

# Social Media Marketing for Restaurants

with

**BRUCE IRVING**

Wednesday May 13, 2020 10:00AM - 11:00AM



There's no denying the benefits that social media offers brands, and even more so for local businesses. With the right strategies in place, social media marketing can drive sales and conversions in a cost-effective fashion.

In this session by Bruce Irving, whose agency focuses on helping local business owners get more customers, you'll learn exactly where you should be spending your time marketing. Discover the best platforms and what types of content you should be publishing on them. Content that not only builds engagement but most importantly, turns that engagement into customers. Bruce will also share ways restaurants can diversify revenue and attract new customers by thinking outside the box.

## Who is Bruce?

Bruce Irving – marketing strategist, speaker and founder of Irving Media Group LLC where he helps small local business owners develop and implement a marketing strategy to build a brand as well as increase sales. Bruce also hosts of 2 successful podcasts the Smart Pizza Marketing Podcast and The Local Business Podcast. Before running my own business and hosting these podcasts Bruce ran a multi-million dollar local business for over 20 years.

Funded in part through a Cooperative Agreement with the SBA, Illinois Department of Commerce & Economic Opportunity and Southern Illinois University.

## Registration

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<https://ilsbdc.ecenterdirect.com/events/32619>

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