ATTENTION
- Video and photo
- Brand story telling

# Instagram

## STRATEGY MINUTE



- Tell your story in pictures (create an intentional feed)
- Utilize “Instagram Stories” for real time events and activities.
- Feature the experience
- Photos of customers/clients plus testimonials
- Encourage guests to post photos of their experience  
#ilovenectar
- Great daily content
- Use highlighted story feature
- Search for mentions and share

# Instagram

## Best Practices

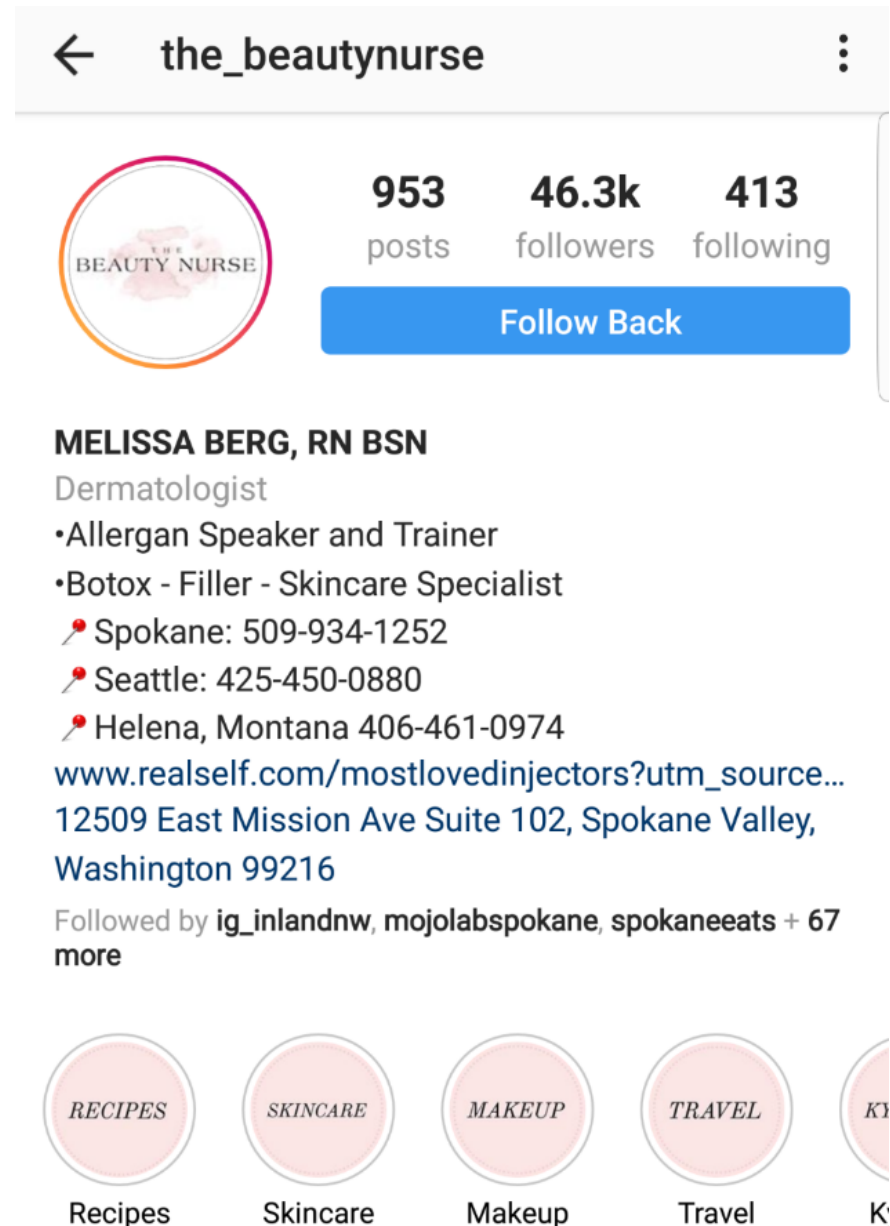
1. Have an intentional feed
2. Use hashtags
3. Use highlighted story feature
4. Search and repost mentions
5. Connect to Facebook (page)
6. Tell your story through stories
7. Engage with influencers
8. Instagram Contests



# Instagram

## Best Practices

Showcase your brand personality with an intentional news feed and stories. Use the highlighted stories to showcase your brand focus and / or products





# Instagram

## What Did We Do on Instagram?



- MORE of everything. At least daily feed posts and multiple story posts
- Told our story with our own posts and customers posts
- Created highlighted stories
- Interacted with others

# Broadcast Yourself



Share Your Story in Real Time

# Broadcast Yourself

## PROS

- Highly engaging
- Uniquely authentic
- Very memorable
- Action driven

Share Your Story in  
Real Time

## CONS

- Raw and can be unprofessional
- Time intensive



# Email Marketing

What's it all about



## •RETARGETING

- 3 billion email users
- Opted into your message
- Access mobile
- Personal and direct content
- 20-50% open rates (if done correctly)
- Don't neglect this channel

