



Marketing That Works for Hospitality

Simple, practical marketing that helps bring more people through your door.

You do not need a huge budget or a full marketing plan to make an impact. The best hospitality marketing is often clear, local and consistent. This guide focuses on the things that really help cafés, pubs, restaurants and venues stand out in market towns, coastal places and city centres across Norfolk and Suffolk.

How customers choose where to go

Most customers make quick decisions. They look at your photos, check your reviews, see whether you feel active and welcoming, and decide if you are worth the trip. Whether someone is heading into Norwich, visiting Great Yarmouth, shopping in Bury St Edmunds or spending time in a smaller town centre, they want confidence that your venue is open, appealing and worth choosing.

Four things that drive footfall

1. Strong visuals

Fresh, bright photos of your food, drinks and space help people picture themselves visiting.

2. Positive reviews

Reviews build trust quickly. A steady flow of good feedback can make a real difference, especially in places where customers have lots of choice.

3. Being easy to find

If your details are wrong, your menu is missing or your opening times are unclear, customers may move on fast.

4. Regular reminders

Simple, regular updates keep your venue visible and give people a reason to visit now rather than someday.

Simple marketing that works

- Post photos of real dishes, real drinks and the real atmosphere of your venue.
- Share what is happening this week, such as offers, themed nights, live music or seasonal specials.
- Show the people behind the business so customers can see your personality.
- Link your content to local moments, from summer visitors on the coast to market days, festivals and town centre events.

Get more reviews

Reviews are one of the quickest ways to build trust.



- Ask happy customers while the experience is still fresh.
- Make it easy with a simple prompt, QR code or follow-up message.
- Reply to reviews so people can see you are active and engaged.
- Use positive reviews in your social posts to reinforce what people already love about your venue.

Improve your online presence

- Keep your opening hours accurate, especially around bank holidays, events and seasonal trading periods.
- Add strong photos to your Google listing so visitors can see what to expect before they arrive.
- Make menus, booking information and accessibility details easy to find.
- Check that your contact details are consistent across Google, Facebook, Instagram and your website.

Actions you can take this week

- Upload three new photos that show your venue at its best.
- Ask five customers for a review this week.
- Check your Google listing from a customer's point of view and fix anything unclear.
- Promote one reason to visit now, such as a special dish, event, sunny outdoor space or midweek offer.

Common mistakes to avoid

- Posting only when trade is quiet.
- Using dark, blurry or outdated photos.
- Ignoring reviews or customer questions.
- Making customers work too hard to find your menu, prices or opening times.

Take action

Start simple and keep going. Pick one or two actions from this guide and make them happen this week. Small, steady improvements can help hospitality businesses across Norfolk and Suffolk stand out, win repeat visits and build stronger local loyalty.