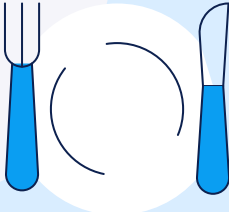


Restaurant Marketing Plan

Use this template to create a restaurant marketing plan that helps you reach your customers.



Restaurant overview

Restaurant name:

Location:

Service style:

Concept:

Date of plan:

Set measurable goals

What do you want to accomplish with this marketing plan? How do you know it will be successful? Remember to keep your goals **SMART** — specific, measurable, achievable, relevant, and time-bound.

Goal #1:

Goal #2:

Goal #3:

Define your brand

Take the following from your business plan or craft them below.

Mission statement

a formal statement (usually 1-2 sentences) that defines the restaurant's purpose for existing

Value proposition

a concise explanation of why a customer should choose your restaurant over the competition

Vision statement

a formal statement (usually 1-2 sentences) that defines the restaurant's purpose for existing

Positioning statement

a brief description of the benefits of your restaurant

Identify your target audience

Who is your ideal customer? Describe their demographics, psychographics, and behavior.

Demographics

Demographics are data that explain who your ideal customer does. These are objective data points.

Average age:	
Marital status:	
Average income:	
Average household size:	
Education level:	
Gender:	
Occupation:	
Ethnicity:	
Geolocation:	

Psychographics

Psychographics refers to subjective data about your ideal customer. These often shape why they choose to eat where they do.

Personality traits:	
Lifestyle attributes:	
Habits:	
Beliefs:	
Behaviors:	

Identify your target audience

Who is your ideal customer? Describe their demographics, psychographics, and behavior.

Behaviors

Think about the behaviors your ideal customer does when it comes to eating at a restaurant.

<p>Are they on social media? If so, where? How do they use it?</p>	
<p>Do they consult online reviews when choosing a restaurant? Do they actively write reviews?</p>	
<p>Do they prefer to dine in, order take out, or have food delivered?</p>	
<p>What events do they participate in?</p>	
<p>Are coupons and discounts important to them?</p>	

Research your competition

Perform a SWOT analysis on at least three competitors.

Competitor #1:

<h3>Strengths</h3> <p>List everything your competitor does well.</p>	<h3>Weaknesses</h3> <p>Everything your competitor needs to improve.</p>
<h3>Opportunities</h3> <p>How can you capitalize on their weaknesses?</p>	<h3>Threats</h3> <p>Everything the competitor offers that you can't.</p>

Research your competition

Perform a SWOT analysis on at least three competitors.

Competitor #2:

<h3>Strengths</h3> <p>List everything your competitor does well.</p>	<h3>Weaknesses</h3> <p>Everything your competitor needs to improve.</p>
<h3>Opportunities</h3> <p>How can you capitalize on their weaknesses?</p>	<h3>Threats</h3> <p>Everything the competitor offers that you can't.</p>

Research your competition

Perform a SWOT analysis on at least three competitors.

Competitor #3:

Strengths

List everything your competitor does well.

Weaknesses

Everything your competitor needs to improve.

Opportunities

How can you capitalize on their weaknesses?

Threats

Everything the competitor offers that you can't.

Analyze your restaurant

Perform a SWOT analysis on your restaurant to identify opportunities and threats so you can come up with a plan to address them.

Strengths

List everything your restaurant does well.

Weaknesses

Everything your restaurant needs to improve.

Opportunities

Opportunities your restaurant has.

Threats

What are things you can't do anything about?

Solidify your marketing strategy

Identify 1-3 strategies to prioritize during the next period.

Website & SEO

Website URL:	
Purpose of the website:	
Include:	<input type="checkbox"/> Restaurant name <input type="checkbox"/> Contact information <input type="checkbox"/> Menu
Optimize for:	<input type="checkbox"/> Target keywords <input type="checkbox"/> Mobile <input type="checkbox"/> Desktop
Will you hire a professional to create and manage your website and its content?	
What is your budget for your website?	

Solidify your marketing strategy

Identify 1-3 strategies to prioritize during the next period.

Social media marketing

<p>Which platforms will you use? Add your handle.</p>	<p><input type="checkbox"/> Facebook @</p> <p><input type="checkbox"/> Instagram @</p> <p><input type="checkbox"/> Twitter @</p> <p><input type="checkbox"/> Twitter @</p>
<p>What is your goal for each platform?</p>	
<p>How will you gain followers?</p>	
<p>Who will create your content? How?</p>	
<p>How often will you post?</p>	
<p>Will you hire a professional to manage your social media?</p>	
<p>What is your budget for social media marketing?</p>	

Solidify your marketing strategy

Identify 1-3 strategies to prioritize during the next period.

Online reviews

<p>Which platforms will you use? Add your handle.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> Twitter <input type="checkbox"/> Twitter
<p>Which platforms will you use? Add your handle.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Facebook <input type="checkbox"/> Instagram <input type="checkbox"/> Twitter <input type="checkbox"/> Twitter
<p>Who will be responsible for reading and responding to reviews?</p>	
<p>What is your budget for monitoring online reviews?</p>	

Solidify your marketing strategy

Identify 1-3 strategies to prioritize during the next period.

Email marketing

<p>The restaurant's email address:</p>	
<p>Who will be responsible for checking this email?</p>	
<p>How will you use emails to communicate with your customers?</p>	
<p>How will you collect customer email addresses?</p>	
<p>How often will you send out emails?</p>	
<p>Who will be responsible for sending out emails?</p>	
<p>Will you hire a professional to manage your email marketing campaigns?</p>	
<p>What is your budget for email marketing?</p>	

Solidify your marketing strategy

Identify 1-3 strategies to prioritize during the next period.

Text messaging

What's the purpose of your restaurant's text messages?	
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Loyalty programs

What is the purpose of your loyalty program?	
What will the loyalty rewards be?	
How will customers earn rewards?	
How will you advertise your loyalty program to customers?	

Solidify your marketing strategy

Identify 1-3 strategies to prioritize during the next period.

Direct mail

What is the purpose of your direct mail campaign?	
Where will you print direct mail materials?	
How will you ship direct mail materials?	
Who will design your direct mail materials?	
What is your budget for direct mail marketing?	

Community engagement

What does your community value?	
What local events will you participate in?	
How can you show your community you value them?	
What is your budget for community engagement?	