

Marketing Plan Outline

Business Summary

This includes an overview of who your business is and what you're trying to achieve.

- **Company Name**
- **Company/Marketing Leadership Team**
- **Headquarters, Branch Locations**
- **Mission Statement**
 - ✓ This is a basic description of the company, its purpose, and its goals.
 - ✓ What do you want to do? eg. ridiculously delicious burritos, high quality, simple food, comfortable, quality, and satisfying dining experience, absolute guest satisfaction, an inviting atmosphere, outstanding food, drinks and service.
 - ✓ Why do you want to do it? (eg: community, family, honesty, integrity, cleanliness, culinary arts dedication, and hospitality.)
 - ✓ Who do you do it for? (target market)
 - ✓ Try the following formula: We're on a mission to achieve (goal) for (target audience) by providing (product/method that sets you apart).
eg: "We exist to connect Austinites through great tasting pizza while also supporting local farmers and using the freshest ingredients."
- **Current Challenges**

What stands in the way of your business growth right now?

 - ✓ rebranding, redefining loyalty, demand forecasting, customer retention, keeping the restaurant full, building a tribe, attracting customers, retaining staff, understanding restaurants metrics, tough competition, marketing limitations, seasonal dips, or something similar
- **Business Objectives**

Outline exactly what it is you want to achieve with your business. After creating these goals, you can then break them down into smaller tasks to tick off with future marketing campaigns.

 - ✓ Financial goals. (costs, margins, profits)
 - ✓ Growth goals (revenue)
 - ✓ Customer goals
 - ✓ Employee development goals
 - ✓ Social goals

Situation Analysis

At this stage, it's important to be as specific as possible. If you have data available, use it. Going into detail will help you identify the real marketing opportunities for your business.

- **Product/Service**
 - ✓ What is your offer?
 - ✓ What makes it different from competitor offers? These points would form your Unique Selling Propositions (USPs).
 - ✓ Is there something special about your method or how you provide your service? If you offer something that others don't, this can be your Unique Mechanism.
- **SWOT Analysis**
 - ✓ Strengths: What factors are going or went well? What gives you an advantage in the marketplace?
 - ✓ Weaknesses: What factors did not go well? What gives you a disadvantage in the marketplace? What are the weaknesses of your current resources?
 - ✓ What can be improved
 - ✓ What should be improved
 - ✓ Opportunities
 - ✓ Threats
- **Target Market**

If you have no data available on your target audience, it helps to create a fictional character based on your ideal customer. Ask yourself who you want to reach with your marketing message and who you help with your product/service.

 - ✓ Demographics: gender, age, location, and occupation.
 - ✓ Psychographics: beliefs, opinions, values, brands followed, buyer behavior.
 - ✓ Primary & Secondary Buyer Personas: Characters based on your audience that will be the target of future marketing campaigns.
- **Competitor Analysis**
 - ✓ Strengths & Weaknesses
- **Pricing Strategy**
- **Marketing Objectives**
 - ✓ Increase sales
 - ✓ Generate leads
 - ✓ Decrease Cost per Acquisition
 - ✓ Leads
 - ✓ Customers
 - ✓ Visits
 - ✓ Calls
 - ✓ Goals
 - ✓ KPIs

Marketing Funnel

Your audience needs to be guided through the stages of the marketing funnel to go from not knowing your brand to being a loyal superfan. This means you need to provide marketing material for each stage of the funnel to reach consumers wherever they are. The marketing funnel used to be based on the AIDA model - Awareness, Interest, Desire, Action. However, it has evolved to this model:

- **Awareness**
 - ✓ How to reach your target market
- **Consideration**
 - ✓ How to engage with your target audience
- **Conversion**
 - ✓ How to convince your target audience
- **Loyalty**
 - ✓ How to retain your audience
- **Advocacy**
 - ✓ How to multiply your audience from your current audience

Digital restaurant marketing strategies

- **Website**
 - ✓ Live chat
 - ✓ Online Menu
- **Online Reservation Platforms**
 - ✓ Seamless
 - ✓ Grubhub
 - ✓ Doordash
 - ✓ UberEats
 - ✓ Postmates
 - ✓ Foodler
 - ✓ etc
- **Local SEO**
- **Yelp**
- **Email marketing**
- **Social media**
 - ✓ Facebook
 - ✓ Instagram
 - ✓ FourSquare
 - ✓ Twitter
 - ✓ Pinterest
 - ✓ YouTube
 - ✓ LinkedIn
- **Google Business Listing**
- **SMS marketing**
- **Review sites**
- **Coupon and discount sites**
- **Loyalty programs**
- **Advertising**
 - ✓ Major networks (eg. Google, Facebook/Instagram)
 - ✓ Retargeting
 - ✓ Recommended for You (eg. Taboola, Outbrain)
 - ✓ Mobile Ads
 - ✓ Location based ads
- **Implement a CRM**
- **Home delivery**
- **Blogging / Vlogging**
- **Influencer Marketing**
- **Surveys**
- **Review Monitoring**

Traditional restaurant marketing strategies

- **Direct mail**
- **Flyers & Pamphlets**
- **Menus**
- **Billboard**
- **Free samples**
- **Local newspaper, radio and TV**
- **Contests and giveaways**
- **Leagues and private events**
- **Public events**
- **Food festivals**
- **Sponsorships**
- **Merchandising**
- **PR**

Distribution Channels

After looking at where your target audience is most active, decide on your main distribution channels to reach them.

- **Online Advertising**
- **Offline advertising**
- **Social media**
- **PR & Events**
- **SEO**
- **Direct Mail**
- **Website**

Budget

Set a hard budget and stick to it. Track this regularly to identify problem areas and reduce marketing spending over time. As a thumb rule, spends on marketing budget should be ~3-10% of the sales. If you are a startup, you can even spend about 30% to establish your brand name.

eg:

Yom Yom Restaurant, an asian cuisine restaurant, had gross revenue of \$2,000,000 in 2020

They assign 6% of the revenue to their marketing

6% of \$2,000,000 is \$120,000

This means Yom Yom's restaurant marketing budget for 2021 should be \$120,000 (\$10,000 per month)

- **Quarterly goals**
- **Desired/needed**
- **Campaign goals**
- **Trend goals**

Timeline

Combine everything outlined in your plan into a structured timeline of when you want to achieve it.

- **Phase**
- **Schedule**
- **Budget**
- **Resources**