

STANDOUT STORE

Bear Silber's path into the restaurant world is hardly typical. The 27-year-old's work history includes stints as a carpenter and a P.E. coach. Also atypical is Silber's approach to promoting his Santa Clara, California, Pizza Party brand.

How do you market Pizza Party?

I update our Facebook and Twitter pages daily, often with special offers. The ROI is tremendous with social media: The more time I put into it, the more business I see from it.

I also invited about 50 people from Yelp.com to come in for a free personal pizza in return for honest feedback on the site and my surveys.

How do you deal with input from customers?

I have my cell phone number and e-mail address on the Web site. It's direct, and this way I'm in control and I know what's going on.

How else are you using new technology?

I've just added a PizzaCam to our Web site so people can now watch the store live online. I've also added an iPhone app to do the same. We have three cameras, the DoughCam, KitchenCam, and OvenCam; I thought it would be a fun thing for customers to watch us make their deliveries.

