

How Surprising Dining Works

Mark's List is a powerful network of Internet brands that includes Surprising Dining. Surprising Dining operates under the Mark's List umbrella and is comprised of a website with a unique URL (<http://SurprisingDining.com>) and several social media accounts tailored to specific types of potential restaurant clients. Restaurant reviews found on the Surprising Dining site are also featured in our weekly print publications, Mark and the Florida Agenda.

Why Surprising Dining Works

Today's consumer needs to be reached multiple times using multiple methods of communication before they are likely to remember a brand or product... or a restaurant. The general rule of thumb in advertising is that a person needs to be exposed to your message three times before it will make a lasting impression.

While old media companies use a one size fits all approach to promoting your business, Mark's List has developed a network of FourSquare, Twitter and Facebook accounts along with the Surprising Dining site and an email subscriber list. This online and smart phone enabled network specifically targets travelers and local Florida restaurant diners. **Altogether our online and Social Media network reaches over 40,000 people a day.** On weekends when our print publications are distributed our network reaches an audience of over 55,000 people each day. Combining this targeted online media with Mark Magazine and the Florida Agenda insures that your potential audience is reminded several times a week about your business.

Having the Mark's List network behind your business allows you to touch your potential clients several times a week, engaging the three impressions faster and more reliably than using any single untargeted media alone.

Surprising Dining

In the past year over 400,000 pages of restaurant reviews and information have been viewed in the [Mark's List](#), [Surprising Dining](#) feature area.

