

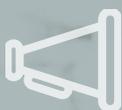
The Restaurant Times

POWERED BY: POSist



RESTAURANT MARKETING MANUAL

The Complete Guide
To Understanding
Restaurant Marketing



CONTENT

01	Introduction To Restaurant Marketing	01
02	Chapter 1- Importance Of Investing In Restaurant Marketing.....	02-04
03	Chapter 2- Types Of Restaurant Marketing.....	05-07
04	Chapter 3- Offline Marketing.....	08-16
	1. Word Of Mouth Marketing	
	2. Print Media Marketing	
	3. Print Advertising	
	4. Television And Radio Advertisements	
	5. Marketing Through SMS	
05	Chapter 4- Online Marketing.....	17-29
	1. Building A Website	
	2. Organic Google Listing	
	3. Paid Google Ads	
	4. Social Media Advertisement	
	5. Marketing Through E-mail	
	6. Marketing Through Restaurant Listing Sites	
	7. Video Marketing	
	8. Collaborating With Social Media Influencers	
06	Conclusion	30

INTRODUCTION

Before we dive deep into how restaurant marketing helps in boosting your business you need to understand what restaurant marketing is.

Marketing is an art of promoting your business to sell your good and services, and restaurant marketing is no different! Restaurant marketing includes market research and advertising for your restaurant's progress.

It is a process of getting consumers interested in your restaurant's services. Marketing is crucial for fine-tuning how a restaurant sells its specialties to the consumers for prolonged success.

CHAPTER 1

IMPORTANCE OF INVESTING IN RESTAURANT MARKETING

Marketing is one of the expenses involved in running a restaurant successfully which several restaurant owners tend to avoid or not pay much attention to. As a restaurant owner, you need to understand the importance of investing in marketing for long-term benefits.



Always remember, by investing your time and money on restaurant marketing you are creating avenues for more income.

Running a restaurant business can be a daunting task, there are always unexpected bills to deal with, and this is where a good marketing strategy comes handy and helps you maintain a steady cash flow.

Without marketing, how are you going to bring in new customers? How will you retain old customers and make them more loyal to your brand? The income needs to come from somewhere and marketing helps you do that!

The restaurant industry is hungry for attention and marketing helps you get that recognition. It is essential to let people know about your restaurant's existence and nothing does that better than marketing! If people are not thinking about your restaurant, it is up to you to let them know or remind them of your existence. Restaurant marketing is a great way to stop people from doing what they are doing and focus on what you have to offer. It will enable you to make a powerful impression and grab a lot of attention of the new as well as old customers. It will create a strong pipeline of customers to give you a sustainable business.

40%

of the budget is assigned for marketing by 33% of brands.

source: Social beat

Here are some reasons why it is important to invest in restaurant marketing:



HELPS BUILD CREDIBILITY

Brand credibility is often pointed out by marketing experts as one psychological factor that could trigger the buying impulse of consumers.

As a business owner, you must try to change your perspective into that of the consumers. People often like to visit restaurants they know and trust, for example, McDonald's. Your restaurant's credibility gives you an advantage over your competitors. The marketing strategy you deploy helps build your restaurant's reputation.



ENGAGING WITH EXISTING CUSTOMERS

Many restaurant owners tend to give less importance to their loyal customers and are more keen on attracting new ones. This is a practice that restaurateurs shouldn't indulge in. Your repeat customers are likely to spend more when dining at your restaurant also, they help spread a word about your restaurant. Through marketing, you can engage the existing customers and lure them to come dine with you often.



ATTRACT CUSTOMERS

Restaurant business is a people's business! No matter how skilled your chefs are or how top-notch your restaurant's service is, without customer's it is all a waste. Marketing helps in engaging customers by making them aware of your restaurant. It is essential to have people interact with your brand as this will help you yield more profits and encourage them to dine at your restaurant.

