50

FREE APPS FOR
RESTAURANTS

ORDERLY

There is an **App** for that.

There really is an app for that... Apple reports there are 2 million apps now available on the App Store to download. There's no denying technology and smart phones have changed the world and our daily routines.

At Orderly, we're big fans of technology. That's because apps have led the way in making life easier, especially for busy restaurant managers. Because of the abundance of apps available today and the efficiency they provide restaurants, we put together the ultimate list of **50 Free Apps for Restaurants**.

Over the past two years, we've talked to thousands of restaurants... so we put this list together based on what we've learned about the industry and what we've heard you talking about. We've researched, evaluated, and picked the 50 best productivity apps that will make a huge difference in your day-to-day...

These free apps will help you talk to your customers, organize your to-do list, hire the right people, speed up your processes, and market your business. They are simply the best.

You'll find descriptions, features and benefits for your restaurant under each listing and links to download the apps for free.

We hope you enjoy them!

The Team at **Orderly**

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Top 10

MUST-HAVE APPS

If you don't have these apps on your phone… download them now. These are the Top 10 Hottest Free Restaurant Apps we believe will make the biggest difference right away.

#1   Slack

The App
Slack is an amazing free app for talking to your staff.

What It Does
- Use real-time instant messaging right from your smart phone
- Create separate channels for different teams to talk to each other
- Set up private channels for sensitive communication

How Restaurants Are Using It
Restaurant managers are using Slack to talk to their teams clearly and quickly. Ditch email in favor of sending a quick message to one person… or a whole group of people. They can respond and everyone can see the back-and-forth so they're on the same page. So if tonight's servers need to refill the salt and pepper shakers, just send them a quick note on Slack.

DOWNLOAD SLACK HERE ❯

#2 When I Work

The App
When I Work is your answer to clocking in and scheduling shifts.

What It Does
- Give employees an easy way to clock in and out
- Create, update, cancel, and publish shifts from your smart phone
- Alert employees about open shifts
- Approve shift change requests
- Copy schedule templates from one week to the next

How Restaurants Are Using It
Restaurant managers are using When I Work to manage shifts… almost without lifting a finger. Not only does the app act as a handy mobile time clock, managers can store their schedules in one place online so everyone can see them. *So cool.*

