

Say WOW Marketing helps Montclair NJ Restaurant Tap into the Power of Social Media to Share Its Traditional Food and Culture

Internet marketing consultant and social media strategist Vickie Smith-Siculiano of Say WOW Marketing successfully integrates social media and restaurant marketing for Mesob Ethiopian Restaurant of Montclair, NJ to bridge two diverse cultures and fill the house.

Wayne, NJ (PRWEB) August 23, 2010

Using her social media and Internet marketing expertise, Vickie Smith-Siculiano of Say WOW Marketing is coaching owners and staff of Mesob Ethiopian Restaurant of Montclair NJ on how to use social media to more openly communicate with and listen to their customers. Smith- Siculiano has helped Mesob develop loyal customer relationships to increase its customer base ten-fold over the past six months.

Smith-Siculiano also redesigned the [Mesob Ethiopian Restaurant of Montclair, NJ](#) website to include the social media elements vital to their marketing efforts. With this foundation in place, Say WOW Marketing then partnered with Groupon on behalf of Mesob and produced a successful viral campaign that still continues to pack the house.

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Vickie Smith-Siculiano and Berekti Mengistu, co-owner of Mesob Ethiopian Restaurant, taking a high-tech Ethiopian coffee break

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“A restaurant is no longer just a place to go for a meal. Restaurants have the opportunity to turn a meal into an experience by connecting with their customers on a deeper level through social media. Each Mesob customer can become a loyal ambassador. Customers speak and Mesob listens and responds – whether it be additions to the menu, special events, promotions or conversations about Ethiopian culture and traditions.” Smith-Siculiano says.

Berekti Mengistu, one of the two Ethiopian sisters who own Mesob, is thrilled with the results of Smith-Siculiano’s work. “Many people have a misconception of Ethiopia. Say WOW Marketing has shown us how to share the positive parts of our culture – our traditions, our foods, and our music. We have made so many new friends who not only keep coming back, but bring their friends and families with them!”

As an Internet marketing consultant and social media strategist, Smith-Siculiano helps small businesses use the tools available online to help build their brands, particularly in the food and beverage industry. She uses social media such as Facebook, Twitter, YouTube, Flickr and blogs, optimizes websites and email campaigns to create a network of touchpoints. She is passionate about creating engaging multimedia content, and successfully manages multiple Facebook fan pages and client campaigns. Smith-Siculiano’s social media expertise led to her recent participation in a panel discussion at Columbia University’s Transforming Media Professions event.

For more information about Vickie Smith-Siculiano or her professional services in Internet marketing and social media strategies, visit <http://www.SayWOWMarketing.com>.

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