



**AVERO BUZZ**

# **AVERO BUZZ QUICK START GUIDE**

**GET CONTROL OVER MANAGING YOUR SOCIAL MEDIA AND MARKETING**



# QUICK START GUIDE: GET STARTED CHECKLIST

## WELCOME TO AVERO BUZZ!

We've created this checklist to help you get up and running and get the most value out of the product. Just follow the steps below to get a head start at managing your social media and marketing.

### STEP 1: CONNECT YOUR SOCIAL MEDIA ACCOUNTS

- Facebook
- Twitter
- Instagram
- TripAdvisor
- Instagram Location
- Foursquare

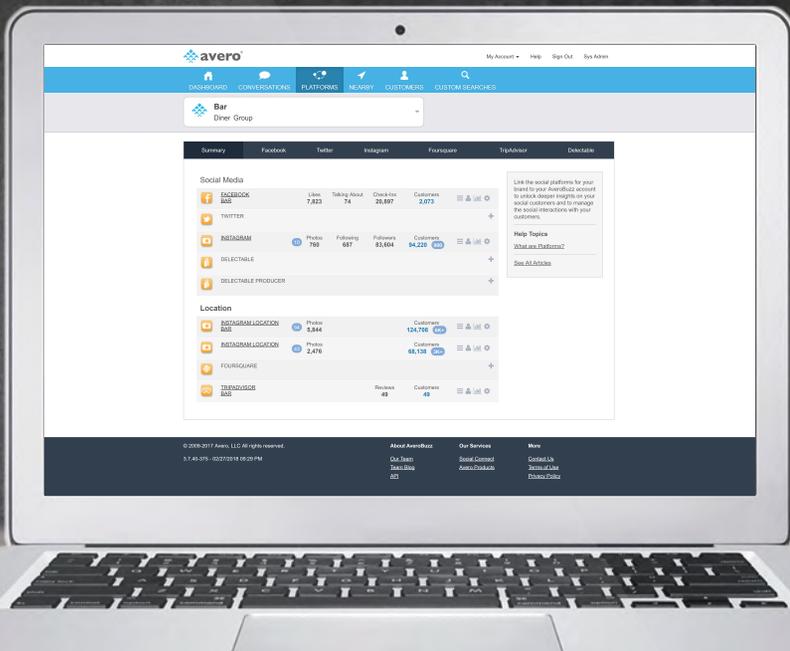
### STEP 2: SET UP YOUR CUSTOM SEARCHES

- Refine your business search
- Set up competitive intelligence
- Find customers with customer scouting

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For questions or issues during the setup process, please reach out to [support@averoinc.com](mailto:support@averoinc.com) or (888) 770-0426 between 9 – 6PM Central time.

# STEP 1: CONNECT YOUR SOCIAL MEDIA ACCOUNTS



## LET'S GET STARTED!

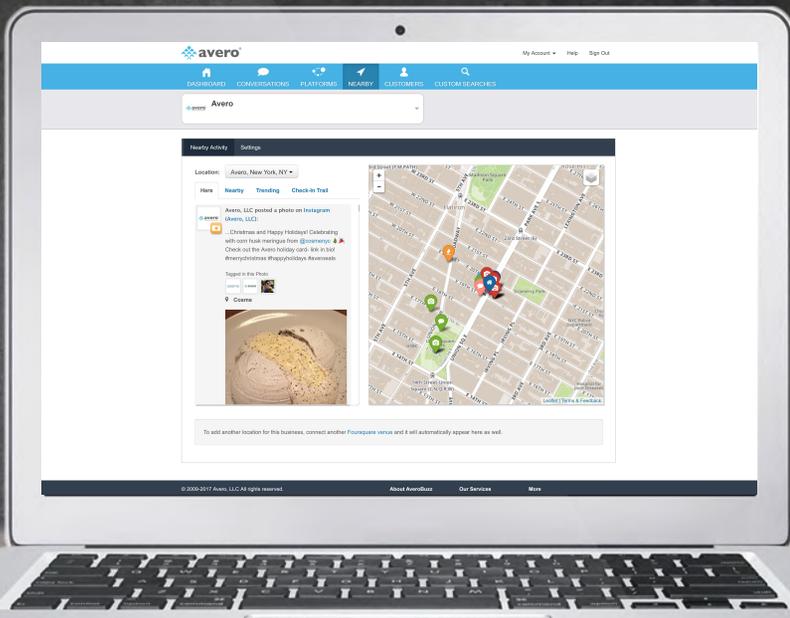
If you're reading this guide, you're ready to start managing your social media and brand marketing more effectively than ever. So, let's begin by connecting your business's social media accounts to make sure you never miss a conversation and engage all your customers across platforms. Before you get started, make sure you have the login credentials for all your accounts.

## GET CONNECTED

Setting up your platforms is quick and easy. You must connect your accounts before you can start managing your social media with Avero to make sure you're capturing every conversation @you.

