

Taste of Ethnic LA: How to market your community's assets?



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Taste of Ethnic LA:

How to market your community's assets?

Overview:

- Getting to know the neighborhood
- How People Find You
- Places of Interest & Demographics
- Obstacles or Opportunities
- Key Takeaways

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Getting to know the neighborhood:

- Ethnic communities can be intimidating for outsiders. Make neighborhoods accessible by showing them the first step.
- Coupons/Incentives (meet the person to explain the story)
- Each restaurant has a story
- Facebook & Social Media are useful to tell your story and make it less intimidating (imagery and talk about the ingredients)

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Getting to know the neighborhood:

- When you open an ethnic restaurant, your biggest critics are the people of your ethnicity
- Uniqueness is hard in opening a new business
- Creating events can offer your business the opportunity to stand out
- Reciprocity goes a long way

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How people find you:

The screenshot shows the Yelp Business Owners dashboard for 'Joe's Grill'. The top navigation bar includes 'My Businesses', 'Training & Support', and 'My Business Owner Profile | Change Password | Email Notifications'. The main content area displays a review from Pamela B. (Bar Fly Extraordinaire!) dated 11/08/2007. The review text is: 'I remember coming here with a group of friends. Since they don't take reservations, we didn't get seated right away. And standing next to the open kitchen areas, one of the chefs hands us a plate of knife ribs, on the house. Awesome! Towards the tail end of the night when our group was starting to wind down, what do the servers give us for the hell of it? Another plate of ribs, on the house. Awesome! I think this sets the new standard of excellent service at a fantastic restaurant. Y'all free racks of fork and knife ribs. Yes, it's a chain. But they do know how to mix their drinks alright, and any restaurant right on the SF bay gets extra points. Highly recommended.' Below the review is a 'Your Message:' section with a warning icon and a list of guidelines: 'Remember, this is a happy customer. Just keep your message simple and friendly. See example response >'. The guidelines include: 'Thank the customer for their business with a simple and friendly message.', 'Don't ask for any other favors.', 'Don't offer to send a gift. (These can be perceived as bribes).', and 'Don't comment on any minor complaint in the review.' At the bottom, there is a text input field for sending a message to the customer, with 'Cancel' and 'Send' buttons.

Send a Message to Your Customer

The screenshot shows the Yelp Business Owners dashboard for 'Joe's Grill'. The top navigation bar includes 'My Businesses', 'Business Owner's Guide', and 'Business Owner Account | Email Notifications | Change Password'. The main content area displays a review from Susan L. (Elite '09) dated 2/29/2009. The review text is: 'In my most recent visit, I had the Chinese duck, veggie stir-fry and squash dumplings. While it was delicious, for the price, I would stick with the egg bowl. The squash dumplings seemed like a choice with the meat - would have preferred just normal veggie dumplings. If you feel like spending with dessert, you MUST have the chocolate chip bread pudding. Be prepared to wait for it, though. It takes about 15 min or so to prepare. Well worth it if you are having a lazy lunch in the sun.' Below the review is a 'Your Public Comment:' section with a warning icon and a text box for posting a public comment. The text box contains a sample message: 'Our top-shelf margaritas currently start at \$12 and range up to \$25 with Don Julio Anejo. Thanks for the review, we hope to see you again soon.' At the bottom, there are 'Cancel' and 'Preview' buttons.

Review of Your Business

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How people find you:

The image shows a screenshot of a Yelp business page for "Ocean Bar" in San Francisco. Several callout boxes with orange borders and pointers highlight specific features of the page:

- Add Photos:** Points to the photo gallery in the top right corner.
- Announce Special Offers:** Points to the "Happy Hour Every Wednesday" announcement.
- Add Business Hours & Website:** Points to the "Hours" and "Website" information.
- Describe Your Business:** Points to the "About This Business" section, which includes "Specialties" and "History".
- Recommend Like-Minded Businesses:** Points to the "Ocean Bar also Recommends..." section at the bottom.

Business Details:

- Name:** Ocean Bar
- Rating:** 4.5 stars (178 reviews)
- Categories:** Bars
- Neighborhood:** SOMA
- Address:** 555 Main St. (between 3rd St. and Howard St.) San Francisco, CA 94107
- Phone:** (415) 123-5555
- Website:** www.oceanbar.com

Special Offer: Happy Hour Every Wednesday. Come experience our legendary happy hour that includes \$2 ... announced 2 days ago.

Hours: Mon-Thu 11:00 a.m.-6:00 p.m., Fri-Sun 11:00 a.m.-8:00 p.m.

Price: \$\$

Accepts Credit Cards: Yes

Wi-Fi: None

Reservations: Yes

Smoking: No

Parking: Street

Good for Groups: Yes

Good for Kids: No

Dress Code: Casual

About This Business: Ocean Bar is famous in San Francisco our tasty and creative specialty drinks including our mojitos that you can't get enough of. We also have a warm atmosphere and super friendly staff.

History: Founded in 1998. We were founded in 1998 and since then we have become the destination in SOMA for our amazing happy hours. Come in and try out our famous appetizers.

