Foodservice Marketing Trends in the U.S.: Technology, Mobile, and Social Media

Description: Tomorrow's successful foodservice marketers must adapt to generational and technological changes that are shaping the way consumers engage with restaurant brands—from social media and digital marketing and loyalty platforms to omni-channel ordering and mobile app development. Foodservice Marketing Trends in the U.S.: Technology, Mobile, and Social Media assesses how foodservice operators can best leverage these trends—and many others—to grow their businesses, with a focus on implications for the future. More specifically, the report assesses:

- Consumer restaurant loyalty point usage and point redemption, restaurant loyalty program leaders, digital marketing strategies and consumer reception of those strategies; and restaurant discounting/pricing strategies and consumer reception to those strategies.
- Consumer smartphone, tablet and app usage; and their usage of restaurant apps and features.
- Consumer usage of social media, how consumers engage with restaurants via social media and, restaurant cause marketing strategies, and engaging Millennial Moms via social media.
- Restaurant-goer usage of online reviews and reservations; mobile payments, ordering preferences and use of touchscreen technologies.

A parallel report on Retail Food Marketing Trends in the U.S.: Technology, Mobile, and Social Media (June 2015; LA5605111) is also available from Packaged Facts at www.packagedfacts.com

Contents: Chapter 1: Executive Summary
- Report Scope
- Report summary
- Setting the stage
- Loyalty programs, digital marketing & pricing strategies
- Loyalty programs
- Restaurant loyalty program leaders
- Digital and location-based marketing
- Marketing via email, text and mobile app
- Restaurant leaders in digital marketing
- Pricing strategies
- Mobile App Capabilities & Interest
- Smartphone and tablet ownership
- Type of apps used
- Restaurant app usage
- Restaurant mobile app leaders
- Disney: Unifying mobile technology to create an immersive experience
- The digital opportunity: targeting families
- Social media and restaurant customer engagement
- Most adults use social media's strong frequency of use
- Social media site leaders
- The power of social media: users' attitudes and opinions
- Social media and restaurant interaction
- Rationales for liking/following restaurants via social media
- Restaurant social media leaders
- Cause Marketing—a reason to say yes
- Online reviews—positive placement is essential
- Social media opportunity: Millennial Moms
- Harnessing restaurant technology
- Online restaurant reviews and reservations
- Restaurant mobile payments
- Omni-channel eating and ordering
Chapter 2: Introduction

Setting the stage

Table 2-1: Influence on Restaurant Choice: Social Media, Email Marketing & Loyalty Programs, 2015
Table 2-2: Influence on Restaurant Choice: Social Media, Email Marketing & Loyalty Programs, by Monthly Restaurant Usage Frequency, 2015

Chapter 3: Loyalty Programs, Digital Marketing & Pricing Strategies

Summary capsule

Restaurant loyalty programs
Digital marketing
Pricing strategies
Loyalty Programs

Graph 3-1: Shopper Reward/Loyalty Program and Discount Card Usage in Past Month, by Type, 2015
Restaurant/coffee shop loyalty program usage

Table 3-1: Restaurant/Coffee Shop Shopper Reward/Loyalty Program and Discount Card Usage: Monthly Usage Frequency, by Demographic, 2015
A tie between loyalty program usage and restaurant visits

Table 3-2: Restaurant Loyalty Point Redeemers, by Monthly Restaurant Usage Frequency, 2015
Rewarding your best customers

Table 3-3: Restaurant Loyalty Point Redeemers, by Demographic, 2015
Tying loyalty to the right kind of reward

And the right kind of technology
Restaurant loyalty program leaders
Casual restaurant chains
Fast casual restaurant chains
Limited-service restaurants
Digital and location-based marketing

Email
Interest in restaurant email marketing: threshold at 50%

Table 3-4: Restaurant Email Marketing Recipients: Use and Future Interest, 2015
Table 3-5: Restaurant Email Marketing Recipients: Use and Future Interest, by Demographic 2015

Mobile apps
Text messaging

Table 3-6: Giving Permission to Send Location-Based Offers: Use and Future Interest, 2015
Table 3-7: Giving Permission to Send Location-Based Offers: Use and Future Interest, by Demographic, 2015

Restaurant leaders in digital marketing
Starbucks
Domino’s
PayPal: recipe for success with the digital wallet

Omni-channel experience
Plethora of payment options
Pricing Strategies
Snacking and value menus
Meal deals
Lunchtime incentives
Dinner meal deals
Coupons
Still popular, especially via traditional sources

Graph 3-2: Cents-Off Coupons: Sources Used, 2014
Graph 3-3: Cents-Off Coupons: Types Used, 2015

