

VISUALS CHECKLIST

FOR RESTAURANTS, BARS, & CAFÉS

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The “Essence” Photograph

The quintessential photograph captures exactly how your customers should be able to feel what the experience of dining in your restaurant is like. This will be the attention-grabbing header of the restaurant and a key image to highlight in social media campaigns

In The Best Light

Do you run a breakfast nook on the corner, bathed with the light off the ocean to the east? Or does the deep blue onset of dusk above contrast with the warm, cozy, and intimate heart of your restaurant?

Table Settings

Your guests just have to know how they'll be seated, don't they? Capturing photos of empty tables, set and ready, paints a picture to your guests of how where they'll sit and enjoy their meals, giving them insight into their time at your restaurant.

Space Shots

Customers want to see where they're eating. They want to get a sense of the atmosphere, the layout, and how their experience may play out, gathering up everything from table spacing to lighting and energy.

Wine Cabinet and Drinks

Showcasing the fine selection of wines, bourbons, tequilas, and more will bring customers who are thirsty and ready to spend the extra cash on their second cocktail or post-dinner wine of choice.

Headless Henchmen

Reaching for food with a fork or raising a glass in a toast adds life and energy to any restaurant's online presence, creating an aura your prospects would be eager to experience.

□ Staff Spotlight

If your restaurant is the type that particularly values your team or perhaps you have an incredible world-class chef, staff spotlights can be the best way to break the barrier between restaurant and customer and create a lasting and impressionable connection.

BONUS ROUND

□ The Story Behind The Food

Do you source your meat from the cattle farm just down the street? Are your veggies and herbs grown on the rooftop right above? More and more consumers want to know where their food is coming from and what ingredients they are putting into their bodies. Restaurants that can tell this story will be the restaurants that will succeed.

□ A Glimpse Into the Kitchen

Another step in the process is the kitchen. Showing your team of chefs working hard to prepare the food, some steaks grilling in a beautiful marinade, or veggies being diced up to be heaped on a salad helps to create that deeper connection between the customers, the restaurant, and the food they consume.

□ Postcards

Stories, photos, and memories from around the globe. This works great if your restaurant carries a certain theme or foods from a particular region or nature. Bringing a bit of Mexico to the imagery of a Mexican restaurant adds to the authenticity and elaborates on the story behind the food.

For examples, inspiration, or to get in touch, head to www.benmcollins.com/restaurants