YOUR

2022

Restaurant

INTERNET MARKETING PLAN

this year take your restaurant to the next level

COLORADO RESTAURANT ASSOCIATION

Messenger Marketing Expert

Parker Area Chamber of Commerce

Clutch

THE DIGITAL DOMINANCE METHOD FOR YOUR RESTAURANT

Drive **Customers in & *Keep Them Coming Back* by Dominating Your Online Marketing**

*Your potential customers look online for the best restaurant to try – **We Make You Visible to These Customers** - and keep you front and center with your current customers – **Keeping them coming back!***

New Customer Incentives
Acquire new customers through our incentive marketing plan and keep them coming back

Birthday Marketing
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VIP Club
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HOW MANY GUESTS IN THE DOOR DO YOU NEED?

Guests in the Door Target Planner

Revenue & Guest in the Door Target

Annual Revenue Goal / Target	$500,000.00
Monthly Revenue Target	$41,676
What is your average ticket value?	$35
How many guests would be required to hit your monthly	1190

"Success is Goals. All Else is Commentary."

-Brian Tracy

WHAT ARE YOUR GOALS?

1. How much revenue will your restaurant generate this year?

2. How much revenue does that equal to monthly? (Divide the annual by 12)

3. How many guests in the door will that require?

4. What is your average transaction value?

5. What is your average lifetime customer value?

6. What staff will you need to hit that goal?

7. How large of a database do you need to hit your goal?

8. What is your average conversion rate from opt-ins to your database?

9. Multiply your opt-in target by your conversion rate

Schedule Your End of Year Internet Marketing Plan Review
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STARTING POINT

WHERE ARE YOU NOW?

1. Average # of New Guests per week? _____

2. Current Database Size:_____

3. How often are you touching your database? _____

4. Average time per month a guest visits?_____

5. Average Ticket:_____

6. Facebook Likes _____

7. Instagram Followers:_____

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WHAT IS YOUR TARGET CUSTOMER AVATAR?

Included in this workbook is the copy of the Avatar Worksheet. Print out as many copies as you need. You may have several avatars. For example you may have one for families, one for couples, one for singles, one for those planning a date, etc. You should create a customer avatar for each of your target markets.

Consider the following factors when defining your customer avatar:

Demographics
- Homeowner
- 35+ years old
- Typically female
- Married with 2-3 kids
- Head of household
- $65K+ Annual Household Income
- Family oriented
- Reliable
- Easily frustrated
- Lives in the suburbs - upper middle class neighborhood
- Takes an interest in her community

Pains and Frustrations
- Doesn't like to cook
- Wants a family friendly place
- Looking for right priced mealsy

Fears and Implications
- Being ripped off or overcharged
- Bad Service
- Not the right meal choices
- Environment is wrong fit
- • Bill will be too high or more than expected

Dreams and Aspirations
- Great Experiece
- Date - impress your date
- Family - Great experience dining with kids
- Sprts - Great place to watch the game

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WHAT IS YOUR MESSAGE?

Why should someone choose to do business with you vs. the competition?

1.

2.

3.

What benefits do you offer that your target customer avatar will resonate with?

1.

2.

3.

With a clear understanding of your customer avatar, you can focus on crafting messaging for your website that resonates with the customer!

- Family Friendly Experience including kids meals and activities
- Impress her on date night with a great romantic experience
- Experience a great game watching experience with great food, great atmospher and great service

You can make the case:

1. Family Friendly
2. Romantic Experience
3. Excellent Food
4. Experience
5. Excellent Service

YOUR WEBSITE IS THE HUB WHERE EVERYONE ENDS UP... IS YOUR WEBSITE OPTIMIZED TO CONVERT SEARCHERS INTO RESTAURANT GUESTS?

Make sure your website is working for your restaurant!

- Showcase your restaurant
- Share Your Menu
- List your Events
- Show off your Food Images
- Show Off Your Great Reviews
- Capture Your Guests/Future Guests Information
- Google Map Intergration
- Use Retargeting to Deliver Ads to those that visit your website

Action Items.....

What 3 elements will you implement on your website?

1._____

2. _____

3._____

Restaurant Marketing What do you have in place?

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Action Items.....

What Marketing Programs will you look at implementing to build your database?

1. _____

2. _____

3. _____

Action Items.....

What Ideas Will You Implement in Your Social Media?

1. _____

2. _____

3. _____

Action Items.....

What Will You Do to Improve Your Reputation Management?

1. _____

2. _____

3. _____

Action Items.....

What Actions Can You Take to Help with Your Local SEO?

1. _____

2. _____

3. _____

Action Items.....

List Out Potential Holidays You Can Promote in Your Restaurant

_____

_____

_____

_____

_____

_____

Notes

Take A ways

What did you learn?

What did you notice?

What would you like to share?

Your Restaurant

Action Items.....

What 3 things can you implement tomorrow?

1. _____

2. _____

3. _____

THE ULTIMATE INTERNET MARKETING CHECKLIST FOR RESTAURANT OWNERS

Are you doing what is needed to effectively market your restaurant online in today's world? Here is a list of items that you need to have in place for a successful digital marketing plan for your restaurant.

