

# **THE MOST IMPORTANT EFFECTIVE MARKETING STRATEGIES FOR RESTAURANTS**

**Ali Hassan Takla, V.P. Matveeva**  
Supervisor **Y.V. Matveeva**

The world is developing technology at a rapid pace so restaurants must keep up with this rapid technological development to improve their revenues and achieve maximum customer satisfaction. A number of modern and sophisticated techniques are proposed to help increase restaurant profits and productivity, taking into account restaurant classification and efficiency analysis before and after using these techniques. An analysis of tourism activity and the impact of modern technology and various management tools in restaurants are conducted to improve operations and profits. For marketing strategies, which can help bring in more guests and make restaurants more popular and successful.

The landscape in the hospitality industry is changing at a rapid pace and must keep up with the rapid development. As a restaurant owner, you cannot rely on the traditional marketing strategies of your restaurant. Increased competition between restaurants makes it difficult to retain customers.

As we browse some effective marketing strategies for restaurants, the best marketing strategies, which can help bring in more guests and make restaurants more popular and successful. Advance Loyalty Programs: When creating loyalty programs, they encourage customer retention while helping to develop a good relationship with customers. The restaurant management software offers a smart tool to manage customer loyalty to restaurants. With the help of this tool, you can recognize and reward loyal customers. This tool helps manage the effort of the loyalty program. Loyalty programs are an effective way to market restaurants, ultimately helping to amplify their business, and you should also list restaurants on Food Apps: now customers don't prefer to browse the web to find a good restaurant. They install Food apps and find the nearest restaurants according to their preferences. Therefore, you should take advantage of technology and include

restaurants on Food Apps. By listing restaurants in Food Apps, restaurants won't lose potential customers. Partnering with Food Apps should definitely help market restaurants. Having a web site is equivalent to having a store all over the world. Having online restaurants opens up opportunities for a larger market. Before going to a restaurant customer prefers to check the website, menu and reviews. Having a website will make it easier for potential customers to find and reach restaurants. Social media: Social media is one of the best platforms to promote restaurants. If the guest goes to Instagram, he will find it full of pictures of delicious foods. Instagram, Facebook, Twitter and other social media platforms can play an important role in attracting customers. When restaurants are promoted online, you can't forget to include some high-quality photos of food and restaurants.

Restaurant social media marketing is an effective way to satisfy guests and improve their experience. Geographic Targeted Ads Online: For restaurants, local marketing is key to success. Most people prefer a restaurant near them. Geographic online ads will help reach potential customers who live close to the restaurant. In geo-targeted ads, the restaurant management can specify a specific radius in which you want to do marketing to restaurants. In this way, management will reach more potential customers. Email Marketing: Email marketing is also a vital marketing strategy for restaurants. Attention to the second option is because these are customers who may not have visited the restaurant yet. By email marketing, they can be attracted to visit your restaurant. S via e-mail is difficult, so if the management of new restaurants in it, you should not forget to consult Khbayr.aaadad Google+ account: The presence of Google+ account is important because it helps in the marketing of restaurants. When a potential customer searches for restaurants on Google, it displays restaurant details on the slide bar, a great feature. When a restaurant has a Google+ account, its customers can also leave their comments and upload photos easily. These practices should not be forgotten to increase the rate of revenue. If the management of the restaurant is not sure of anything at any step along the way, you should hire an expert who can better guide her to understand the importance of the digital presence of restaurants.

To conclude, technology advances change our lifestyles and with them our work and personal time are being affected. restaurants and professionals must work together, in order to find balance and learn how to take advantage of the new technological tools, without letting these to affect their lives.

### ***The References:***

1. Article «Labor safety at work - the key to success of the manufacturer» [Electronic resource]. - URL: <http://www.iksystems.ru/a222/> (accessed 30/03/2019).
2. Article «Labor Protection Management System » [Electronic resource]. - URL: <http://www.serconsrus.ru/services/sistemy-upravleniya-okhranoy-truda/> (accessed 30/03/2019).
3. Websites. Journal of Travel & Tourism Marketing, 21(2/3), 33-48.
4. Baloglu, S., & Pekcan, Y. A. (2006). The Website Design and Internet Site Marketing Practices of

## **INTELLIGENT DEVICES TO MONITOR THE BAGS OF PASSENGERS AT AIRPORTS**

**Al-Muqri Saif Ali Mohammed Salem**  
Supervisor **Y.V. Matveeva**

Passengers are afraid of losing their luggage and airlines are keen to avoid losing baggage to save \$ 3 billion in compensation. Rather than speeding up baggage, airlines and airports have begun to use smart electronic methods such as scanners and baggage tags with wireless signals to track bags at airports. Finally, there are automatic sorting mechanisms that avoid past problems, such as at Denver International Airport when baggage handlers were repeatedly disrupted. Airlines that apply this system charge an additional passenger fee of between \$ 15 and \$ 100. The charges appear to help airlines compensate for losses during their