



MARKETING PLAN



Competitor Analysis

In this section you will choose three competitors and perform a SWOT analysis of their marketing efforts and brands.

COMPETITOR 1

Channels utilized

Voice and tone

Audience

Events/promotions

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Strengths

Weakness

Opportunities

Threats

COMPETITOR 2

Channels utilized

Voice and tone

Audience

Events/promotions

Strengths

Weakness

Opportunities

Threats

COMPETITOR 3

Channels utilized

Voice and tone

Audience

Events/promotions

Strengths

Weakness

Opportunities

Threats

SWOT Analysis

Perform a SWOT analysis on your own brand after having done your competitive analysis.

Channels utilized

Voice and tone

Audience

Events/promotions

Strengths

Weakness

Opportunities

Threats

Market Differentiators

What does your restaurant offer customers over your competitors? These are your market differentiators. There may be more than one – list them all here. When you're drafting each section of your marketing plan, think about how you can best capitalize on your identified market differentiators.

Marketing Plan Overview

MISSION STATEMENT Can be pulled straight from your business plan. Should be 3-5 sentences.

ELEVATOR PITCH How you would describe your restaurant to a stranger in 60 seconds or less. Can be informal.

TARGET AUDIENCE Based on your market research.

Location

Income bracket

Gender

Age

Values

Fears

Where they engage online

Incentives that motivate their spending

How they choose where to eat

Other relevant information

VOICE AND TONE Based on your audience and mission statement, determine the tone in which you'll speak to your audience.

Goals

We've listed the top three goals of any restaurant marketing plan. Feel free to add in one or two more. Make sure they are SMART goals, meaning specific, measurable, achievable, relevant, and time bound.

1. CUSTOMER ACQUISITION (ex. XX% growth in 12 months)

2. CUSTOMER RETENTION (ex. XX% by end of year)

3. LOCAL SHARE OF VOICE (ex. XX% media mentions this year)

4.

5.

Traditional Marketing

i. Public relations / media marketing

GOAL

Refer to your primary goals: which goal will your PR/media strategy support?

AUDIENCE

Who will you reach with your PR/media efforts?

CHANNELS

Shortlist of the top media channels that appeal to your target audience.

YEAR AT A GLANCE

List newsworthy dates and events relevant to your restaurant.

TIMELINE

List key events and milestones to hit throughout the year.

MEASURING SUCCESS

How will you measure the success or failure of your PR and media efforts? (ex. attendance at an event announced via the media)

PRESS RELEASE TEMPLATE

Post a link to your press release template.

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for PR and media.

Traditional Marketing

ii. Direct mail

GOAL

Refer to your primary goals: which goal will your direct mail strategy support?

AUDIENCE

Who will you reach with your direct mail efforts?

TIMELINE

List key events and milestones to hit throughout the year.

MEASURING SUCCESS

How will you measure the success or failure of your direct mail efforts? (ex. number of times a unique coupon code is redeemed at your restaurant)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for direct mail.

Traditional Marketing

iii. Events and community partnerships

GOAL

Refer to your primary goals: which goal will your events and community partnerships strategy support?

AUDIENCE

Who will you reach with your events and community partnerships efforts?

COMMUNITY PARTNERS

List of businesses in your area and type of partnership that may be mutually beneficial.

TIMELINE

List key events and milestones to hit throughout the year.

MEASURING SUCCESS

How will you measure the success or failure of your events and community partnerships efforts? (ex. revenue target for event days)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for events and community partnerships.

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Digital Marketing

i. Loyalty programs

GOAL

Refer to your primary goals: which goal will your loyalty program strategy support?

PLATFORM

Will your loyalty program require an app?

INCENTIVE

How will your loyalty program motivate customers to return to your restaurant?
(ex. XX of points worth \$\$ for every repeat visit within a week)

TIMELINE

List key events and milestones to hit throughout the year.

MEASURING SUCCESS

How will you measure the success or failure of your loyalty program efforts? (ex. number of people signed up for the loyalty program)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for your loyalty program.

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Digital Marketing

ii. Website and SEO

GOAL

Refer to your primary goals: which goal will your website and SEO strategy support?

