

Allow Diners to Book a Reservation Online through Your Restaurant's Twitter Feed

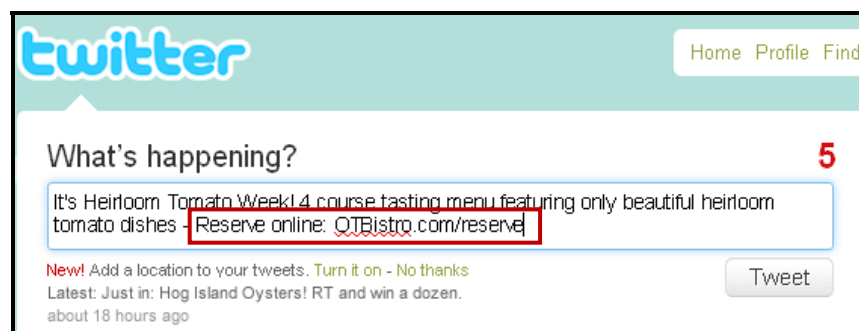
It's not enough to promote your restaurant on Twitter: you need to provide diners with a way to book a reservation once you've got their attention!

The best way to drive covers from your Twitter account is by linking to your restaurant website, where you have enabled online reservations. As an added benefit, reservations booked from your restaurant website using the custom OpenTable HTML code are charged only a fraction of the standard cover fee rate!



How to enable online reservations from your Twitter feed:

1. **Add online reservation capability to your restaurant website.** Detailed instructions are available on <http://www.otrestaurant.com/public/ReservationLinkPage.aspx>. If you need assistance implementing online reservations, please email OTWeblink@opentable.com
2. **Tweet the URL of your website reservations page.** If your website URL is too long to fit into Twitter's 140 character limit, you can shorten your URL by using online URL generators like <http://bit.ly/> and <http://tinyurl.com/>.



10 Ways to Whet a Diner's Appetite Using Twitter:

1. Highlight daily specials
 2. Promote a special deal or new menu item
 3. Post invitations to wine dinners, cooking classes and other special events
 4. Keep diners informed about your holiday schedule and menus
 5. Advertise scheduled entertainment
 6. Publish a recipe of the month
 7. Promote restaurant or staff awards
 8. Post food or special event photographs
 9. Feature great reviews from OpenTable.com
 10. Create an online promotion, available only to your fans or followers
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Twitter Best Practices for Restaurants

- **Limit to 1 tweet a day:** your message should be short, cohesive, and grammatically correct.
- **Tweet about offers or promotions on the day-of only:** holidays or future events (i.e. an upcoming restaurant week) are the exception.
- **Keep your tweets up to date:** ideally your latest tweet would be less than 48 hours old.
- **Use hashtags:** be part of a popular event or discussion by using hashtags when you tweet, e.g. "Don't miss #dcrestaurantweek: Our 3 course prix-fixe menu is out of this world!"
- **Brand your tweets:** help diners get to know you better by providing information or a fun fact about your restaurant, e.g. tweet a wine fact of the day, a new menu special, or an upcoming event.
- **Encourage your followers to re-tweet (RT) your message:** re-tweeting is a great way to spread the word about your restaurant. Get followers involved by offering a discount/gift card to the 10th person who re-Tweets.
- **Generate more followers with contests:** get your followers excited and involved by tweeting a simple online contest, e.g. "What's your favorite dish at OTBistro? RT with your answer for a chance to win it!"
- **Link to online reservations:** now that you've got their attention, make sure diners can make a reservation by providing a link to online reservations.