



NetWaiter Marketing Tools Show Significant Impact for Restaurants

Over Six Months of Research Culminates with Compelling Findings for Restaurant Owners Looking to Grow



When we first saw the numbers we almost didn't believe them

Jared Shimoff

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/EINPresswire.com/ -- NetWaiter's [Social Widget](#) has demonstrated a significant benefit to restaurants by attracting and informing local customers about the latest and greatest from their favorite local restaurants.

New Findings: NetWaiter analyzed restaurants within its network that use the integrated Social Widget, a one-of-a-kind

marketing tool for restaurants not offered elsewhere, and clear benefits stood out for restaurants that post regular updates using the tool.

"When we first saw the numbers we almost didn't believe them," said Senior Director of NetWaiter, Jared Shimoff. "We controlled for a variety of variables and only measured results on days a restaurant was open. They were still stunning and any time you can deliver measurable results, it's exciting. We're thrilled to see the clear value it provides restaurants using our network."

The Results

On average, visits to a restaurant's site increased 23.3% on days when a restaurant made a post using their Social Widget, compared to days when they did not make a post.

For restaurants using NetWaiter's premium services, which include [online ordering](#), the number of orders and the volume of sales increased significantly. The number of online orders at a restaurant increased 76.4% on days when at least one post was made using NetWaiter's Social Widget. Online sales were also found to be 84.1% higher during days restaurants made at least one post.

NetWaiter's Social Widget is available for free to all restaurants on the NetWaiter network, which includes more than 300,000 restaurants across the United States. NetWaiter's Social Widget makes communicating with local customers quick and easy, allowing restaurants to simultaneously post one message to multiple platforms – Facebook, Twitter, their individual NetWaiter site, and the entire myNetWaiter network. Common posts often include information about daily specials (i.e. Soup of the Day), promotions, upcoming events, and new menu items.

Restaurants that have activated their site on NetWaiter can access their Social Widget directly from their Management Console.

About NetWaiter

NetWaiter provides restaurants fully branded online and mobile ordering systems, allowing customers

to order takeout and delivery from any web-enabled device. Additionally, NetWaiter operates myNetWaiter, a site for visitors to view local restaurant info, find locations that deliver to them, order online, and get updates from their favorite places. For more information about NetWaiter, contact (866) 638-9248, or visit www.NetWaiter.net.

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