



**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 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).

