



MomentFeed Index:
Restaurant Instagram Report
Q2 2013

Overview

Instagram has quickly become one of the most popular social tools for consumers. With 130 million monthly active users taking 45 million photos per day as of August 2013, the “fast, beautiful and fun way to share your life with friends through a series of pictures” has created a way for anyone to create visual content about their experiences and share their moments.

For brands, Instagram represents a new marketing channel in a number of ways. In addition to taking photos themselves, brands can leverage content created by customers and fans by, for example, sharing customer photos across other channels such as Facebook to reach additional fans. The comment feature also enables direct communication with customers.

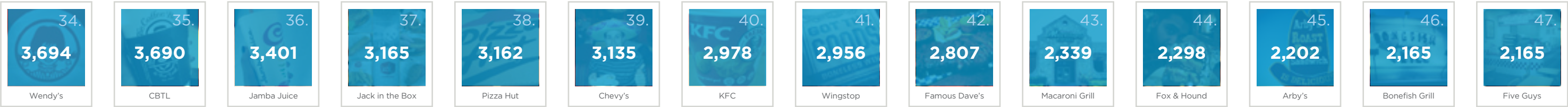
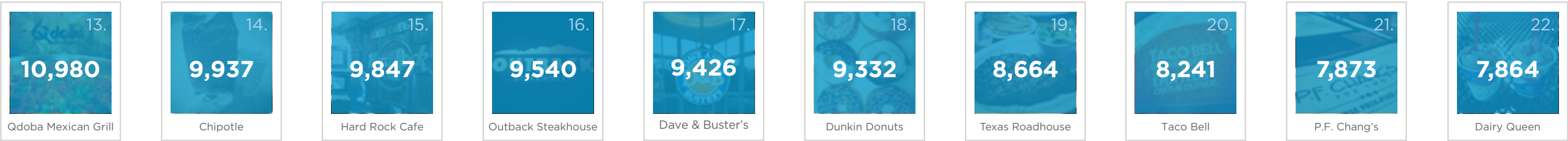
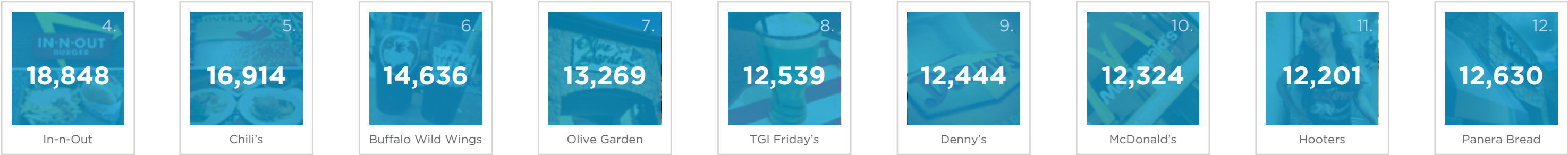
For restaurant brands specifically, the visual storytelling that Instagram enables represents a tremendous opportunity in 2013 and beyond as customers capture their experiences in real time and share them with the world through the Instagram app. Several restaurants are off to a great start, and this report takes a closer look at these brands.

Based on data captured by the MomentFeed marketing platform for 65 top restaurant brands, the report breaks down Instagram performance in terms of total number of photos, average number of photos per location, and photos as a percentage of check-ins. The report only counts Instagram photos that have been explicitly place-tagged to a restaurant’s location between April 1 and June 30, 2012.



Total Number of Instagram Photos

The total number of Instagram photos taken across locations for each restaurant brand provides an overview of how attractive consumers find these brands and their experiences with the brands for photo taking. These totals include place-tagged photos (photos tagged to a specific location of each brand).



