



Restaurant Marketing Plan Template

Read & answer all the questions below to get into the minds of your customers and create a marketing recipe for success.

Creating the brand strategy

<p>Mission statement</p> <p>Remember: Your mission statement is the "why" of your business strategy and captures why your restaurant exists.</p> <p>Consider: What is your market-defining story? What does your restaurant do for customers? What does your restaurant do for employees?</p>	
<p>The Face of your brand</p> <p>How do you want your brand to look?</p>	



Identify your audience

Average age	
Marital status	
Average disposable income	
Population trends	



Competitor analysis

Who are your competitors' target audience?	
What's their price range? When do they have special offers?	
How do they brand themselves? Does it relate to your brand/target audience?	
Population trends	
What's their online and social presence like?	

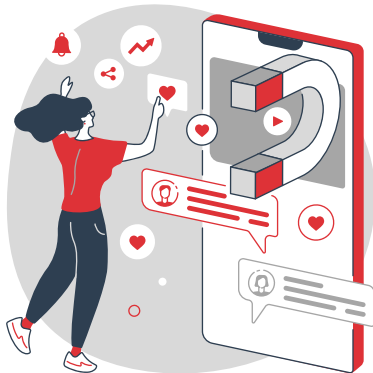
Digital marketing plan: **strategy, tools and tips**

Website

What's the purpose of your website? Online reservations, online ordering, showcasing dishes?	
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Social Media

Which platforms will you use?	
What is the goal for each platform? Things to consider posting: <ul style="list-style-type: none">• Images/videos of your dishes• Branded content (recipes, blogs)• Live cooking events• Contests/special offers	
How will you grow followers?	
Can you create your content in-house? Things to consider: <ul style="list-style-type: none">• Production quality• Equipment (camera, lighting)• Post production (editing effects)• Graphic Design	



Loyalty programs

How will your restaurant benefit?	
How will the loyalty program work?	
What discounts will you offer?	

Business listings and reviews

Who will monitor and reply to reviews/on line comments?	
Where will you have a business listing? Google. Yelp. Trip Advisor. etc.?	