DOWNLOAD WHEN I WORK HERE ❯
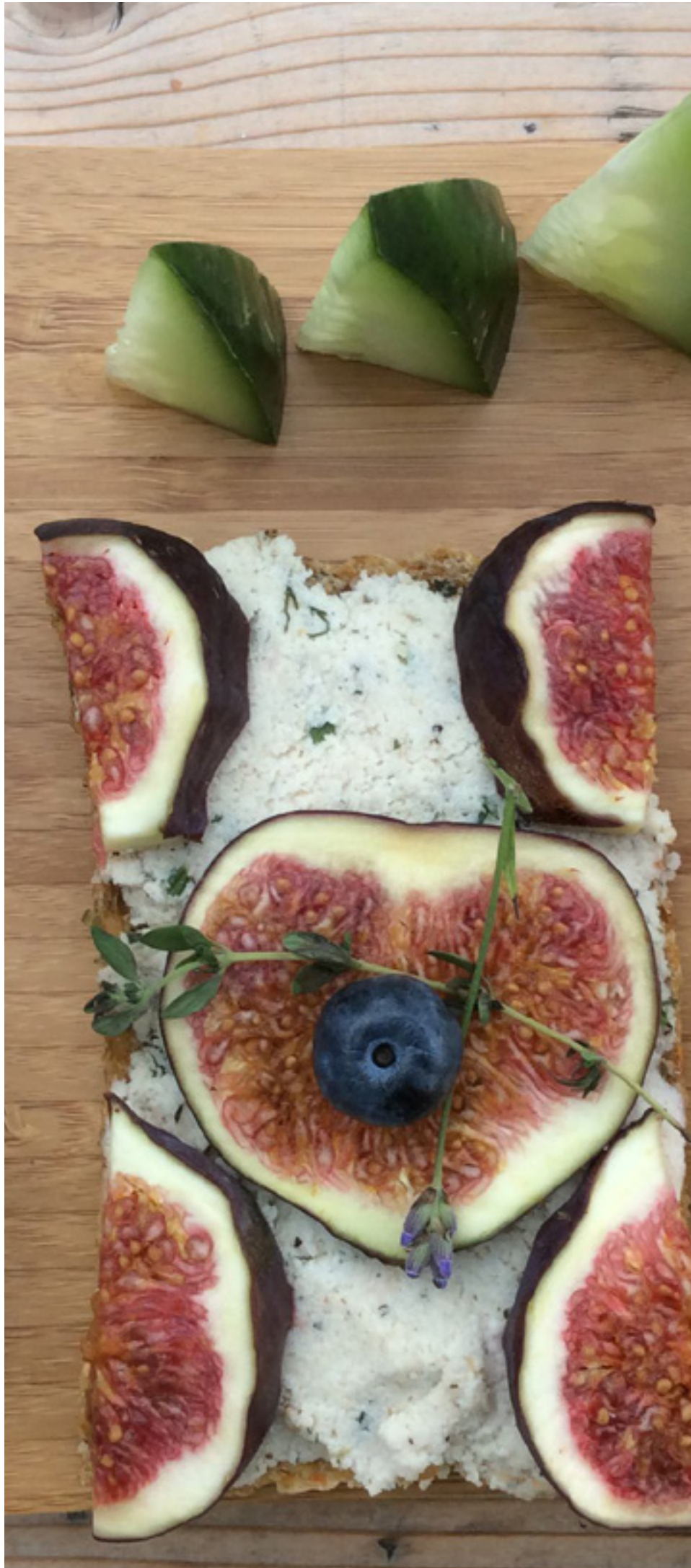
GloriaFood

The App
GloriaFood is a free online delivery service app for restaurants… and the only online ordering app of its kind.

What It Does
- Receive unlimited online orders from guests without being charged
- You don't pay any commissions, monthly fees or setup fees
- You don't have to sign any contracts or enter any credit cards

How Restaurants Are Using It
Restaurant managers are using GloriaFood to take advantage of the online ordering craze… without paying a penny. Ditch the fees of other online ordering services, and use this app to easily connect with guests who want to order from you online.

SIGN UP FOR GLORIAFOOD HERE ❯

#4 Seafood Watch

The App
Seafood Watch is a free app that houses a comprehensive sustainable seafood advisory list.

What It Does
- See updated seafood recommendations by your location
- Search for items quickly and easily by common market name
- Locate suppliers that offer ocean-friendly seafood

How Restaurants Are Using It
Consumers are demanding restaurants provide fresh, healthy, sustainable options on their menus. And if you don't… well, they'll go somewhere else. That's why restaurants are using the Seafood Watch app to stay on top of the tastiest tunas while remaining environmentally responsible. *Win!*

DOWNLOAD SEAFOOD WATCH HERE ❯

#5 MailChimp

The App

MailChimp is a free online email creation and sending tool that even the least tech-savvy person can use.

What It Does

- Use the drag-and-drop tool to create emails effortlessly
- Gather and manage lists of people to send to
- Check who opened and clicked your emails right from your smart phone

How Restaurants Are Using It

Email is one of the most effective ways to spread the word about your restaurant, and MailChimp is the most user-friendly software to do it. Restaurant managers are using this app to promote deals, specials, and events… and to drive loyalty programs that keep guests coming back for more.

SIGN UP FOR MAILCHIMP HERE ❯

#6 Escoffier Cook's Companion

The App
Escoffier Cook's Companion is a must-have restaurant kitchen app.

What It Does
- Measurement converter
- Kitchen timer
- Ingredient list builder
- Equipment list builder
- Cooking glossary

How Restaurants Are Using It
Restaurants are using Escoffier Cook's Companion as a Swiss Army Knife of kitchen gadgets and information. In a rushed and chaotic place like a restaurant kitchen, this app is an all-in-one lifesaver.

DOWNLOAD ESCOFFIER COOK'S COMPANION HERE ❯

#7 Waitlist.me

The App
Waitlist.me is a free app that lets you create and manage an efficient, online waitlist.

What It Does
- Add, remove, and check guests off your waitlist
- Assign and manage tables
- Send text notifications to guests waiting in line
- Track who your most loyal guests are and where they like to sit

How Restaurants Are Using It
Restaurant managers are using the Waitlist.me app to manage their walk-ins efficiently. Your hosts and hostesses will like the app for it's ease of use and there won't be any mix-ups with your guests… so they'll get seated sooner. *Perfect.*

DOWNLOAD WAITLIST.ME HERE ❯

#8 Canva

Editor's Pick

The App
Canva is a free online graphic design tool… it's your one-stop-shop for designing everything to market your restaurant.

What It Does
- Use pre-selected designs or create your own designs from scratch
- Get thousands of free stock images or upload your own
- Access backgrounds, text options, outlines, frames, icons and more
- Add filters to your photos and graphics

How Restaurants Are Using It
Restaurants are using Canva to put together eye-catching graphics and images for their menus, table toppers, websites, social media pages, promotional flyers, and email campaigns.

SIGN UP FOR CANVA HERE ❯

#9 Free Bookings

The App
The Free Bookings app lets you easily take reservations right from your website.

What It Does
- Set up a customized online reservation book
- Receive and manage reservation requests from your website
- Build and export your entire guest list

How Restaurants Are Using It
Restaurant managers are using Free Bookings to capture more guests. Your website visitors can simply fill out a form to make a reservation instead of having to call in. You can also download lists of your most frequent visitors so you can reward their loyalty. The app is a game-changer for online reservations.

DOWNLOAD FREE BOOKINGS HERE ❯

#10 Orderly App

The App

We couldn't help but include our own free app in the top 10… the Orderly App is the easy-to-use, do-it-for-me restaurant app for invoicing and inventory.