CHAPTER 2

CATEGORIES OF RESTAURANT MARKETING

Very often the success or the failure of a restaurant is a result of an effective or a not so effective marketing strategy; therefore you need to select the correct marketing plan that suits your restaurant's need.

There are several factors you can take into consideration when deciding upon a marketing strategy.



DECIDING THE AUDIENCE

It is essential to understand your customer base before you start mapping out a marketing plan. You need to decide whether you wish to cater to students, families, etc. If you know your customers it would make it easier for you to plan accordingly and cater to your desired audience.



CONNECTING TO A TYPE OF MARKETING STRATEGY

Once you know your customer base you have to choose a marketing strategy that you think will have the greatest positive impact.



FITS IN YOUR BUDGET

No matter how appealing a marketing strategy might look, if it does not fit your budget there is no point in splurging money on it, as you might end up spending more than what is required.

Restaurant Marketing plan can be broadly divided into two categories, namely:



**OFFLINE
MARKETING**



**ONLINE
MARKETING**

These are the two broad categorizations of marketing strategies available to choose from. We have shed some light on these two restaurant marketing med-iums which will surely help you decide which marketing plan would be best suited for your restaurant business.



CHAPTER 3

OFFLINE MARKETING

OFFLINE MARKETING

Offline marketing is the oldest known form of marketing. It is still being used by several restaurant owners in order to promote their business. It uses offline media channels like a newspaper, magazines, pamphlets, etc. to spread awareness about their restaurant and is very efficient if you wish to market to the mass as well as the local customers.

Are you launching a new menu item or opening up a new outlet? Whatever the situation be you need to stay focused and plan out a good restaurant marketing strategy.

OFFLINE MARKETING STRATEGIES



1. WORD-OF-MOUTH MARKETING



Word-of-mouth marketing can never go out of style; it is an effective way of reaching out to people and it's free!

This is the form of marketing that relies on casual social interactions. This marketing strategy has been in place even before the advent of the internet and is widely known as the most effective form of marketing.

The success rate of word-of-mouth marketing is great because a person is more likely to believe in a recommendation coming from a person he or she knows instead of a canned source like print ads. The best way of getting people

talking about you is by providing them the best food and top notch service. Exceed your guest's expectations and provide them with some insider information about the food that you are serving.

Although, restaurant owners do not have much control over this type of marketing but, you can deliver the best restaurant experience to your guests and that would encourage them to talk about you.

2. PRINT MEDIA MARKETING



It is a well-known form of marketing and the most widely used as well. Print mediums offer a brand experience to your customers which cannot be replicated online also they are very engaging.



NEWSPAPER



MAGAZINE



Advertising in the newspaper is the oldest form of print marketing and gives you several options to choose from.

NEWSPAPER

You can advertise on a local, regional or a national newspaper. It all depends on your budget and the audience you wish to target. If you have just started your restaurant business, we will suggest you place your advertisement in a local newspaper. This would help attract the local crowd to your restaurant as the chances of them visiting your restaurant are more. You can buy different ad space and also, choose from the type of ad (only text, picture ad, classified, etc.) you wish to publish.

MAGAZINE

Magazines are content specific and a good way of reaching out to your desired customers. You can select a magazine which primarily talks about the food and beverage industry. This would help you reach the right audience.

Similarly like newspapers, you get an option of placing your ad in a magazine that publishes weekly, monthly or quarterly.



Magazines are an excellent source for advertisement, they are eye-catching and give the freedom to advertise your restaurant in an exquisite manner with pictures and attractive fonts.



8%

Annual growth is expected for the restaurant industry advertising through newspaper



6-10%

Annual growth rate can be expected for the restaurant industry advertising through newspaper

Source: Print Week & EY

3. PRINT ADVERTISING



Print advertisements are often enticing and vivid. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising.



