

Chapel Hill Restaurant Group Retains Jennings for Social Media Marketing



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Author: Dan Dunlop / **Jennings**

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Chapel Hill, NC, June 17, 2009 – The Chapel Hill Restaurant Group, owner of five Triangle (NC) area restaurants, has retained Jennings, the Chapel Hill-based [marketing firm](#), to develop and execute a [social media marketing](#) plan on its behalf. The purpose of the program will be to engage loyal patrons of the Group’s restaurants via social media outlets, making it easier for customers to keep up-to-date on weekly specials, new menu offerings, special events, and community activities of the restaurants.

As a growing number of Americans use social media and online reviews to help them determine where to dine, using these platforms to communicate with loyal and potential customers is quickly becoming a trend within the industry. Social media sites such as Twitter, Facebook and YouTube are rapidly replacing conventional media as vehicles for marketing, promotions, buzz generation, overall branding, providing added value to guests and monitoring the restaurant’s reputation online.

Jennings currently maintains social media programs for several of its clients including the Chapel Hill Orange County Visitors Bureau. These programs are strategically driven and fully integrated with the client’s overall [marketing communications](#) plan.

About Chapel Hill Restaurant Group

Chapel Hill Restaurant Group’s award winning restaurants include 411 West Italian Cafe, Spanky’s, 518 West Italian Café, Squid’s and Mez. It is dedicated to providing a quality dining experience for everyone who

walks through its doors, and promises to provide quick friendly service, the freshest locally grown ingredients whenever possible, and a good value to every customer. Recently, Chapel Hill Restaurant Group was named the first Certified Green Plus Business by the Institute for Sustainable Development. In 2007, it was name Sustainable Business of the Year by the Foundation for a Sustainable Community. Previously, Chapel Hill Restaurant Group was named the 2006 Large Business of the Year by the Chapel Hill/Carrboro Chamber of Commerce. For more information about Chapel Hill Restaurant Group or any of its restaurants, go to www.ChapelHillRestaurantGroup.com.

Contact Details:

Dan Dunlop, President
Jennings
104-A North Elliott Road
Chapel Hill, NC 27514
Phone: 919-929-0225
Fax: 919-968-8278
email: ddunlop@jenningsco.com