What It Does

- Snap pictures of your invoices and store them online
- Manage the invoice and payment approval process
- Share invoice data with anyone on your team
- Upload your existing inventory sheet
- Take a complete inventory count
- Export inventory and COGS reports

How Restaurants Are Using It

Restaurant managers are using the Orderly App to throw away the boxes of invoices… get rid of the stacks sitting on their desks… and take a complete inventory in half the time.

DOWNLOAD THE ORDERLY APP HERE ❯

Best 12

FOR RESTAURANT ORGANIZATION & PRODUCTIVITY

You're busy. But more and more apps are coming out that make managing your day-to-day much less time-consuming… so you can get back to what you love.

#1 Evernote

Best Productivity App

The App

Evernote is your go-to app for keeping lists, tasks and ideas all in one place.

What It Does

- Create and manage a to-do list
- Keep an online file of helpful articles or ideas
- Share your lists or ideas with staff

How Restaurants Are Using It

Restaurant managers are using Evernote to move their to-do lists to their smart phones and get rid of their paper checklists and folders. You can take the app with you wherever you are in the restaurant for instant access. And keeping track of an exciting idea is easy to jot down and store in the app.

DOWNLOAD EVERNOTE HERE ❯

#2 IFTTT

The App
IFTTT (IF-This-Then-That) is a free app that lets you shortcut your way through most of your daily list.

What It Does
- Set up or use existing formulas to trigger an action to happen
- Automate reminders, tasks and messages

How Restaurants Are Using It
Restaurant managers are using IFTTT to automate their daily task checklist. For example, you can set up a trigger in the app that says, "IF the Weather Channel app says it's sunny today, THEN send an email to my shift manager." Your shift manager will know to set up the patio for guests who want to enjoy the nice weather. The possibilities for these triggers is infinite.

DOWNLOAD IFTTT HERE ❯

#3 Wunderlist

The App
Wunderlist is your paper to-do list… on steroids.

What It Does
- Add, organize, schedule, and share your to-do list
- Set due dates and reminders for tasks
- Add notes and files to your lists to remember important details
- Sort your lists for home, the restaurant, suppliers, accounting or other places

How Restaurants Are Using It
Restaurant managers are using Wunderlist to get rid of their long paper to-do lists and manage their tasks in one place. You can even collaborate with people to get stuff done… chefs, managers, accountants, and suppliers. It's the best to-do list app out there.

DOWNLOAD WUNDERLIST HERE ❯

#4 Tiny Scanner

The App
Tiny Scanner is a free app that turns your phone into a scanner so you can convert paper documents into online versions.

What It Does
- Take a picture of your document with your smart phone
- Store and search for your documents
- Easily send important documents to the right people

How Restaurants Are Using It
Restaurant managers are using Tiny Scanner to make keeping track of paper documents a breeze. No more mailing it in or finding a fax machine… when you're trying to send a signed supplier contract quickly, just snap a picture and email it to your rep in a few minutes. *So easy*.

 DOWNLOAD TINY SCANNER FOR APPLE IOS ❯

 DOWNLOAD TINY SCANNER FOR ANDROID ❯

#5 **Dropbox**

Easiest to Use

The App
Dropbox is a free app that lets you store your documents, pictures, videos, and other files online.

What It Does
- Upload files into the Dropbox app and organize them into folders
- Automatically sync your photo app with Dropbox so you never lose an image
- Store photos, contracts, agreements, taxes, videos, marketing graphics…

How Restaurants Are Using It
Restaurant managers are using Dropbox to store all their important documents in one place online. It's easy to use, whether you let the app automatically pull in the pictures stored on your phone or you use the online version to upload documents from your computer. It's a no-brainer.

DOWNLOAD DROPBOX HERE ❯

#6 Eventbrite

The App
Eventbrite is the must-have app for promoting and managing events at your restaurant.

What It Does
- Set up custom pages to promote your event
- Sell tickets for paid events, track your sales, and see attendee information
- Send automatic reminders to attendees before your event

How Restaurants Are Using It
Restaurants are using Eventbrite to create, promote, and sell tickets for their events online. Whether it's a Mother's Day brunch, a beer tasting, or a seasonal showdown… get the word out to your loyal fans and new customers to make your event the best ever.

DOWNLOAD EVENTBRITE HERE ❯

#7 Google Drive

The App
Google Drive is a free app that will make your life a whole lot easier. Think of it as all the Microsoft Office tools… but online.

What It Does
- Create any kind of document… Word, Excel, PowerPoint
- Upload documents, photos and PDFs and organize them in folders
- Share any document with other people… they can add comments and changes in real time
- Access templates to customize for your business like letterheads, invoices, timesheets and budgets

How Restaurants Are Using It
Restaurant managers are using Google Drive for quick creation of important documents without the Microsoft Office tools installed on their computers. It connects with your Gmail account, too, so it's easy to attach and send files right from an email. This app is a lifesaver.

CONNECT TO GOOGLE DRIVE HERE ❯

#8 Inkdit

The App
Inkdit is a free tool you can use to receive, sign, and send documents… all online.

