

If you own a restaurant, you know your lifeblood is in the words and statements your clientele says to their friends and family. Most of this you will never know, but there is a place to find out what some people are saying publicly about your establishment. I'm talking about a web site called [yelp](#) . If you don't know about it, you should take the time to find out.

Your digital marketing strategy must include monitoring what people are saying about you to others. Not only that, you simply must have your best customers, your raving fans, help you out in this area. Take the time to visit the yelp web site and poke around in there. Is your restaurant listed? Have you been reviewed? Is the review favorable? You just cannot afford to be ignorant about these types of digital feedback sites. Remember as more and more people begin to rely on their smart phones for help, directions and advice, restaurants are on the cutting edge of businesses most affected by these changes. Take the time to make sure that you are on the leading edge of this huge technological and cultural shift in consumer habits. Then ask your best clients and your friends for help in giving you positive reviews on Yelp.

At [Clinard Insurance Group, in Winston Salem, NC](#) , we specialize in helping dining establishments all across North Carolina and South Carolina with their restaurant insurance policies. But we don't stop there, we want our clients to be successful businesses. For that reason, we have developed our [business partners page](#) to help generate inbound traffic to our customers' businesses. If we can help you with your [restaurant insurance](#) , or if you would like to know how [we can help drive more customers to your restaurant](#), please call us, toll free, at 877-687-7557 or visit us on the web at [www.TheRestaurantInsuranceStore.com](#)

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