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

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