What It Does
- Email contracts to your staff for easy, online signing
- Sign supplier contracts and other official documents online
- Send signed documents back to the right person via email

How Restaurants Are Using It
Restaurant managers are using Inkdit to save time and a headache or two. Have people send documents to the app, and then sign them and send them back. Or use it in reverse… send out documents you need signed like staff contracts, and keep tabs on which team members have applied their John Hancock's. So easy.

DOWNLOAD INKDIT HERE ❯

#9 Restaurateur

The App
Restaurateur is your go-to organizer if you're opening a new location.

What It Does
- Predict sales on potential properties
- Forecast profits and losses based on space, price, and your average sales
- Create and edit different profiles based on concepts or rental properties

How Restaurants Are Using It
Restaurant managers are using the Restaurateur app to estimate costs and risks for opening a new location. Use the calculations projected by the app to present a comprehensive business plan to banks and investors so you can open your doors sooner.

DOWNLOAD RESTAURATEUR HERE ❯

#10 Sirvo

The App
The Sirvo app is your answer to finding and keeping the best talent at your restaurant.

What It Does
- Search a library of people who are looking for restaurant jobs in your area
- Peruse as many resumes as you want
- Send and receive messages to and from candidates

How Restaurants Are Using It
Restaurant managers are using Sirvo to find talented, long-lasting help for their businesses. Find front-of-house and back-of-house staff with the only app dedicated to listing applicants specifically interested in restaurant positions in your area. It's a must-have for finding dependable staff quickly.

DOWNLOAD SIRVO HERE ❯

#11 Jolt

The App

Jolt is the number one app for managing and training your employees… new ones, old ones and everyone in between.

What It Does

- Create tasks for different members of your team
- Perform audits for each of your locations
- See and store manager reports

How Restaurants Are Using It

Restaurant managers are using Jolt to help with employee training, scheduling, attendance, reporting and reviews. It's an all-in-one solution to make sure every employee is taken care of in the same way… and that everyone is performing consistently according to your standards.

DOWNLOAD JOLT HERE ❯

#12 The Weather Channel

The App

The Weather Channel app is like its TV counterpart, except you can carry it around with you on your smart phone.

What It Does

- See hourly, daily and weekly forecasts
- Make decisions about scheduling and seating based on weather predictions
- Prepare better for events

How Restaurants Are Using It

Restaurants are using The Weather Channel app to make more informed, faster decisions about their staffing, food and events. You can take staff off the dinner shift if it's going to downpour tonight or add heaters to the deck if it's going to be cold for your event tomorrow. It's a simple app that makes a big difference.

DOWNLOAD THE WEATHER CHANNEL APP HERE ❯

6

APPS FOR PHENOMENAL CUSTOMER SERVICE

Your customers are the lifeblood of your restaurant, so offering them exceptional service and giving them an amazing experience is at the top of your to-do list. These apps are the best ones to help you do just that.

#1 Giftly

The App
Giftly is a free online gift card program to generate new customers and encourage existing ones to return.

What It Does
- Claim your listing on Giftly and update your information
- Get paid when someone buys from you
- Cash in gift cards when guests bring them to your business

How Restaurants Are Using It
Restaurants are using Giftly to run a hassle-free gift card program. The app handles everything for you, so you don't have to change your POS or accounting processes. It works in tandem with your current gift card program or can be a stand-alone solution. Giftly does all the work to drive more customers to your restaurant.

SIGN UP FOR GIFTLY HERE ❯

#2 Chewsy

The App
Chewsy is a free app that lets your customers rate their favorite dishes and spread the word about them to their friends.

What It Does
- Claim your listing and update your business information
- Add images and descriptions of your most popular dishes
- Post your menu to attract new customers

How Restaurants Are Using It
Restaurants are using Chewsy as a free advertising tool… after all, word-of-mouth is the most powerful form of marketing. Keep loyal customers who love your food coming back for more, and as they share their ratings with friends, attract new customers to your business. And more business = good.

DOWNLOAD CHEWSY HERE ➤

#3 Zomato

The App
Zomato is a free app people in your area use to decide if they want to come to your restaurant or not… if you're not listed, people won't find you.

What It Does
- Claim your listing and update your business information
- Add images and a restaurant description
- Address comments that people post… both negative and positive

How Restaurants Are Using It
Restaurants are using Zomato to attract new customers. Thousands of people access the app every day to find the place where they're going to eat their next meal. All you have to do to ensure they come to your restaurant is update your listing once… and you're done. Respond to customers who leave comments to leave a favorable impression of your business for future app users.

SIGN UP FOR ZOMATO HERE ❯

#4 Zagat

The App
Zagat is another restaurant review app that thousands of your potential customers visit every day.

What It Does
- Claim your listing and update your business information
- Add images and a restaurant description
- Get on a curated list of places to eat in your city

How Restaurants Are Using It
Restaurants are using Zagat to stay front-and-center with their existing and potential customers. By claiming your business on Zagat, you can control what people read about your restaurant… the more creative the descriptions, the more likely they'll choose to visit your restaurant over others.

