

Restaurant Marketing Plan



Unilever
Food
Solutions

1. Market & Competitors Analysis

Who are your competitors' target audiences?	
What's their price range? When do they have special offers?	
How do they brand themselves? Does it relate to your brand/target audience?	
What's their unique selling proposition (USP)?	
What's their online and social presence like?	
How long have they been in the area? Do they have a good reputation?	

2. Identify Target Market

Average age	
Marital status	
Average disposable income	
Average household size	
Average rent/ house price	
Education level	
Population trends	
Food and beverage sales	
Major employers and industries	
Specific food trends	

3. Brand Strategies

3.1 Mission statement

Your mission statement is the “why” of your business strategy and captures why your restaurant exists.

3.2 Your restaurant’s story

What is your market-defining story?
What does your restaurant do for customers?
What does your restaurant do for employees?

3.3 Your restaurant’s USP

Why is my restaurant unique? How will this USP give you a competitive advantage? Will your target audience value this USP?

4. Marketing Plan

4.1 Website and SEO

What is the purpose of your website? Online reservations, online ordering, showcasing dishes?

Are you following the SEO checklist? Add your full address and info about your restaurant. Include page titles and meta descriptions. Upload new content as much as possible to boost SEO score and online traffic.

4.2 Social media

Which platforms will you use?
Things to consider posting:
- Images & videos of your dishes - Live cooking events
- Branded content (recipes/blogs) - Contests & special offers

How will you grow followers?
Your posts will play a big part in this.

Can you create your content in-house?
Things to consider:
- Production quality - Post production (editing/effects)
- Equipment cost writing - Graphic design

Will it be more worthwhile hiring a marketing agency?
The cost could be more but you will save a lot of time.

4.3 Loyalty programmes

How will your restaurant benefit?

How will the loyalty programme work?

What discounts will you offer?

Pros and cons: weigh up the loss of the revenue from discounting products to the extra revenue from repeat business.

4.4 Business listings and reviews

Who will monitor and reply to reviews/online comments?

Where will you have a business listing?

- Google / Yelp / Trip Advisor etc.?

What information will you share?