1. Select the PLATFORMS tab
2. Connect Facebook
  - a. Select "+" next to Facebook, then select Connect Facebook and Confirm
  - b. Follow all the prompts and accept ALL authorization requests then select the Facebook Page you would like to connect. To complete the authorization, you must be an Admin of your business's Facebook Page
3. Connect Twitter
  - a. Select "+" next to Twitter, then select Connect Twitter and Confirm
  - b. Manage multiple Twitter accounts? Make sure you're logged into the one you wish to connect before trying to connect or log in when prompted
  - c. Select Authorize App to enable to connection to Avero
4. Connect Instagram
  - a. Select "+" next to Instagram, then select Connect Instagram and Confirm
  - b. If you manage multiple Instagram accounts, make sure you are logged into the one you wish to connect before you attempt to connect or log in when prompted

# STEP 1: CONNECT YOUR SOCIAL MEDIA ACCOUNTS



## LET'S SET UP YOUR OTHER LOCATION-BASED PLATFORMS

Now, you need to connect your social media platforms that are connected directly to your physical location. These steps will ensure that you're capturing every conversation with you. Remember, you can only connect one location per business.

1. Connect TripAdvisor
  - a. Click the + icon next to TripAdvisor
  - b. Enter your business's name and address exactly as it appears on your TripAdvisor Listing and select Save TripAdvisor settings
2. Instagram Location
  - a. You must have already authorized your Facebook account in order to connect Instagram Location
  - b. Select the + icon next to Instagram Location and under Connected Location(s) select Connect Location next to your business
3. Foursquare
  - a. Select the + icon next to Foursquare and then select Connect Foursquare and Confirm
  - b. Make sure you are logged in to the correct Foursquare account before attempting to connect, and that you already claimed your Foursquare location or log in when prompted
  - c. Select the location you wish to connect

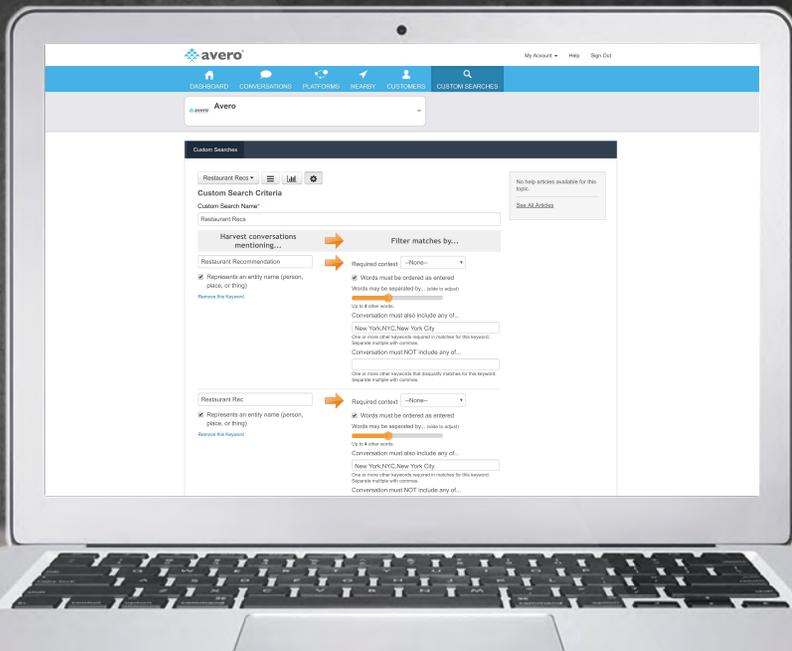
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# STEP 2: SET UP YOUR CUSTOM SEARCHES

## LET'S GET YOUR CUSTOM SEARCHES SET UP

Now that you have set up your social media accounts, you've already ensured to capture all the conversations @you and with you, but you still need to make sure you capture conversation about you. So, let's continue with the next step to make sure you never miss a conversation.

1. Select the CUSTOM SEARCHES tab
2. Select the settings wheel next to your business search
3. Under Harvest conversations mentioning... include your business name exactly as it is
  - a. If your business has a very ambiguous name, select a required context and adjust the slider to your desired level of specificity for that context. For a more ambiguous name, slide to the right to ensure higher context. If it's not that ambiguous, slide to the left to only include some context.
  - b. If your custom search is still pulling too many mentions that aren't about your business, add words such as the area you're located in, cuisine type, etc to "conversation must also include any of..."
  - c. If there is any other business, product or thing with the same name, make sure to include that in "conversation must NOT include any of..."
4. You can also add other keywords under "Harvest conversations mentioning..." such as common misspellings of your business, your chef's name, or any other words that are relevant for you to find conversations about by selecting Add Another Keyword
5. Remember, you will receive a daily email with your top 3 business name mentions based on how you set up your settings here



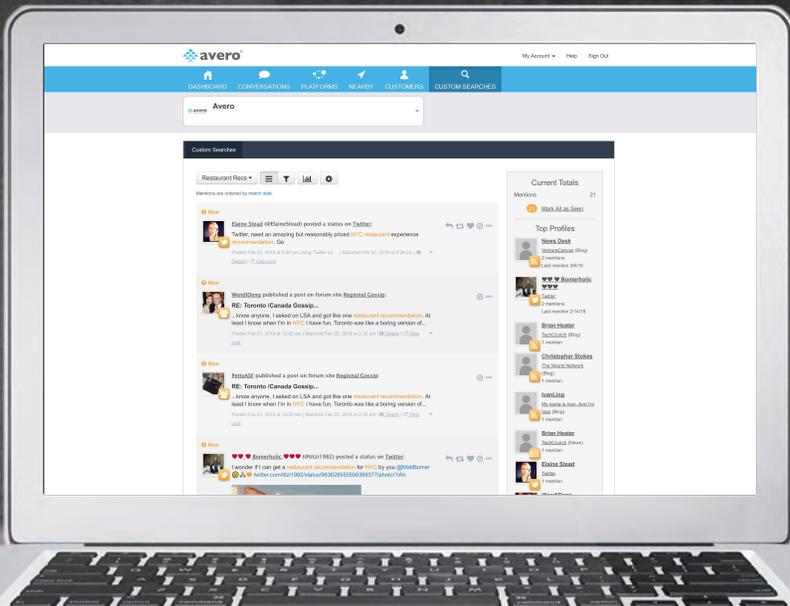
# STEP 2: SET UP YOUR CUSTOM SEARCHES

## LET'S SET UP THE REST OF YOUR CUSTOM SEARCHES

You can also use the custom search feature to look for mentions beyond just your restaurant name that may benefit your marketing efforts. We recommend using one for competitive intelligence:

1. Set up your Competitive Intelligence Search
  - a. Select the “+” next to Custom Search
  - b. Name the Custom Search “Competitive Intelligence”
  - c. Enter your competitors’ names as different keywords under “Harvest conversations mentioning...,” and make sure to apply the same filters described while setting up your custom search for ambiguous names
  - d. Track any new openings in your local area by putting in a keyword for your cuisine type and location, for example “sushi Chicago,” and then move the toggle for “words may be separated by...” to the right to allow the words to be separated

Note - In “conversation must also include any of...,” include words such as “new,” “opening,” “outpost,” “restaurant,” etc.
- e. Regularly revisit this custom search to see what your competition is up to

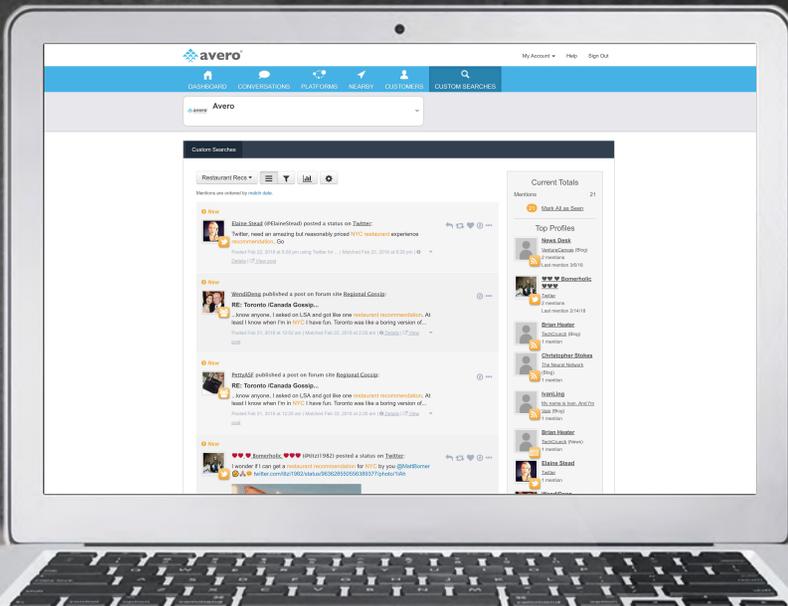


# STEP 2: SET UP YOUR CUSTOM SEARCHES

## LET'S SET UP THE REST OF YOUR CUSTOM SEARCHES

Another great use for custom searches is to scout for new customers and drive traffic to your restaurant. Use your third custom search to find people looking for recommendations in your local area:

2. Set up your Customer Scouting Search
  - a. Select “+” next to Custom Search
  - b. Name the Custom Search “Customer Scouting”
  - c. Under “Harvest conversations mentioning...,” include “restaurant Recommendation” and add a keyword for “Restaurant Rec”
  - d. For both keywords, move the toggle for “words may be separated by” to the right (we recommend 6 other words)
  - e. Under “conversation must also include any of...,” put in your location or cuisine type, for example “New York, NYC, New York City, Sushi, Japanese”
  - f. Regularly check back to this custom search to find potential customers looking for recommendations and seamlessly join those conversation to invite them to your business



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## ABOUT AVERO

Created by restaurant operators for restaurant operators, Avero is the trusted technology partner for the hospitality industry. We empower 40,000 restaurant professionals with the answers they need to transform their businesses and their lives, getting them out of the back office and in the kitchen with their staff, on the floor with their guests, and home with their families. Learn more at [www.averoinc.com](http://www.averoinc.com).