SIGN UP FOR ZAGAT HERE ❯

#5 Yelp

The App

Yelp may be one of the most-hated apps by restaurants, but there's no doubt it can be used to your advantage to bring in the most new customers. We say give it a chance.

What It Does

- Claim your listing and update your business information
- Add images and a restaurant description
- Get training about how to respond to good and bad reviews

How Restaurants Are Using It

Restaurants are using Yelp to connect with customers and reviewers. It's the most popular app for consumers to locate their next dining experience, so it's imperative your business have a listing… and that you maintain it. The app has received a lot of flack from restaurant owners, but there are plenty more who are reaping the benefits of extra sales from it.

SIGN UP FOR YELP HERE ❯

#6 Chef's Feed

The App
Chef's Feed is a free app you can use to recommend the best food in your city… whether it's your own or a colleague's.

What It Does
- Post recommendations of your restaurant's dishes
- Save or share lists of favorite dishes, restaurants, chefs, stories or videos
- Get an overview of what food is trending at other restaurants in your city

How Restaurants Are Using It
Restaurant managers are using Chef's Feed to share their most beloved recipes and to add star status to their chefs. It's a more down-to-earth way for potential customers to connect with your restaurant… through your staff. Personal communication and recommendations like Chef's Feed help you provide exceptional customer service even before a guest walks through the door.

DOWNLOAD CHEF'S FEED HERE ❯

6

MUST-HAVE APPS FOR RECIPE PLANNING & ORGANIZATION

Your business depends on your menu, and your menu depends on keeping up with the latest trends and finding new twists on traditional dishes. These apps help you find and organize the best recipe ideas for your restaurant.

#1 Mixology

The App

Mixology is a free app that hosts a library of almost every drink mixture you can think of... mixed drinks, shots, punches, hot drinks and non-alcoholic versions. If you have a liquor license, you need this app.

What It Does

- Search 8,000 drink recipes and 1,000 ingredients
- Use customary U.S. measurements or the metric system
- Enter the liquor you have on hand and get recipes for those items

How Restaurants Are Using It

Restaurants are using Mixology to up the game at their bars. You get exact measurements for every drink, which lowers liquor costs due to over-serving. The app can also give you ideas for seasonal drinks to add to your menu. *Cheers to that!*

DOWNLOAD MIXOLOGY HERE ❯

#2 Epicurious

The App

Epicurious houses a huge database of recipes from other restaurants… as well as food publishers such as Gourmet, Bon Appetit and Random House.

What It Does

- Search over 3,000 recipes
- Browse new seasonal and holiday recipes every year
- Add your own recipes to attract visitors to your website and business

How Restaurants Are Using It

Restaurants are using Epicurious to stay on top of what's hot when it comes to their menus. You can see what other restaurants are doing with food, and what recipes are winning accolades from popular food publishers. Best part is, you can use try these recipes at your own restaurant and see what your guests think. *Fun.*

DOWNLOAD EPICURIOUS HERE ❯

#3 Big Oven

The App
Big Oven is a huge online repository of the best recipes for any kind of restaurant.

What It Does
- Search over 350,000 recipes
- Upload and create your own personal library of recipes
- Make your recipes public to attract visitors to your website and business

How Restaurants Are Using It
Restaurants are using Big Oven to get ideas for new menu items… with thousands of listings, there's no doubt you'll find the next big idea for your next special dish. If you make your own personal recipes public, you can also answer questions and respond to comments on them… which drives potential customers to try you out. So recipes meets marketing meets customer service.

DOWNLOAD BIG OVEN HERE ❯

#4 Kitchen Dial

The App

Kitchen Dial lets you quickly and accurately make conversions for liquids or food items. Pull it out, tap a few times and voila… you've got the correct conversion.

What It Does

- See conversion information for any measurement
- Convert measurements of liquids and food items
- Choose conversion information just by moving your smart phone

How Restaurants Are Using It

Restaurants are using Kitchen Dial to make the lives of their chefs, sous chefs, and anyone doing prep work infinitely easier. The measurement conversions the app performs are simple, sure… but it's done with a minimum amount of hassle on your part. And that's exactly what you need when you're rushing around a frantic kitchen.

DOWNLOAD KITCHEN DIAL HERE ❯

#5 Chef's Journal

The App
Chef's Journal is where you can find unique recipes from professional and amateur chefs to use in your own restaurant kitchen.

What It Does
- Search for and view recipes that include voice notes and pictures
- Get ideas for recipes from chefs, restaurants, and food & cooking publishers
- Integrate recipes or ideas from other websites into the app

How Restaurants Are Using It
Restaurants are using Chef's Journal not only to find new and interesting recipes to integrate into their own menus, but as a central location for storing their own unique recipes. Add voice notes about special ingredients or prep methods, so no matter who your chef is, your guests always get a consistent experience with your food.