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Branding and Web Design

- **Clear Crisp Branding**
  It is important that your colors, fonts and logo speaks to your customers and matches the restaurant brand you are building.

- **Effective Website Matching Your Brand and Vision**
  It is important that your website is consistent with your branding and speaks to your customers and potential customers. It is key that you have a clean crisp navigation and the information that is needed for your customers.

- **Make sure your website is mobile friendly**
  Search Engines are now penalizing businesses that don't have a mobile friendly version of their website.

- **Secure your website**
  Search Engines have been giving preference to websites that are 100% secure for a while now, but soon they will begin showing your site visitors warnings that the site is not secure. This means you may need to purchase an SSL Certificate and have it installed on your website. This is something your hosting company should be able to help you with.

- **Make sure your restaurants address and map are displayed**
  One key item you need to have on your restaurant website is your address and phone. It is very important to display your Google Map if possible.

- **Add your menu or even better online ordering to your website**
  Having your menu displayed on your website in a text format and not pdf is very important. In today's current environment with take-out being a HUGE portion of restaurant sales it is even more important to offer a secure Online Ordering solution on your website.

- **Showcase your Social Media Profiles**
  Feature your Facebook, Instagram and other social media profile links on your website so that visitors can also check out your social media presence (hopefully it is active).

- **"Pixel" your site visitors**
  Once your site is set up you need to track people that are visiting it. You can do that with a pixel - a small piece of code that you load on your site. Then you can run retargeting ads to those folks to increase your branding! (We can help you get this set up, and you should do it now!)

- **Have a Speedy website**
  Google is not a fan of slow websites. A slow site typically leads to poor rankings. If your site is slow to load on mobile or desktop this is something you should get resolved.

Customer Attraction

- **Implement a System to Acquire New Guests**
  Acquiring new guests needs to be part of your digital marketing strategy. We highly suggest other options than the local home magazines. *We offer a solution to target those that match the profile of your ideal guests with an offer and tracks the redemptions of those offers and adds those clients to multiple follow up systems.*

- **Text Message Marketing**
  Incorporating Text Message Marketing into your marketing plan is a great way to quickly stay engaged with you customers. A Text can be sent out quickly to your list inviting them in on a slow night.

- **Get Social**
  An active Social Media presence is critical for restaurants. At minimum for your restaurant you should be on Facebook and Instagram. You should use these platforms so show off your food and drinks and also your atmosphere. Encourage engagement too from your guests.

- **Claim and Optimize Your Google My Business Listing**
  It is critical that you claim your Google My Business Listing and Optimize it properly. The following items should be put in place when you claim your listing: location, description, hours, photos, and link to your menu and reservations if available. You can now actually add your menu items directly to your Google My Business listing as well and we highly suggest that.

- **Claim Your Other Listings**
  Google My Business is one of the big guys, but we also suggest that you claim others like Yelp, Trip Advisor, Local Eats and many more. There are probably over 100 local directories that you should be listed in.

Customer Retention

- **Implement a VIP Program**
  A key element to your restaurant's success is to be able to nurture your guests and ensure that they return. A great way to do this is to implement a VIP program where you can stay in front of them on a regular basis and invite them back in. We have found that FREE offers, typically with a purchase due better than discounts. It is important to track the effectiveness of this as well.

- **Offer Free WIFI**
  Studies show that restaurants that offer Free WIFI have more regular visitors along with additional check-ins on Facebook to your location. If you do offer FREE WIFI we **HIGHLY** suggest implementing a system to collect your guests email and track their visits. (We can assist with this)

- **Get Reviews**
  Reviews are critical for restaurants. You need to implement a system to ask your guests for reviews and monitor and respond to these reviews. The more positive reviews you have the better your chance of being selected for dinner.

- **Stay Connected and Visible to Your Guests**
  It is crucial to stay visible to your guests. Great ways of doing this are through the VIP Program, Text Message Marketing, an Active Social Media presence and also by cultivating your audience for feedback. It is key to build a base of raving fans that will be back to visit you and bring friends!

Restaurant OUTREACH

These items will give you a great framework to follow for your Restaurants Digital Marketing Strategy.

Restaurant Outreach has been helping restaurants with their online presence for several years. We specialize in restaurants to ensure we always are on top of the current technology and tools to help you succeed. If you are unsure about any of the tasks we've mentioned in this checklist, we'd love the opportunity to help you get them done!

Restaurant OUTREACH

INTERNET MARKETING INITIATIVES

What are the top 3 internet marketing initiatives that you need to focus on?

1.

2.

3.

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

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IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

- ***Internet Marketing Campaigns Designed Specifically For You***
- ***Systems Designed to Build Your Database and Drive Customers in***
- ***Social Media Campaigns to Engage and Attract Customers***
- ***Online Reputation Monitoring***

IF YOU ARE READY TO TAKE YOUR RESTAURANT TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.

720-306-5007 X 101

www.RestauranOutreach.com

Restaurant OUTREACH

STOP
LUCK
THINKING!
YES!
FIRM
BUSINESS
LOVE
COMMUNITY
CREATE
LUCK
PLAN
CONCEPT
STOP
LUCK
PLAN
THINKING!
YES!
FIRM
BUSINESS
COMMUNITY
STOP