BILLBOARDS & POSTERS

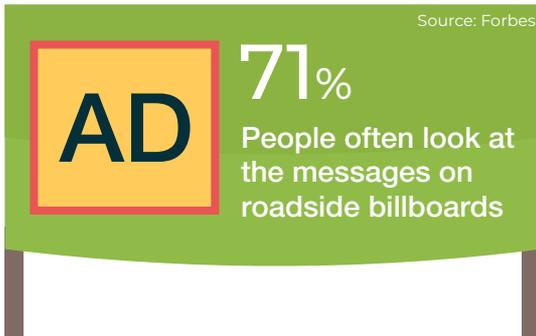


TAXI AND BUS ADVERTISEMENT



PAMPHLETS

BILLBOARDS AND POSTERS



An attractive billboard or a poster can help entice more customers. They work best when placed on a busy street or locality as it enables you to reach out to the customers on the move.

Advertising through billboards and posters can be a little expensive depending on where you wish to promote your ad.

If placed strategically they will surely help you reach out to more customers as placement is a primary key to ensuring the success of the advertisement.

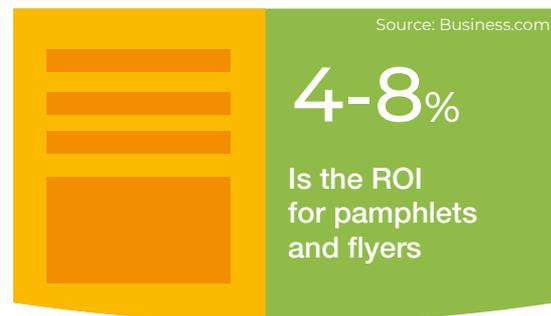
TAXI AND BUS ADVERTISEMENT

Taxi and bus advertisements are prevalent forms of restaurant marketing used all over the world.

The cost of the advertisement depends on the number of taxis or buses used to advertise, if the vehicle is fully covered and if the vehicle transits between a busy route.

This form of advertisement is the most loved because they help you reach a significant number of people as the vehicle is mobile and keeps roaming around in the entire city.

PAMPHLETS



Advertising through pamphlets is very common all over. You can hand out the brochures to the people directly, or you can team up with a newspaper company to distribute the pamphlets for you.

Before you start distributing pamphlets make sure to get the necessary permits required to distribute advertisement pamphlets in your country.

Print advertisements maximize sensory appeal, the smell of freshly printed pamphlets to the vibrant colors of a billboard can turn a casual browser to a customer.

4. Advertising on the Television or Radio



Advertising through television or the radio is also an effective way of reaching out to your customers. You can promote your restaurant on a local or a national scale, depending on your requirements. If you have recently started a restaurant business you can advertise on a local television or radio network this would help attract customers from nearby locations. Almost every household has a television or a radio; therefore, it is an excellent way of advertisement to reach out to more

people, as you are serving the ad for everyone, which helps in increasing your reach and expands the customer base.

When advertising through an offline medium, you should take care of the placement of your ad. Correct placement can help boom your business and make people notice your advertisement, the display or the text that you use for the advertisement should be eye-catching.

**ONLINE MARKETING WORKS BUT
TRADITIONAL OFFLINE MARKETING IS HERE
TO STAY!**

5. MARKETING THROUGH SMS



Just like email marketing, SMS marketing is also a good way of promoting your restaurant. It has been around for some time now. SMS marketing has high visibility and opening rate. It is the best way to reach out to your customers in real time as this kind of advertisement is usually used to communicate time-sensitive offers. You can send out SMS regarding new offers or deals at your restaurant.

People now are more attached to their phones than ever hence, the chances of them interacting with the SMS you send out automatically increases.

You can also add links to your social media platforms or website in the text.

Although, sending out SMS to promote your restaurant might sound appealing to you but, you have to have consent from your customers first. You can take feedbacks from them and ask them to provide their number along with the feedback, this would mean that people are interested in receiving promotional messages also, make sure that you do not send out SMS during odd times like, late at night.



