

Restaurant Marketing 101: Digital & Traditional

- Set marketing goals
- Understand and set marketing KPIs
- Write a marketing plan
- Understand SEO best practices for websites
- Perform keyword research
- Set up mobile responsive restaurant website
- Ask for backlinks to website
- Build content calendar
- Establish restaurant blog
- Establish a Facebook account
- Establish an Instagram account
- Establish a Twitter account
- Understand social media advertising on each channel
- Choose email marketing platform
- Review local anti-SPAM laws
- Determine email frequency
- Write promotional emails
- Determine email list
- Determine email subscriber methods
- Decide on using SMS
- Claim business page on review sites
- Consider loyalty program
- Partner with food delivery and ordering apps
- Determine offer promos
- Understand contest rules on social media
- Hold a contest
- Send direct mail

When To Start Promoting Your Restaurant

- Secure restaurant website domain name
- Design SEO-friendly website
- Create a company page on Facebook
- Set up an Instagram account
- Determine promotions and offers
- Build partnerships
- Draft public relations plan
- Build a media list
- Write grand opening press release
- Distribute grand opening press release
- Run restaurant soft opening
- Gather soft opening feedback
- Review customer feedback
- Open restaurant doors!

Notes: