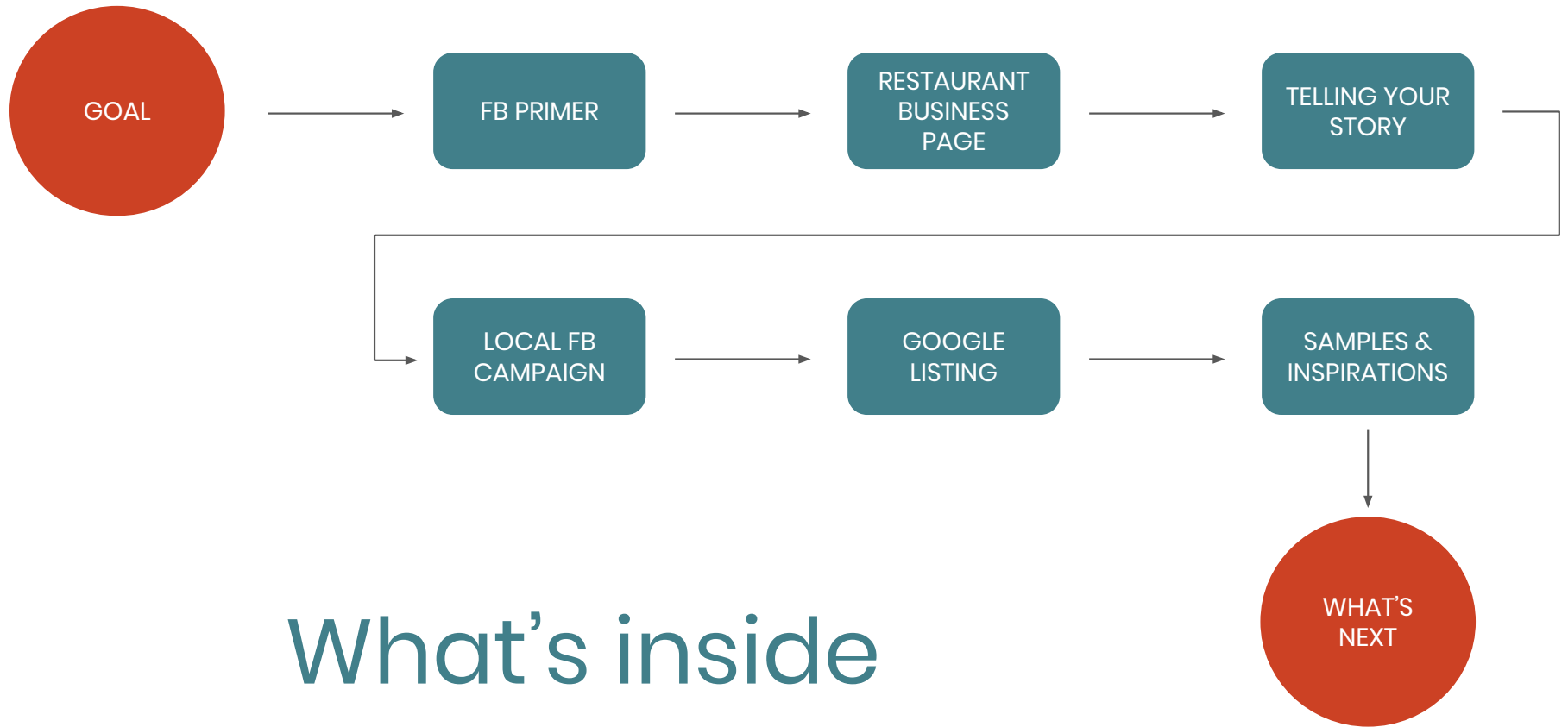

Who is it for

- Restaurant owners
- Restaurant managers
- Restaurant marketing person

What you will learn

You will understand the power of creating the story for your restaurant and basic techniques to spread the message around.



What's inside

FB Primer

- 2.32 Billion users
- 1.52 Daily active users
- Most active 25-34 years old
- 5 new profiles every second
- Average time per visit - 20 min
- 50% of users go to FB right after they wake up

FB Primer

- 88% of people trust what friends and even strangers say on Facebook about businesses
- 70% of purchases at local businesses can be traced back to social media