CHAPTER 4

ONLINE MARKETING

After spending a huge amount in setting up your restaurant, you need a well-planned restaurant promotion idea to make your restaurant known amongst your competitors.

Newspapers, bill-boards etc do help you reach out to many people but,

the question here is, do they reach out to the “correct” people?

Online Marketing would help you reach the right audience effectively and would help you stand out amongst thousands of other restaurants.



If offline marketing is not your cup of tea and you are looking for alternatives, online marketing is the way to go!

With all the information available online you will hardly see anyone flipping through a phone book looking for a restaurant’s number; therefore, promoting your restaurant online makes more sense. People read about a restaurant online, check through the reviews, order food online hence, having an online presence is essential for any restaurant business. **Engaging in online promotions makes your restaurant visible.**

Some of the best online marketing mediums you can use for effectively marketing your brand are:



1. BUILDING A WEBSITE

Even before you start promoting your business online, you need an interactive website where people can read about you and your services. Having a site is very important as your website would act as the

landing page for your advertisement. The website should be responsive and mobile friendly as people find it easier to look up for information on their cell phones.

Some of the points to keep in mind while creating a website are:

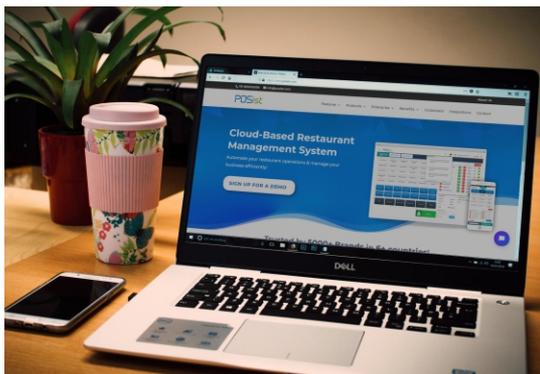
- Your website should be easy to navigate.
- Website loading time should be low.
- Should have adequate information.
- The website should be compatible with all the devices like Windows, IOS, cell phones etc.



You can use third-party websites like Wix, Wordpress, etc. that allow you to design websites easily or you can hire a website designer and get the job done. You can also post the menu online and provide the facility of ordering food through your website. If the process of ordering food is made simple for the people, they are more likely to place an order then and there

, and increase the overall sales of the restaurant.

When advertising through an offline medium, you should take care of the placement of your ad. Correct placement can help boom your business and make people notice your advertisement, the display or the text that you use for the advertisement should be eye-catching.



Having a call to action button like, “**Order Now**” or “**Book a Table**” on your website will increase the business by

12%

2. ORGANIC GOOGLE LISTING

Google is one of the most popular search engines in the world, promoting your restaurant on Google would only help boost your business. Google provides you with different services to help promote your business like Google Ads, Google My Business and organic searches.