# Email Marketing

## Why you need to be there

Email Continues to Deliver  
a Strong Return on Investment



- **RETARGETING**
- Big returns to existing customers
- Drive traffic to web content
- Surveys say customers want to hear from brands they trust

# Email Marketing

## STRATEGY MINUTE



- Grow your list!
- Entice with an incentive
- Create an email calendar
- Add value before selling
- Multi pronged strategy with social media
- Mail chimp or constant contact



# Email

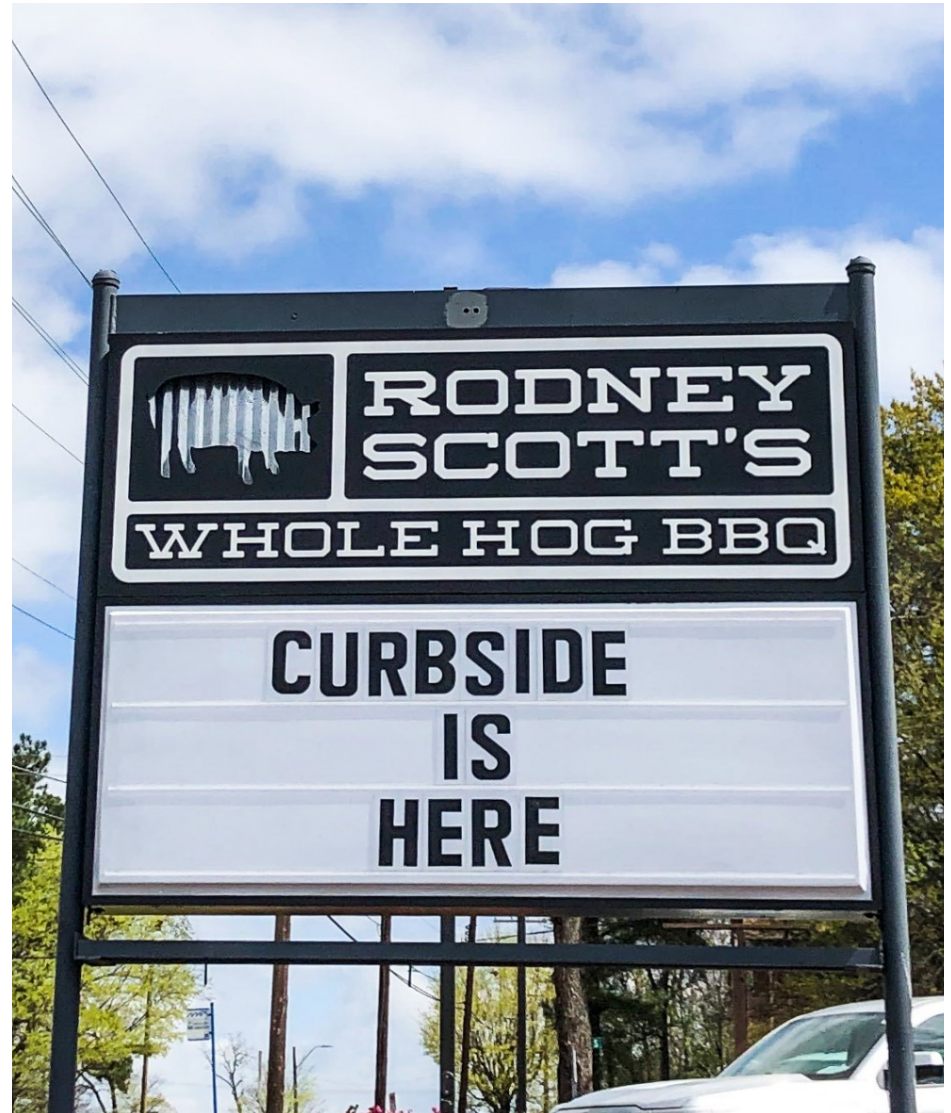
## What did we do with Email?



- Bi-Weekly email of what changes we were making
- Looked for ways to build our list (Open Table, Orders from Customers, etc)
- Provided offers / deals that would drive traffic

# Pivot and Innovate

- Curbside and takeout
- Family meal platters
- Make at home meal kits (Blue Apron style)
- Parking lot dining
- Cocktail kits
- Virtual cooking classes / wine tastings
- Date night kits
- A casual market
- Limited quantity special menu items



# Dig for Opportunities



- Look for partnerships
- Corporate to go hot or cold meals
- Fundraiser to feed first responders / those in need
- Holiday themed meals
- Create experience opportunities

# Recovering A Path Forward



- Keep what was working and develop more of it
- Develop contingency plans for future disruptions
- Plan for social distanced and limited capacity dining
- Visually communicate safety to staff and guests
- Utilize contactless QR code ordering (multi-benefit)
- Take advantage of any grant and forgivable loans
- Work with vendors and providers on pay back plans

# Contact Info



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