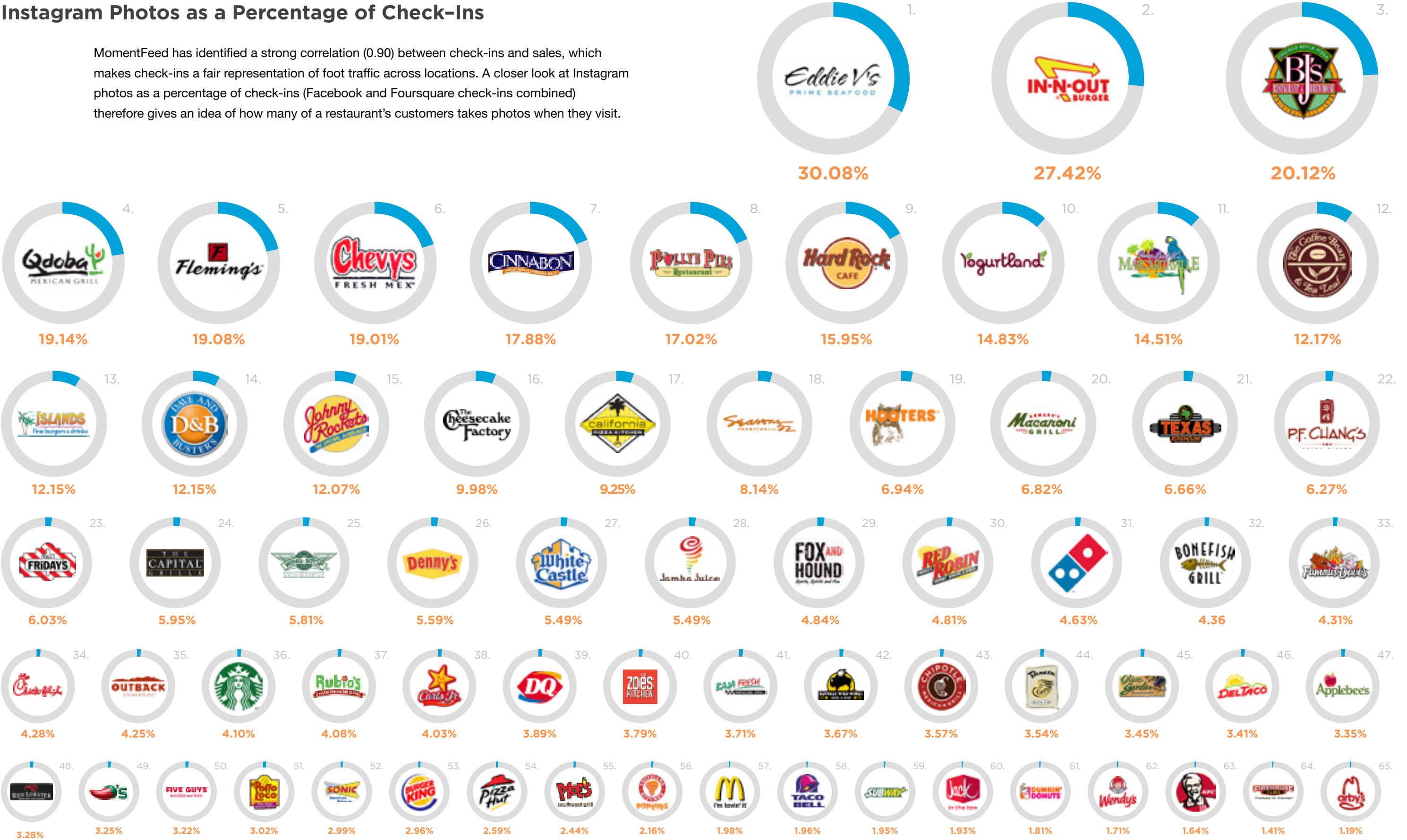
Average Number of Instagram Photos Per Location

Given the significant difference in number of locations among the restaurant brands – some with less than a hundred and others with thousands of locations – averaging the total number of Instagram photos across each brand’s locations allows for a more direct comparison between the restaurants.



Instagram Photos as a Percentage of Check-Ins

MomentFeed has identified a strong correlation (0.90) between check-ins and sales, which makes check-ins a fair representation of foot traffic across locations. A closer look at Instagram photos as a percentage of check-ins (Facebook and Foursquare check-ins combined) therefore gives an idea of how many of a restaurant's customers takes photos when they visit.



The Winners

With different winners in each category, no clear overall winner was crowned, but the category winners all saw impressive engagement levels.

Not surprisingly, Starbucks won in terms of total photos with 109,054 place-tagged Instagram photos across all U.S. locations, up from 107,454 the previous quarter. However, The Coffee Bean & Tea Leaf is still seeing twice as many photos per location and three times the amount of photos as a percentage of check-ins.



New entrant Margaritaville crushed the competition in terms of average number of photos per location. Comparing to previously unpublished data from Q1, they went from 144.82 photos per location on average to 249.73 in Q2. Hard Rock Café was second this past quarter with 182.36 photos per location on average.



Eddie V's was the first restaurant this year to see place-tagged Instagram photos represent 30 percent of the combined Facebook and Foursquare check-in total this quarter, up from 24.25 percent in the previous quarter. In-N-Out went from 26.52 percent to 27.42 percent, but could not keep the top spot from Q1 and came in second in Q2.



How to Maximize the Instagram Opportunity

Customers Sharing Their Photos

Having customers take Instagram photos at restaurants (or at any other brick-and-mortar brand's locations) is valuable for more than one reason. First, these photos are typically shared with all the customer's friends, often across multiple channels like Facebook and Twitter in addition to Instagram itself, which can create a significant number of impressions.

Brands Sharing Customer Photos

The other part of the value is unlocked when brands take actions on these photos. Recognizing that Instagram photos from customers can be highly compelling for others to see as well, brands can share these photos to the rest of their fans across other channels like their local Facebook pages. That way they are sharing authentic, locally relevant content on which they can generate additional earned media when other fans like and share that content.