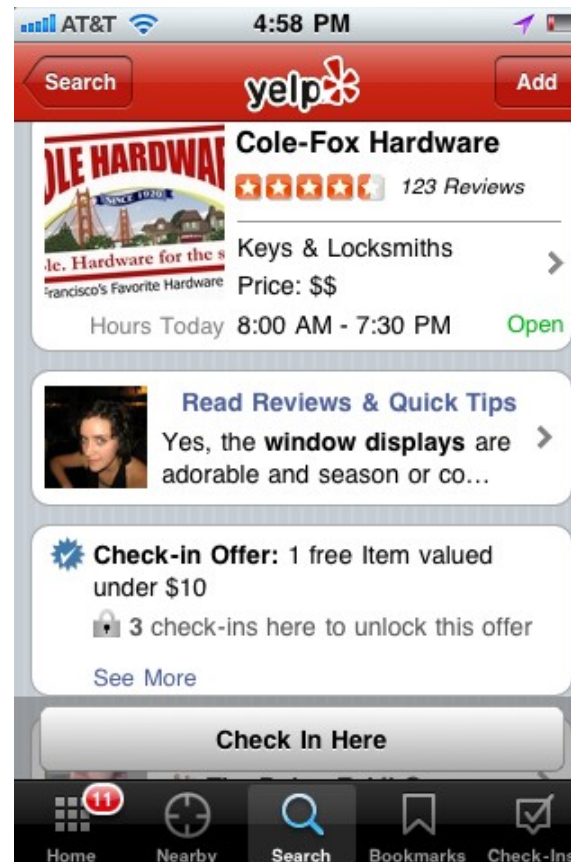
Meet the Manager: Jane S. "I'm originally from the North-West of the US but decided to move to SF after college. I love the Bay Area and am very proud to have opened a popular bar in the city."

Ocean Bar also Recommends...

- B Restaurant and Bar:** 123 Main St. San Francisco, CA. Category: Asian Fusion ... "B Restaurant is one of my favorite places in the city, the view from their patio is amazing and their burgers are to die for".
- The Blue Plate:** 123 Main St. San Francisco, CA. Category: Asian Fusion ... "Blue Plate is a great place to grab dinner. I love going there after a long day at work.", Jane D. (business owner)

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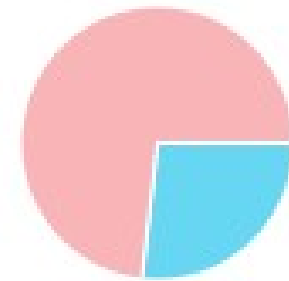
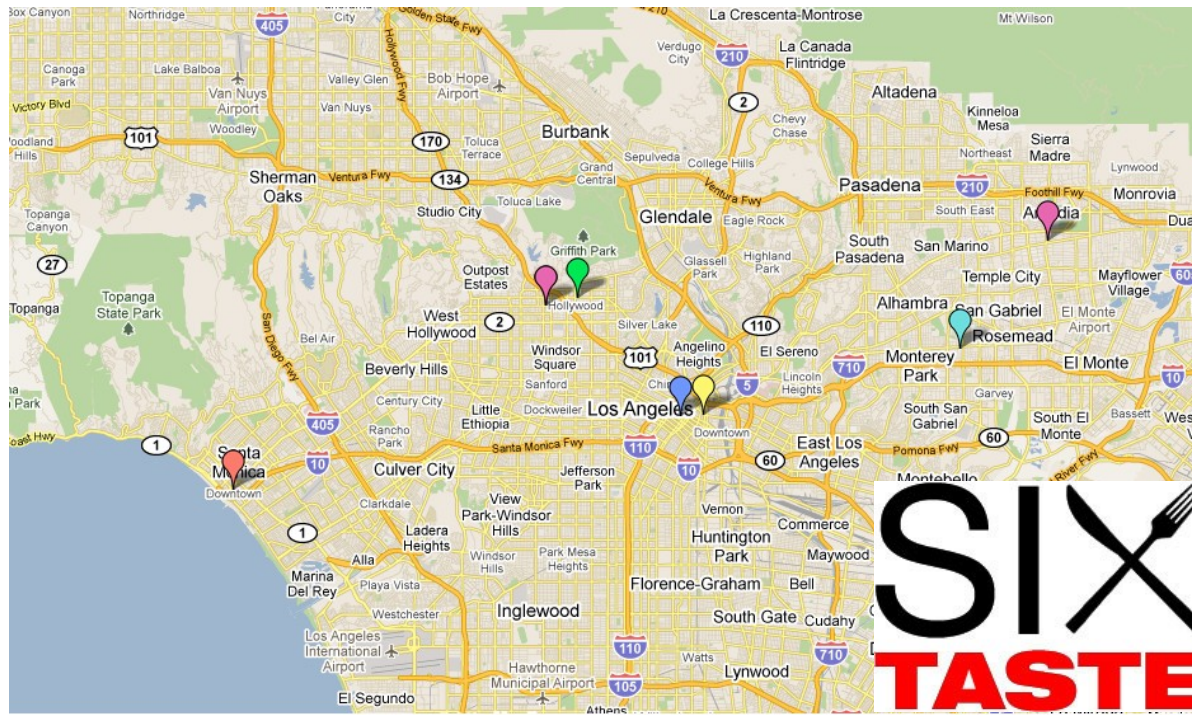
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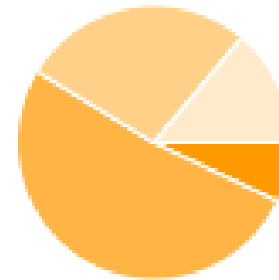


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Places of Interest & Demographics:



Male - 26%
Female - 73%



18-25 - 7%
26-35 - 51%
36-50 - 27%
50+ - 13%

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Places of Interest & Demographics:



SIX
TASTE

Thai Town



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Obstacles or Opportunities:

