



Build Your Tribe: The New Marketing Manifesto For Restaurants, Bars And Cafés

Susanne Currid

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Most food and drink retailers market to the crowd. Smart restaurant, bar and café businesses learn how to attract and build a tribe of raving fans around their brand. In this thought-provoking book, Susanne Currid introduces you to the concept of tribe-building and explains how you can integrate this dynamic new strategy into your restaurant, bar or café marketing plan. This book will also show you how to: engage with your most valuable customers online, in venue and at events, create your marketing dream team, identify the best social media channels for your business, turbo-charge your marketing with the latest low-cost digital marketing tools, successfully deliver your marketing plan by applying the latest project management techniques, fill more tables and increase sales in your venue and more.

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