DOWNLOAD CHEF'S JOURNAL HERE ❯

#6 Pinterest

The App

Pinterest is a free app that's a dream for restaurants... find all the recipes you could ask for and post pictures of your dishes for marketing. It's a double-whammy.

What It Does

- Use the search bar to look for specific types of recipes
- Get ideas for recipes from chefs, restaurants, and food & cooking publishers
- Promote your restaurant through images of dishes, staff, and your community

How Restaurants Are Using It

Restaurants are using Pinterest in two ways. First, as a recipe-discovery app to enliven their menus... pin (save) recipes to your boards (folders) for easy access later. Restaurant are also using the app to market their restaurants... thousands of people in your area are browsing the app every day. Make sure they find your restaurant.
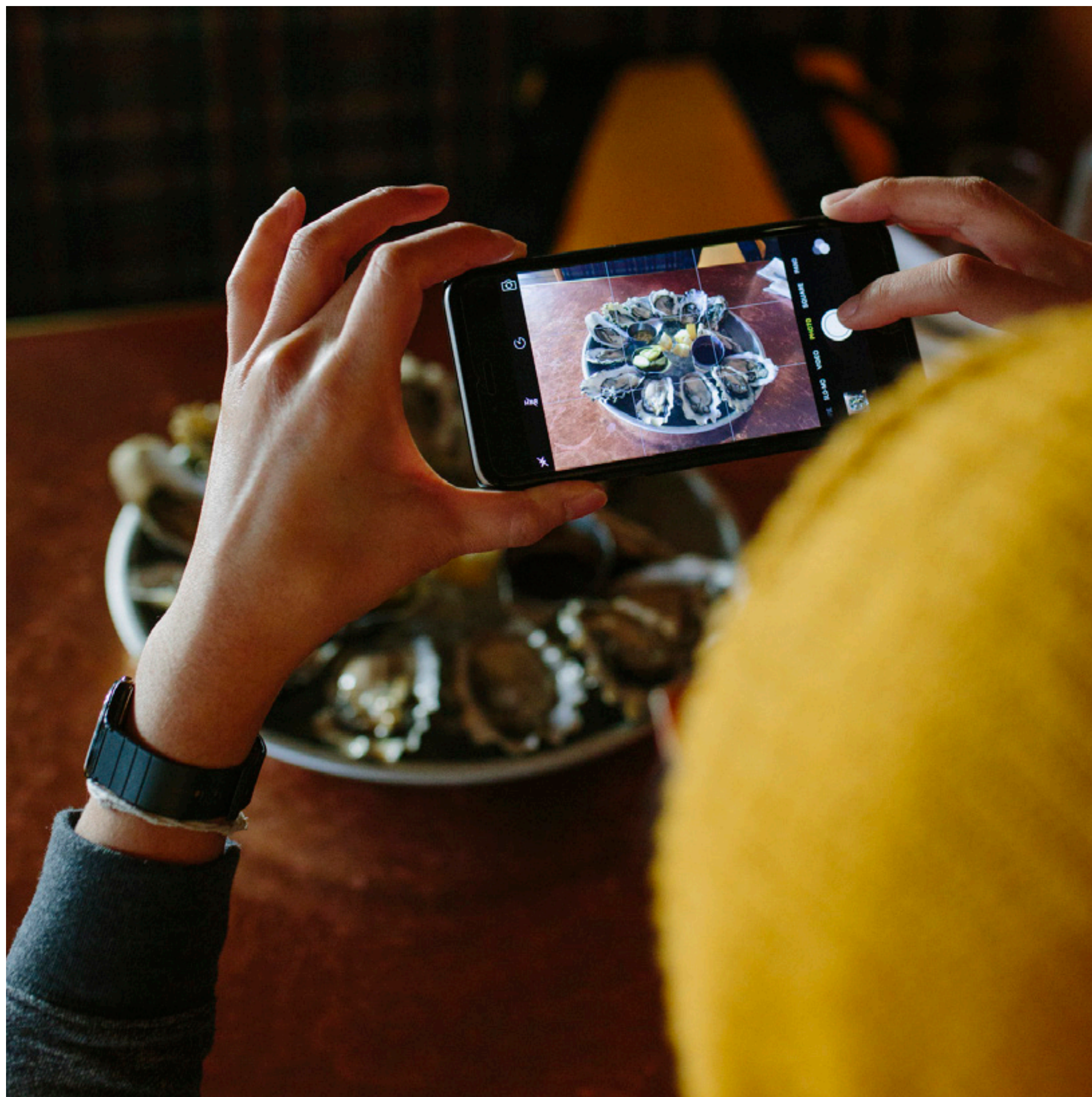
DOWNLOAD PINTEREST HERE ❯

9

APPS TO MAKE RESTAURANT MARKETING 10X EASIER

Marketing your restaurant well doesn't have to be a burden or cost a lot of money. With these apps, you can promote your business with the best of them... and not spend a penny.

#1 Instagram

The App
Instagram is the have-to-have free photo-sharing and social networking app.

