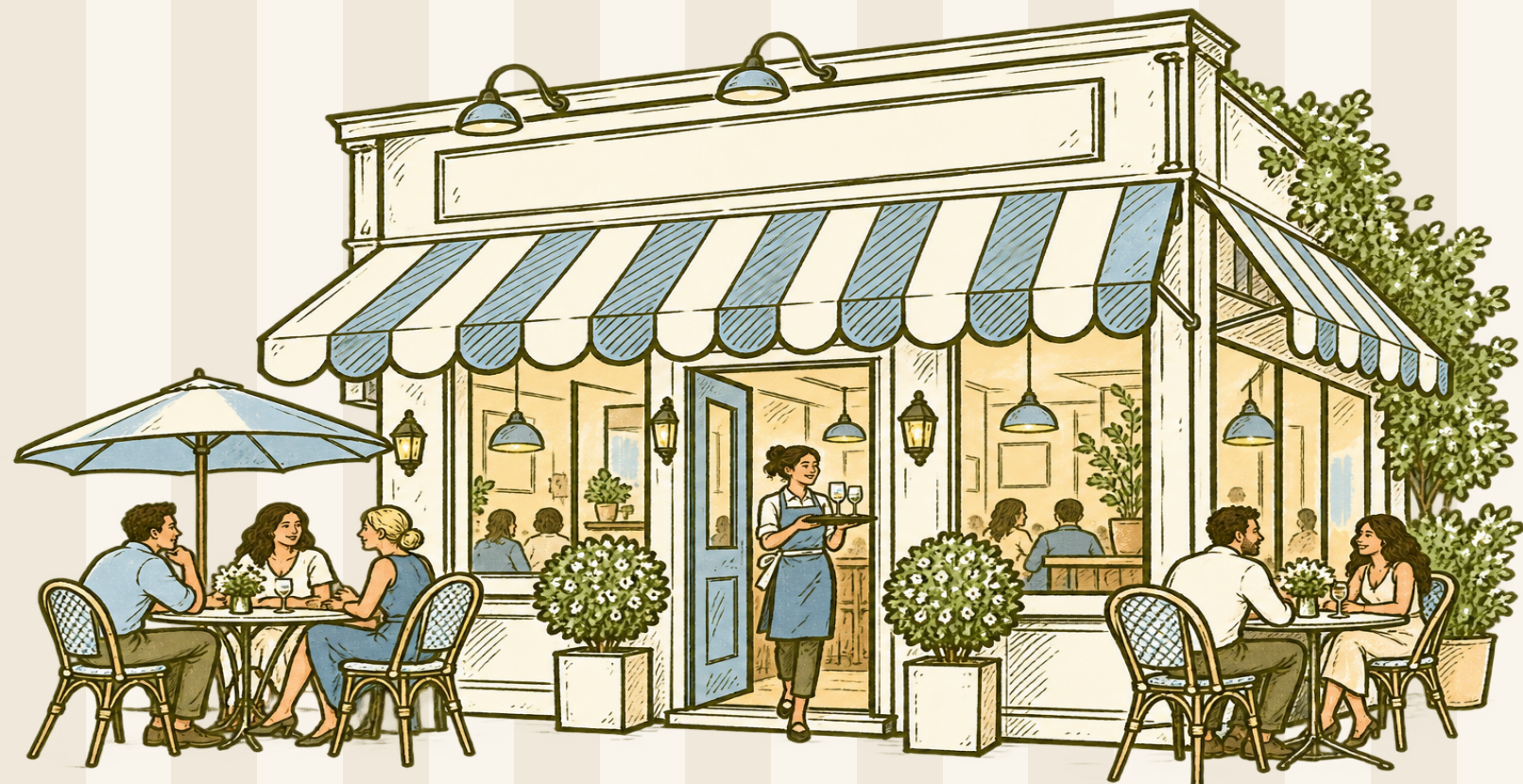




THE RESTAURANT GROWTH REPORT

Social Media and Restaurant Growth

Research and practical ideas
for independent restaurants



The revenue case for social media

Deloitte's 2025 research connects social strategy with revenue results reported for 2024.

RESTAURANT BRANDS / 2024

9.9%

Average B2C revenue increase restaurants attributed to their social media strategies in 2024.

14.1%

SOCIAL-FIRST / ALL INDUSTRIES

Average revenue increase reported by social-first brands across industries.

Broader benchmark; not restaurants alone.

[11] Deloitte Digital | Published Sep 11, 2025; reported revenue outcomes for 2024.

[12] Deloitte Digital | 390 U.S. B2C leaders across industries; Apr 1–11, 2025 fieldwork.