Target: Cartwheel takes novel approach to mobile couponing

Chapter 4: Mobile App Capabilities & Interest

Summary capsule

Smartphone and app usage
Restaurant app features and usage
Smartphone and mobile app use
Smartphone and tablet owners

Table 4-1: Smartphone Users, Tablet Owners & App Users, 2015

Type of apps used

Graph 4-1: Types of Apps Used in Past 30 Days, 2015
Restaurant app usage

Graph 4-2: Restaurant Mobile App Features: Usage and Usage Interest, 2015

Restaurant mobile app leaders
- Starbucks
- Dunkin’ Donuts
- Taco Bell
- McDonald’s
- BJ’s Restaurant and Brewhouse

Disney: Unifying mobile technology to create an immersive experience

The Digital Opportunity: Targeting Families

Table 4-2: Restaurant Mobile App Features: Usage and Usage Interest, 2015

Chapter 5: Social Media & Customer Engagement

Capsule summary

Social media usage

Social media and restaurant interaction

Cause marketing, online reviews and Millennial Moms

Social Media Usage
Most adults use social media’s strong frequency of use

Table 5-1: Social Media Usage and Usage Frequency, 2015

Facebook’s user engagement is strong

Table 5-2: Social Media, Facebook, Pinterest & Twitter Usage and Usage Frequency, 2015

Instagram is trendy

The power of social media: users’ attitudes and opinions

Table 5-3: Social Media/Networking Websites: Attitudes & Opinions, 2015

Social media and the restaurant industry

Social media and restaurant interaction

Table 5-4: Social Media & Restaurant Interaction, 2015

Table 5-5: Social Media & Restaurant Interaction, by Age, 2015

Rationales for social media engagement with restaurants

Table 5-6: Rationales for Liking/Following Restaurants via Social Media, 2015

Table 5-7: Rationales for Following Restaurants via Social Media, by Age, 2015

Restaurant social media leaders
- Applebee’s
- Taco Bell
- 7-Eleven

Customer engagement beyond social media

Cause Marketing—a reason to say yes

Online reviews—positive placement is essential

The Social Opportunity: Millennial Moms

Table 5-8: Social Media & Restaurant Interaction; Rationales for “Following” Restaurants, Married with Children, 2015

Marketing strategy: Blog power

Chapter 6: Harnessing Restaurant Technology

Summary capsule

Online reviews and reservations

Restaurant mobile payments

Ordering preferences

Touchscreen technology

Online restaurant reviews and reservations

Table 6-1: Restaurant Reviews & Reservations: Online and Mobile Use in Last 30 Days, 2015

Table 6-2: Read Online Review, Chosen Restaurant Based on Review & Booked Online Reservation, By Monthly Restaurant Visits, 2015

Restaurant mobile payments

Out of the gate

Table 6-3: Restaurants Offering and Planning to Offer Mobile Payment, by Restaurant Segment, 2014

A small slice of the pie

But it’s about more than just paying

Table 6-4: Mobile App Used to Pay Check and Split Bill: Usage and Future Interest, 2015

ApplePay makes a (small) dent

Significant promise

But only a ripple of use

Table 6-5: ApplePay and Gift Card Purchases in Past 30 Days, by Restaurant Usage Frequency, 2015

Look no further for success story: Starbucks
A growing list of adherents
Omni-channel eating and ordering
Table 6-6: Restaurant Use in Last 30 Days: Dine In, Order Delivery, Order Pickup, 2015
Calling in the order most preferred method
Table 6-7: Restaurant Pickup/Delivery Ordering Methods: Usage and Usage Preference, 2015
Online ordering made easy
Touchscreen technology
Table 6-8: Restaurant Touchscreen Applications: Usage and Usage Interest, 2015
Irony or reality: using technology to enhance the human touch
Kiosk and touchscreen applications
Appendix
Methodology
Consumer survey methodology
Report table interpretation
Color coding
Indexing
Terms and definitions
Supermarkets
Restaurant categories
Limited-service restaurant definitions
Full-service restaurant definitions
Other definitions

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3328984/

Order by Fax - using the form below

Order by Post - print the order form below and send to

    Research and Markets,
    Guinness Centre,
    Taylors Lane,
    Dublin 8,
    Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

- Product Name: Foodservice Marketing Trends in the U.S.: Technology, Mobile, and Social Media
- Web Address: http://www.researchandmarkets.com/reports/3328984/
- Office Code: SCH3T5I1

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>□</td>
<td>USD 2995</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprise Wide</td>
<td>□</td>
<td>USD 5990</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

- Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
- First Name: ___________________________ Last Name: ___________________________
- Email Address: * ___________________________
- Job Title: ___________________________
- Organisation: ___________________________
- Address: ___________________________
- City: ___________________________
- Postal / Zip Code: ___________________________
- Country: ___________________________
- Phone Number: ___________________________
- Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ______________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World