Brands Connecting Directly with Customers

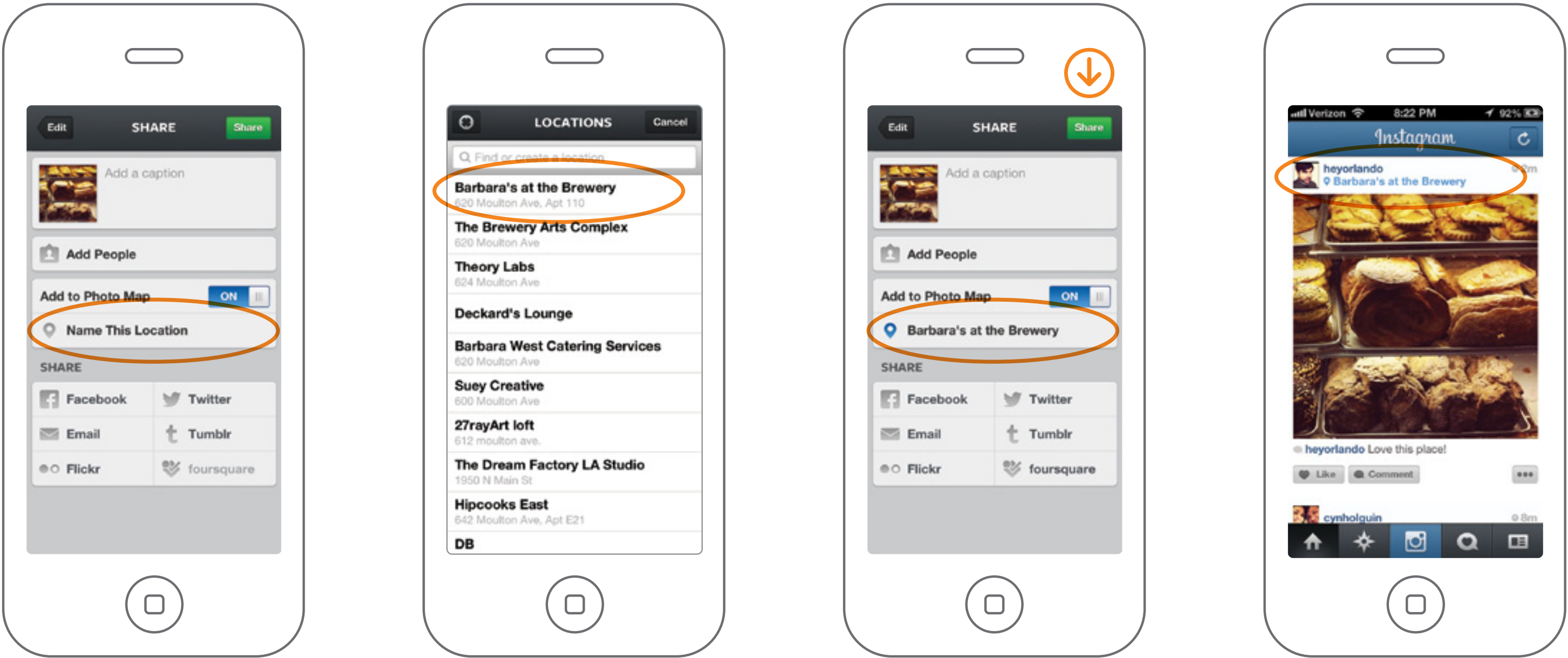
An Instagram photo tagged to a restaurant's location also creates a starting point for the brand to connect directly with a customer. So in addition to sharing a great photo on Facebook, the brand can also thank the customer for the photo by commenting on it, which customers find highly rewarding.

Encouraging and Incentivizing Engagement

By engaging with customers and the content they create via Instagram, brands are providing positive reinforcement and can create a virtuous cycle of customer-generated content and engagement. Beyond that, brands can incentivize photo-taking by running Instagram contests or other promotions to reward customers for taking the overall best photos, specific photos, or frequent photos.

How Instagram Place-Tagging Works

Tagging a photo to a location via Instagram is a simple action for customers using the app. It happens in the step before the photo is shared. Here's how it works:



About MomentFeed

MomentFeed is a marketing platform that empowers global brands to meet their customers in key moments – when consumers can be most influenced. Delivering authentic, locally relevant messages in these moments maximizes impact. The explosion of social media and mobile has made this both possible and necessary. For this purpose, MomentFeed provides an integrated solution to manage Facebook, Foursquare, Google, Instagram, and Twitter at the local level, on a global scale.

Contact

For more information, visit: www.momentfeed.com.

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For details on how to have your brand included in future reports at no cost, please contact:

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