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ADVERTISING IN RESTAURANT BUSINESS

Nowadays the market of restaurant services has entered a new stage of its own formation, when visiting restaurants has ceased to be something special and gradually turned into some kind of everyday life. Due to this, restaurant services promotion should change too.

At the beginning of the XXI century the world market of services acquires new features, the process of globalization of the world economy continues, the key prerequisite for successful business is the use of advertising. With the right organization, advertising is a highly effective means of business development, which contributes to the achievement of strategic and tactical goals. But the modern development of advertising involves the use of certain features that characterize the growing role of advertising in modern society. Such features include: globalization of the advertising and communication market, which includes the emergence of advertising networks based on the market, increasing the level of social responsibility, as well as the growing role of advertiser in developing regulation of the advertising business.

In recent years, advertising in Ukraine has taken an important place in the socio-economic life of the population. In connection with the need of society for advertising, the advertising market of Ukraine is developing, where new ideas, developments, strategies appear. The practice of using such a business tool in Ukraine is less than two decades old. However, despite the short period of time, the advertising market has been formed and functions effectively [1].

The world market of advertising services, like all other markets, has its own features and development trends [2]:

- 1) technological and technical complexity of advertising;
- 2) processes of concentration of advertising activity;
- 3) growing influence in the market of advertising services of advertisers.

Trends in the global advertising market have an impact on the development of the domestic advertising market. Considering the global advertising market in general, we can note the steady growth of the global advertising budget.

The main normative act regulating advertising activity in Ukraine is the Law of Ukraine of July 3, 1996 «On Advertising». Thus, according to Article 1 of the Law «On Advertising», advertising is special information about persons or products, which is distributed in any form and in any way for the purpose of direct or indirect profit [3]. Legal regulation of advertising is aimed at preventing and stopping unfair advertising, which can harm both property and non-property rights of citizens and legal entities, public interests.

A specific feature of the Ukrainian market of restaurant services is a different degree of culture of the population in relation to visiting a restaurant, but they all have one thing in common, and that is active using social networks. A modern person spends a lot of time browsing the Internet, and that is why advertising of an institution in social networks is becoming increasingly popular these days.

The main thing that is required to promote a cafe or restaurant is to attract customers and keep them. It is even more important to retain the client, than it is always expensive to attract new ones. Thus, the content published on your profile, first of all, should motivate you to make repeat purchases.

Another important point that needs to be discussed, Instagram - although it is a social network, is about life. Therefore, it is necessary to combine the Internet with reality, and subscribers understood that your Instagram is your reflection, and not beautiful pictures that are not supported by reality. [4]

SMM (Social Media Marketing) is a set of actions, the purpose of which is to attract attention to a brand or product through social networks. This method is the most popular and effective at the moment, since SMM does not require large financial investments, which is very important for small business entrepreneurs.

Instagram advertising is important for a restaurant of any level. For example, a cafeteria at a university, where students are doomed to go anyway due to lack of choice. However, for such a company, a group in social networks with active users will not be superfluous. After all, the formed loyal audience can react and respond to various activities, including for free [6]. Such subscribers at their level are ready to act as brand marketers– again, for free, or for a small fee. For example, drawing small presents for the number of shares. The attention of consumers can be bought with the help of advertising, but you cannot buy trust, you need to earn it [7].

At the moment, the social media audience is comparable to the TV audience, but more focused and responsive. The work of social media is that they cover the target group of users through direct and covert interaction. At the same time, activity in social networks will allow you to reach your target audience as accurately and cheaply as possible. Also you can choose it very accurately, indicating gender, age, place of residence, hobby and numerous potential customer's filters in the settings. Work with bloggers is no less important than maintaining pages on social networks. Organizing events specifically for bloggers is a good strategy for generating positive reviews about a place or fighting negative reviews. At such events, a restaurant can feed bloggers for free, talk about food and cuisine, and ask them to leave honest reviews in return.

Thus, we can highlight the most successful recommendations for the promotion of the restaurant.

1. Publication of posts with a description of the restaurant, its menu, interior. Thus, they are more likely to choose this particular restaurant than another, about which nothing is known.

2. Holding a competition with a prize – a free dessert of your choice. Formulation – «Mark us in your history and get a free dessert of your choice» 3. Creation of a group photo-decoration. Photo decoration is very important for a restaurant, as consumers pay a lot of attention to the atmosphere of the restaurant.

3. You must use the services of a professional photographer. Take photos of the facade, interior of the restaurant, products. Put all this material on your page.

Expected results: Expansion of the customer audience and retention of regular ones; Interest of the audience in the activities of the institution; Increased profits.[8] Each event is important and decisive for the development of the enterprise by means of SMM.

Thus, advertising is constantly gaining momentum in its growth. Its development has specific features in each country, which depend on many factors. Of course, the domestic advertising business is not perfect, it has its drawbacks, but at the same time its advantages, which advertising agencies can use for their own purposes and to reach the world level of advertising. Social media promotion can be of great benefit to a restaurant, but with proper implementation and management of processes.

Don't underestimate the power of Instagram. By creating beautiful, stylish content with catchy texts, paying attention to the harmony of the profile and delighting subscribers with the aesthetics of frames and dishes, you are guaranteed to reach a new level by converting likes into real profit.

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WHY IS AUTHENTICITY SO IMPORTANT TO RESTAURANTS?

It is well documented that authenticity is becoming increasingly important for consumers. Authenticity has furthermore shown to be of particular importance to millennial consumers, the world's «most powerful consumers». As Stoute puts it: «Millennials, raised on hip-hop as a fact of life, believe fundamentally in the power of authenticity». Some suggest that the millennial generation's desire for authenticity is the main engine behind the desire for authenticity among consumers in general. Whatever the cause, this desire for authenticity is also strongly affecting the restaurant industry as well as other food related industries.

What defines a restaurant concept is never just one element such as location, design, menu, service or price point, but a combination. The key is in how all the constituent parts complement and play off each other. When it comes to restaurant design trends, we must concede that they are extremely difficult to actually predict. We can, however, look back on where we have come from and project into the future. We can also experiment with ideas that we believe in, and want to see come to fruition. It may not be a revolution, but an evolution, and it helps set a restaurant apart from others. We have seen a dearth of reclaimed furniture and décor in restaurants over the past decade or so, and perhaps this speaks to aspects of sustainability. More importantly, I believe it reflects our desire to find comfort and a sense of history. This, of course, is not