What It Does
- Upload photographs and short videos of your restaurant
- Follow and like other restaurants' and guests' photos
- Use an array of filters to customize your pictures

How Restaurants Are Using It
Instagram is now one of the most effective social media channels for restaurants… it's a must-have app to download and use for your business. There are 500 million users, and most of them looking at gorgeous images of food… food that could be yours! Download the app, get snapping, and start seeing more followers and more guests come through your door.

DOWNLOAD INSTAGRAM HERE ❯

#2 Weebly

The App

Weebly gives you the ability to create a website and make changes right from your smart phone.

What It Does

- Create a stunning website for your restaurant
- Make changes to your website on the go
- Check your website activity from your phone

How Restaurants Are Using It

Restaurants are using Weebly to create beautiful, engaging websites online visitors can use to learn about who they are and what they serve. The app is easy to use to create your ideal website and it's easy to update, too. Have a change in the menu for tonight? Publish it quickly from the app… no mistakes, no stress.

DOWNLOAD WEEBLY HERE ❯

#3 SumoMe

The App
SumoMe is a free website tool that helps you grow your email list… it works with several website hosting services including Weebly, WordPress and SquareSpace.

What It Does
- Create popups for your website encouraging visitors to sign up for emails or offering them discounts for dining at your restaurant
- Choose from multiple already-created designs
- Apply rules to your popup so they don't annoy website visitors

How Restaurants Are Using It
Restaurants are using SumoMe to take advantage of one of the most effective marketing tools out there… email marketing. Gather email addresses from people as they visit your website and send them updates, special deals and event notifications. Or simply offer a discount for dining at your restaurant in the popup to drive traffic directly to your business.

DOWNLOAD SUMOME HERE ❯

#4 Typeform

The App
Typeform lets you easily build and add forms to your restaurant's website.

What It Does
- Create and add forms to any page of your website
- Feed the information you get from one question into the text of another question
- Receive emails every time someone fills out a form

How Restaurants Are Using It
Restaurants are using Typeform to easily add forms to their websites.... on their contact page, reservations page, location page and more. It's also easy to keep up with submissions, since you get notified immediately when someone fills out a form. The app is a simple and smart way to enhance the utility of your website.

SIGN UP FOR TYPEFORM HERE ❯

#5 # HootSuite

Game
Changer
App

The App

HootSuite is a free app you can use to post to all your restaurant's social media accounts at one time… and you're done.

What It Does

- Connect all your social media channels
- Use the calendar to automatically schedule posts to go out over several days
- Track how many people click, view, and comment on your social media posts

How Restaurants Are Using It

Restaurant managers are using HootSuite as a one-stop-shop to post all their social media updates. You can pre-schedule posts to go out so instead of spending hours every day posting, you can do it once a week. The app will also show you what posts are most popular and what followers are engaging with you the most.. so you can show them some TLC.

DOWNLOAD HOOTSUITE HERE ❯

#6 Google Analytics

The App

Google Analytics tells you exactly what people are doing on your website so you know what pages work and which ones need to be changed.

What It Does

- Look at your website visitors' behaviors like what cities they live in and interests they have
- Track how many visitors you get to your website every day, month and year to get a picture of how fast your business is growing
- See what pages visitors leave the fastest so you can improve the copy and images

How Restaurants Are Using It

Restaurant managers are using Google Analytics to track how well their website is doing drawing in visitors. The world is digital now, and a website is a must for every restaurant… but you can rise above the crowd with yours by making improvements based on what you learn from this tool. With free training, it's simple to set up and use.

SIGN UP FOR GOOGLE ANALYTICS HERE ❯

#7 Perch

The App
Perch gives you a sneak peek into what other restaurants are doing with their marketing so you can get ideas to improve yours.

What It Does
- Look at activity for any restaurant on Facebook, Twitter, Yelp, Instagram, FourSquare and hundreds of deal sites
- Follow businesses and see their social media updates on a separate feed
- Stay updated with events and promotions restaurants in your community are running to see if you can get in on the action

How Restaurants Are Using It
Restaurant managers are using Perch to stay on the cutting edge of what other restaurants are doing to market their businesses… copy the good and avoid the bad. Get ideas for your own social media posts and community events or jump on an opportunity to partner with another restaurant.

DOWNLOAD PERCH HERE ❯

#8 Facebook

The App
Facebook is a social media app you can use to engage with and educate customers, show off your goods, and show appreciation for your team.

What It Does
- Create and post to a dedicated page for your business
- Post photos of your dishes, team and restaurant
- Respond to comments on posts to interact with customers

How Restaurants Are Using It
Restaurants are using Facebook as one more avenue to draw attention to their unique concepts and dishes and to talk to their customers on a much more personal level. The hands-down best way to use Facebook is to run ads… for as little as $5 a day you can get your restaurant in front of people in your city and drive tons of traffic to your business.

DOWNLOAD FACEBOOK HERE ❯

#9 **Twitter**

The App

Twitter is a unique social media app where you can post updates, photos, videos and surveys for your restaurant… all in 140-character messages called tweets.