WEBSITE PLATFORM

Which platform will host your website? (ex. Wordpress)

TOP KEYWORDS

Top 3-5 keywords relevant to your restaurant. Use [Google Keyword Planner](#) to do research.

TOP TITLE TAGS

Title tags are what appear in Google search results, and they should be between 20 and 60 characters long.

ASSETS NEEDED

How will your website engage your customers?
(ex. online menu, e-newsletter subscription, social media links, events page, take-out and delivery apps, reservation apps, etc.)

MEASURING SUCCESS

How will you measure the success or failure of your website? (ex. number of website visitors per month)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for your website.

Digital Marketing

iii. Social media

GOAL

Refer to your primary goals: which goal will your social media strategy support?

AUDIENCE

Who will you reach with your social media strategy? Be specific about audience on different social media channels.

CHANNELS

Which social media networks will allow you to engage most meaningfully with your customer base?

UNIQUE HASHTAGS

Create hashtags unique to your restaurant, based on your brand, campaign, or event.

NICHE HASHTAGS

List trending or relevant hashtags to your restaurant that you can use to join a larger conversation.

PAID POST PROMOTION STRATEGY

List what types of posts will you promote using ads or sponsored posts, and how much you have budgeted for post promotion.

CONTENT CALENDAR

List post frequency by channel, type of posts, and hashtags used. Link out to a separate document here if you need to.

MEASURING SUCCESS

How will you measure the success or failure of your social media efforts? (ex. number of new followers per month)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for your social media strategy.

Digital Marketing

iv. Email

GOAL

Refer to your primary goals: which goal will your email strategy support?

AUDIENCE

Who will you reach with your email efforts? Will you be focusing on regular customers or a larger target audience?

EMAIL PROMOTION PLATFORM

Which platform will send your emails? (ex. Mailchimp)

CONTENT CALENDAR

List email frequency frequency, targeted audience, content type, trackable assets. Link out to a separate document here if you need to.

TIMELINE

Create a workback schedule of tasks that need to get done, starting with the launch date of your first email campaign.

MEASURING SUCCESS

How will you measure the success or failure of your email efforts?
(ex. open rate or clickthrough rate)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for your email strategy.

Digital Marketing

v. Contests / giveaways (promo)

GOAL

Refer to your primary goals: which goal will your promo strategy support?

AUDIENCE

Who will you reach with your promo strategy? Will you focus on rewarding existing customers or on getting new ones to try your restaurant?

CHANNELS

How will you let people know about your contests and promos?

OFFERS

What will you offer customers to motivate them to participate?

CONTENT CALENDAR

List offer frequency, targeted audience, and channel used to promote your offers. Link out to a separate document here if you need to.

TIMELINE

Create a workback schedule of tasks that need to get done, starting with the launch date of your first promo.

MEASURING SUCCESS

How will you measure the success or failure of your promo efforts?
(ex. number of new customers)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for your promo strategy.

Digital Marketing

vi. Online review sites

GOAL

Refer to your primary goals: which goal will your online review strategy support?

CHANNELS

List online review sites where you will claim and actively manage your brand.

MEASURING SUCCESS

How will you tangibly measure the success or failure of your online review site management efforts? (ex. number of positive reviews)

ROLES AND RESPONSIBILITIES

List who will monitor and post on online review sites, and proactively secure positive reviews.

BUDGET

List your budget line items for your online review site listings.

Digital Marketing

vii. SMS text message

GOAL

Refer to your primary goals: which goal will your SMS text message strategy support?

AUDIENCE

Who will you reach with your SMS text strategy? Will you focus on returning customers who have a relationship with you or new customers who don't know you as well?

SMS TEXTING PLATFORM

Which platform will send your text message marketing? (ex. [TouchBistro Loyalty](#))

TIMELINE

Create a workback schedule of tasks that need to get done, starting with the launch date of your first SMS text messaging campaign.

MEASURING SUCCESS

How will you tangibly measure the success or failure of your SMS text messaging campaign? (ex. unique trackable discount code)

ROLES AND RESPONSIBILITIES

List who will execute on the elements of your strategy and what they will do.

BUDGET

List your budget line items for your SMS text message strategy.

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