SURVEY CONTEXT

Self-reported outcomes from large U.S. B2C companies: 500+ employees and \$500M+ annual revenue. These reported averages provide context, rather than a forecast for an independent restaurant.

Restaurant discovery starts online

Before a guest walks through your door, they may already have seen your food, checked your social accounts, and opened your menu.

94%

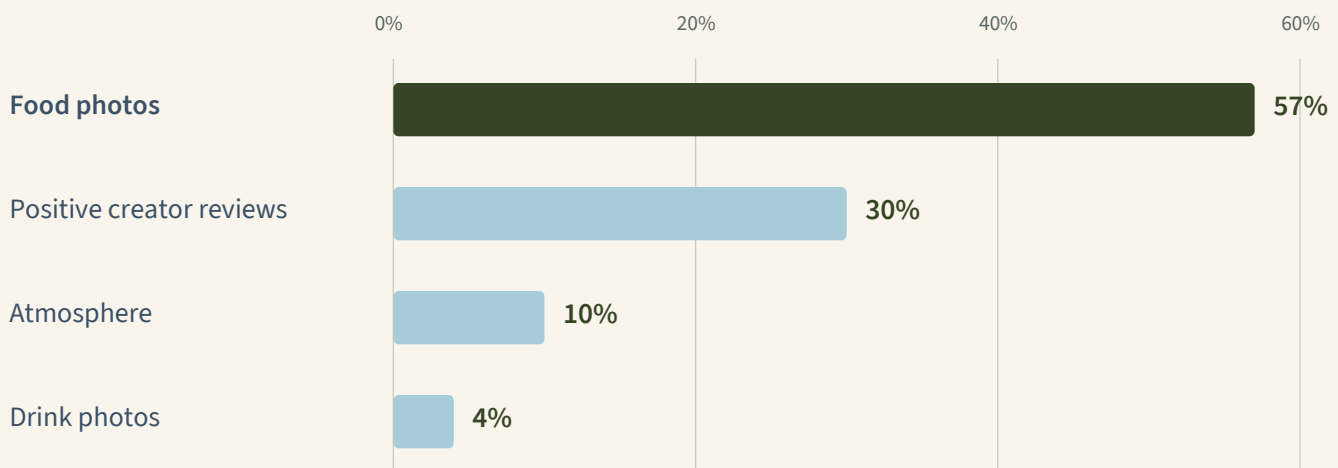
of diners surveyed use online resources to find new restaurants.

69%

of Gen Z diners in the same survey rely on social media for discovery.

[1] [SevenRooms](#) | 1,000 U.S. consumers; Dec 2024 to Jan 2025 fieldwork

What influences a restaurant visit



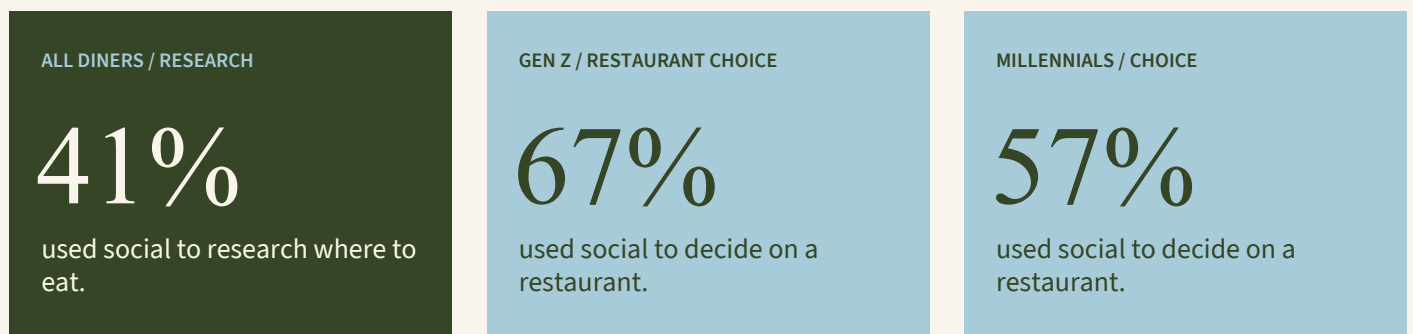
[2] [Toast](#) | 850 U.S. weekly social-media users; 2024. Figures rounded.

42%

of Toast's weekly social-media users preferred social platforms over search engines for discovering restaurants.

What shapes a restaurant choice

Social media enters the decision in several ways, and its influence varies with the guest and the occasion.