What It Does

- Post updates about your restaurant… think daily specials, promotions and new menu items
- Retweet (re-post) updates from your followers, other restaurants, customers and community businesses to grow your follower count
- Exchange tweets with other users to create conversations

How Restaurants Are Using It

Restaurant managers can use Twitter to bring attention to their restaurants. Use hashtags in posts for events and locations (#restaurantweek #nyc) so people who are searching for them see your restaurant. Since tweets filter through the Twitter newsfeed much more rapidly than other social media channels, you can post short-and-sweet messages more often.

DOWNLOAD TWITTER HERE ❯

7

APPS FOR NO-HASSLE STOCK PHOTOS, IMAGES AND DESIGN

Gone are the days when you had to hire a professional to take photos and do graphic design for your business. Now anyone with a smart phone can use these amazing apps to create stunning images to post online.

#1 WordSwag

Best Design App

The App

WordSwag lets you create beautiful images for your social media sites… right from your smart phone.

What It Does

- Search through hundreds of free images and backgrounds… or upload your own
- Choose from a library of font combinations to overlay on your image
- Arrange text and add filters

How Restaurants Are Using It

Restaurants are using WordSwag to up their game on social media, especially Instagram. In a few minutes, you can create a gorgeous image for your feed that will make your followers ooh and ahh. The step-by-step guide means anyone can use it to effortlessly to create eye-catching images in no time.

DOWNLOAD WORDSWAG HERE ❯

#2   **InkScape**

The App

InkScape is the perfect tool if you want a little more control and want to spend a little more time perfecting your restaurant images and graphics.

What It Does

- Create illustrations and logos
- Draw, shape, and add text to your images
- Want to use a color on your website in an image? Use the color picker tool to automatically select it.

How Restaurants Are Using It

Restaurants are using InkScape to create more advanced designs and graphics. Think images that will be around for a long time, like the backgrounds on your website and social media sites. This tool is perfect if you hire a freelance graphic designer or someone on your team has a little design experience… it has the same type of features as Photoshop but much simpler to use and free.

SIGN UP FOR INKSCAPE HERE ❯

#3 VSCO

The App
VSCO (Visual Supply COmpany) is a free app that makes your photos look like a professional photographer took them.

What It Does
- Shoot and upload photos
- Choose from a variety of filters to make your image look just right
- Export your final images to use online

How Restaurants Are Using It
Restaurants can use the VSCO app to make any photo stunning. The app walks you through advanced editing that gets rid of lighting imperfections, crops out objects that don't belong, and adds beautiful filters. With these kind of images, your posts on social media will garner more likes, comments and shares.

DOWNLOAD VSCO HERE ❯

#4 **PicMonkey**

The App
PicMonkey is a free online tool you can use to create fun, flattering graphics and photos to use for your restaurant promotions.

What It Does
- Upload pictures to crop, resize, and make color adjustments
- Access basic touch-up features and filters
- Use your favorite textures, frames and overlays to add a little something-something

How Restaurants Are Using It
Restaurants are using PicMonkey to edit photos and design graphics for use in marketing materials, event promotions, table toppers, menus and websites. The simple tools make the app easy to use, even for the least tech-savvy person… so no matter who's using it, you'll come out with a good-looking result.

DOWNLOAD PICMONKEY HERE ❯

#5 Pexels

The App
Pexels hosts an online library of thousands of free stock photos you can use in any of your restaurant marketing.

What It Does
- Search for themes, words or phrases to find the image you're looking for
- Browse new stock photos, popular searches and popular photos
- Use the simple download process to save images to your computer

How Restaurants Are Using It
Restaurant managers are using Pexels to find high-quality images to use in their marketing, on their website, and for promotional materials. All images are free to download and use, and because the library of photographs grows every day, you're always sure to find that perfect image.

SIGN UP FOR PEXELS HERE ❯

#6 Unsplash

Best Stock Photos

The App

Unsplash is a self-defined "free (do whatever you want with) high-resolution photos" website.

What It Does

- Search for themes, words or phrases to find the image you're looking for
- Browse featured, new or over 100 themed collections of photos
- Use the simple download process to save images to your computer

How Restaurants Are Using It

Restaurant managers are using Unsplash to find high-resolution, professional-looking photos to use in their marketing. These photos are completely free to download... use the search bar to find exactly what you're looking for or browse already created groups of pictures in the Collections section.

SIGN UP FOR UNSPLASH HERE ❯

#7 StockSnap.io

The App
StockSnap.io is another free service for finding stock images… you can never have enough free photos, right?

What It Does
- Search for themes, words or phrases to find the image you're looking for
- Browse featured, new or over 100 themed collections of photos
- Use the simple download process to save images to your computer

How Restaurants Are Using It
Restaurant managers are using StockSnap.io as another place to locate photos for their businesses. Different site, different photos… so it gives you a wider selection to choose from. You'll never have to worry about hiring a professional photographer or making time to take photos of your restaurant… this app has always got your back with beautiful images of food, dining out and restaurant staff.

SIGN UP FOR STOCKSNAP.IO HERE ❯

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