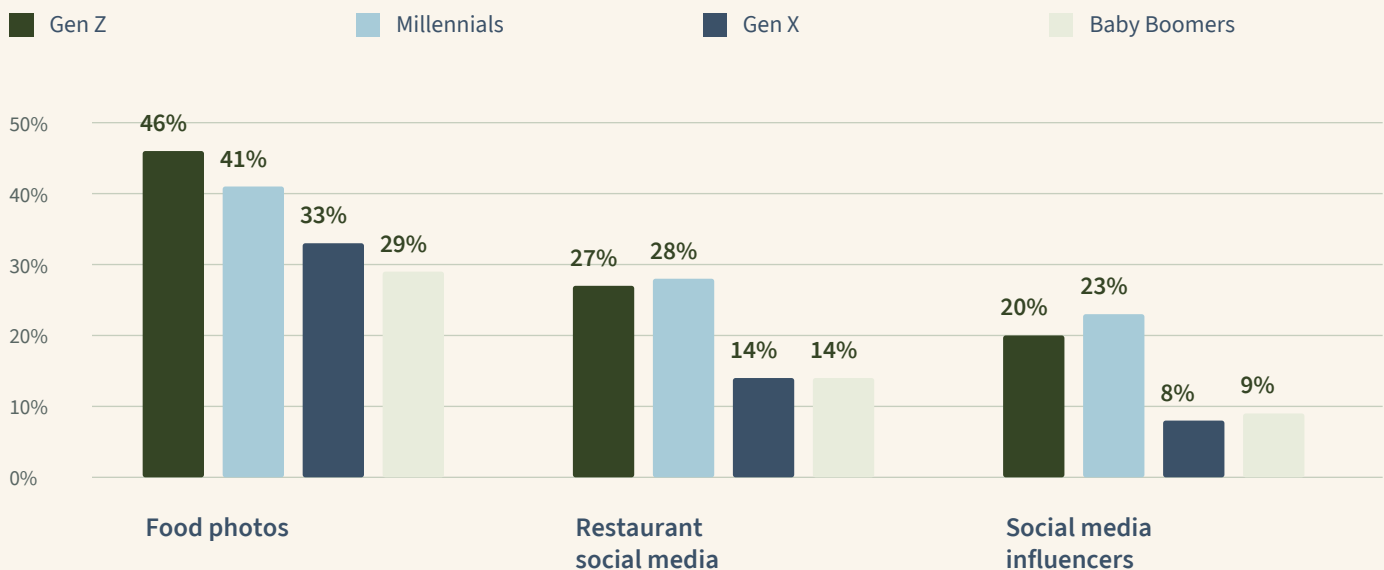


[10] TouchBistro + Harris Poll | 1,500 U.S. diners; Oct 15–25, 2024. Published highlights, p. 37.

TouchBistro publishes these two generation highlights; equivalent restaurant-choice figures for Gen X, Boomers and the Silent Generation are not reported.

Choosing a new restaurant for delivery

Social proof considered, by generation



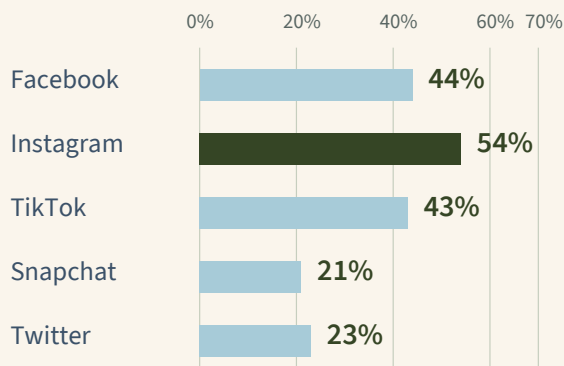
[3] DoorDash | Page 6; delivery-choice question. 1,504 U.S. respondents overall.

Where each generation finds restaurants

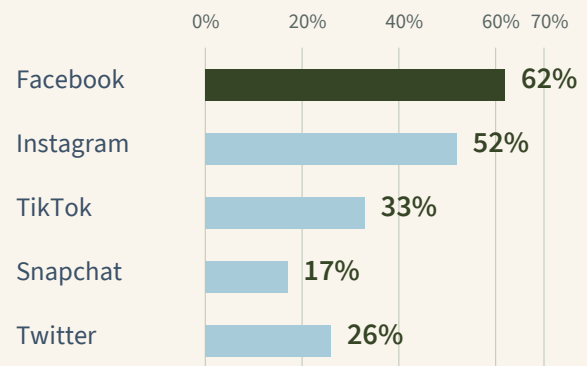
The social platforms diners use to discover new restaurants.

SOCIAL PLATFORMS USED FOR RESTAURANT DISCOVERY

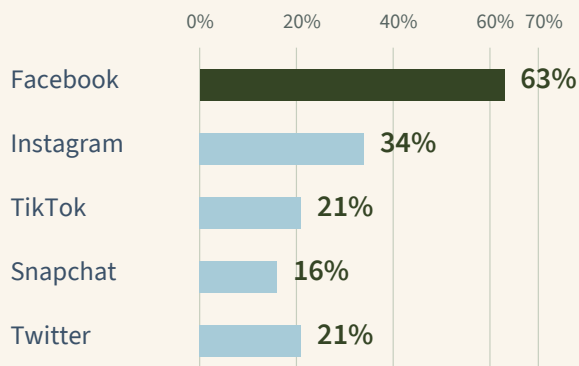
Gen Z



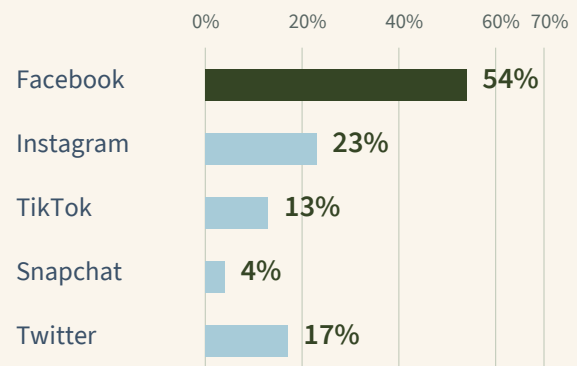
Millennials



Gen X



Baby Boomers



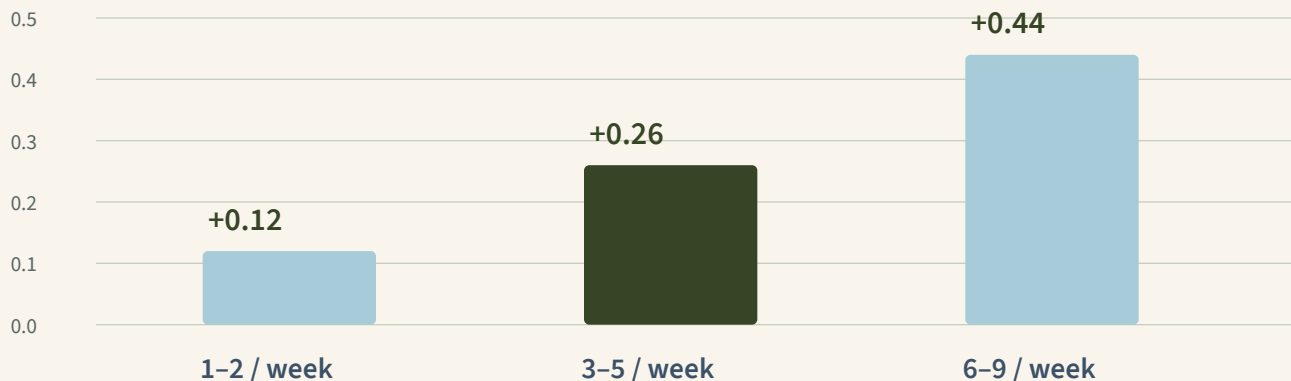
[13] BentoBox + Morning Consult | 2,200 U.S. diners; September 2022 survey.

Give your content a rhythm

A useful plan balances regular publishing with food, people, and moments worth sharing.

Additional weekly follower-growth rate

Percentage points vs a week with no feed posts



[4] Buffer | Cross-industry Instagram analysis; association, not restaurant sales.

One shoot.
A week of stories.

Start with 3 to 5 feed posts a week.



AN EXAMPLE WEEK

MONDAY

Show the signature

A close-up of the dish guests come back for.

WEDNESDAY

Meet the people

A quick prep clip or a hello from the team.

FRIDAY

Invite them in

A special, a new dish, or a weekend booking reminder.

[5] Toast: 65% used a restaurant website's available reservation option. U.S. survey, 2024.

What owners reported

These independent examples are historical, owner-reported outcomes, not SV Marketing client results. The reporting does not isolate the effect of social media.

~30%

higher overall sales
when posting

SAN FRANCISCO, CA

Abu Salim Middle Eastern Grill

Co-owner Salim Nasser shared close-up TikToks of hummus and other dishes. He estimated roughly 30% higher overall sales when posting, and triple the sales of the featured item.

Owner estimate reported in 2021; no fixed measurement window was given.

[\[6\] Eater San Francisco](#)

40%

sales increase
reported

CALIFORNIA AND NEVADA

Court Cafe and Bleu Kitchen

Chef Calvin Johnson built a creator presence with restaurant videos and recipe content. Eater's 2024 coverage connected that work with a reported 40% sales increase.

Reported outcome; the article did not specify a comparison period.

[\[7\] Eater Los Angeles](#)

Sales
spikes

in weeks with more
videos

PORTLAND, OR

Berlu Bakery

Owner Vince Nguyen recorded videos in batches and shared them on TikTok and Instagram Reels. He said sales rose in weeks when he posted more videos.

Owner observation reported in 2022; no numerical uplift was provided.

[\[8\] Eater Portland](#)

A story guests can pass along

Creators and customers can introduce the food to people who have never visited.

41%

sales increase at the
Bell location

BELL, CA

Cuernavaca's Grill

The family restaurant worked with Latina Foodie LA on videos about its food and people. Co-owner Nayomie Mendoza reported a 41% sales increase at Bell and about 200 guests at a Valentine's event.

Owner-reported in 2024; the link to the videos was described as possible.

[\[7\] Eater Los Angeles](#)

~20%

more business
reported in 2022

NEW YORK, NY

Kam Hing Bakery

Customers shared TikToks of the bakery's sponge cakes even though it had no TikTok account. Owner Liz Yee reported about 20% more business in 2022 than in earlier years and a younger audience.

Owner estimate; pandemic recovery also overlapped with the increase.

[\[9\] Eater New York](#)

01 DISCOVER



02 EXPLORE



03 VISIT

Pick a business goal, then track reservations, orders, menu clicks, and inquiries. Compare similar periods, note other promotions, and ask new guests how they found you.

Sources and context

Different studies ask different questions. Read each number within its own population and time period. Owner stories are reported outcomes, not audited SV Marketing client results.

- | | |
|---|---|
| <p>01 SevenRooms
<u>2025 U.S. Restaurant Trends</u></p> <p>1,000 U.S. consumers; fieldwork December 2024 to January 2025.</p> | <p>08 Eater Portland
<u>Portland restaurants on TikTok</u></p> <p>August 11, 2022. Berlu Bakery owner interview.</p> |
| <p>02 Toast
<u>How Are Diners Using Social Media</u></p> <p>November 2024; 850 U.S. respondents who use social media at least weekly.</p> | <p>09 Eater New York
<u>NYC restaurants and TikTok</u></p> <p>May 31, 2022. Kam Hing Bakery owner interview.</p> |
| <p>03 DoorDash
<u>2025 Delivery Trends report</u></p> <p>Page 6; 1,504 U.S. respondents; February 25 to March 3, 2025. Delivery-choice factors.</p> | <p>10 TouchBistro + Harris Poll
<u>2025 U.S. Diner Trends report</u></p> <p>Pages 37 and 55; 1,500 U.S. diners; fieldwork October 15–25, 2024.</p> |
| <p>04 Buffer
<u>Instagram posting frequency</u></p> <p>Published August 2025; current title says 2026. Cross-industry analysis of over 2 million posts.</p> | <p>11 Deloitte Digital
<u>Social strategy and restaurants</u></p> <p>September 11, 2025; revenue outcomes for 2024. Corporate survey fielded April 1–11, 2025.</p> |
| <p>05 Toast
<u>Restaurant reservation research</u></p> <p>Article dated July 2026; 850 U.S. adults surveyed March 14, 2024.</p> | <p>12 Deloitte Digital
<u>State of Social methodology</u></p> <p>390 U.S. B2C leaders across industries; companies with 500+ staff and \$500M+ annual revenue.</p> |
| <p>06 Eater San Francisco
<u>TikTok and Bay Area restaurants</u></p> <p>Taylor Brandon; November 23, 2021. Abu Salim owner interview.</p> | <p>13 BentoBox + Morning Consult
<u>Diner Journey Report</u></p> <p>Published May 17, 2023; 2,200 qualified U.S. diners; September 2022 fieldwork. All five reported platforms.</p> |
| <p>07 Eater Los Angeles
<u>LA restaurant creators and marketers</u></p> <p>October 23, 2024. Court Cafe, Bleu Kitchen, and Cuernavaca's Grill.</p> | |

Sources reviewed October 19, 2026. Publication and fieldwork dates are distinct. Generic illustrations do not depict the named businesses.

Let more people discover your restaurant

Your food, your people, and your space give you a story to tell. We help you share it with a presence that feels like your business.

Planning and writing

A content plan shaped around your restaurant and the guests you want to reach.

Visuals and posting

A consistent look and publishing rhythm for the channels you use.

A clear website

An easy place for guests to find the menu, your location, and what to do next.

Start a conversation

svmarketingco.com/contact