• Organic listing

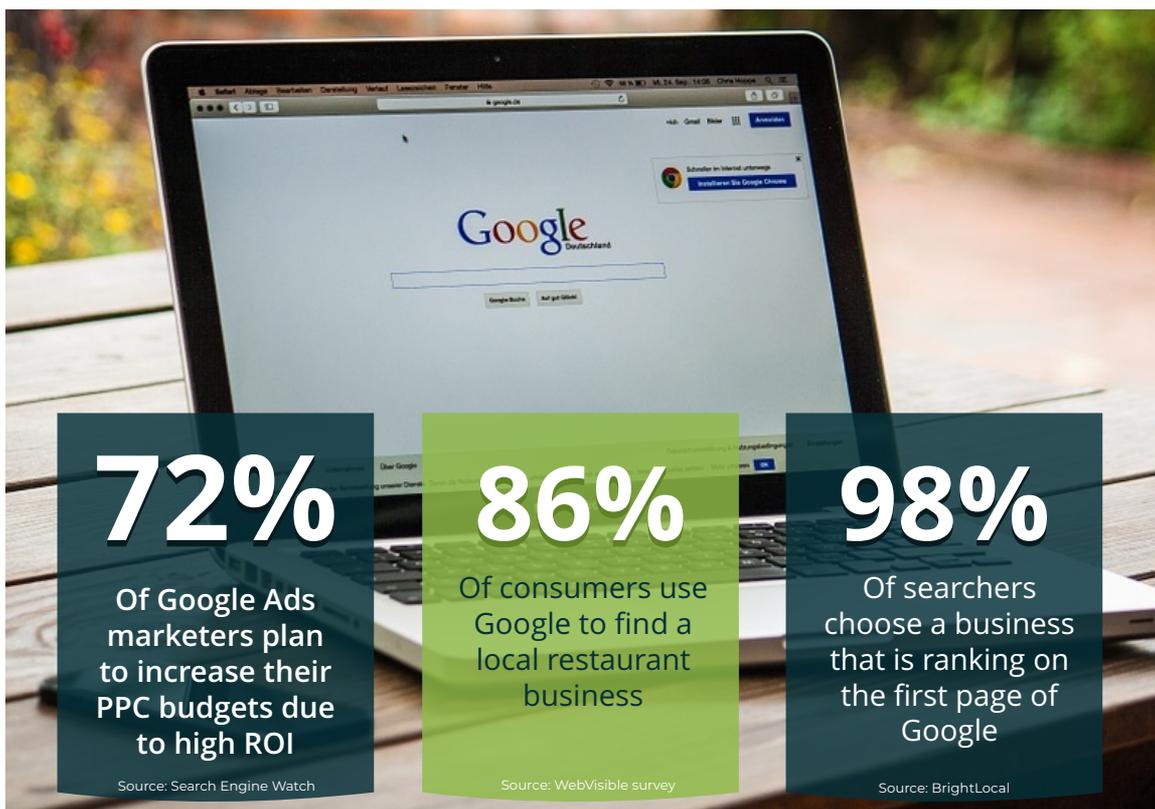
Organic listing are the web listings that closely match the user's search query. One cannot pay to show higher on the organic listing. To show up on Google's organic searches, your website needs to have a good quality score i.e. if the content is relevant to the search query, how original the content on the site is, etc.

Google itself decides organic listings

and showing up here is subjective to what the customer is looking for.

These listing only includes web pages that Google has crawled and deemed valuable for the search term.

Promoting your business on Google is a great idea as this would help you reach out to more customers globally as well as locally.



• Google My Business

Another way of showing up on organic searches is by creating a Google My Business profile for your restaurant. Google My Business is a free service that lets you list your restaurant business and show them to people searching for you locally. It shows the address of your restaurants along with the map. This is a good way of reaching out to local customers.



Of people have said they often choose a restaurant to dine at, based on Google searches.

3. PAID GOOGLE ADS

With billions of searches per day on Google, you can use Google ads to make sure your potential customers notice your restaurant brand. This service allows you to run paid ads on Google or partner sites. For creating a Google ad, it is mandatory to have a website or a brand page where the person would be directed when he/she clicks on the ad.

Google Ads gives you the freedom to decide the budget and the keywords for which you would like to show your ads for and also select a goal, like driving traffic to your website or increasing sales or leads.

Selecting a goal will help Google show your ads to appropriate people who are more likely to meet your goal.

The ads created through Google Ads normally appear at the top of the Search Result Page or on the side. This makes them look like organic search.

These ads work on a PPC model i.e. you are charged only when someone clicks on your ad.

It is one of the most effective ways of showing up on Google's top search results.

0.46%

is the average CTR for display network Google Ads across all industries.



3.17%

is the average CTR for search network Google Ads across all industries.

4. SOCIAL MEDIA ADVERTISEMENT

If you are not advertising on social media sites like Facebook, Twitter, Instagram, etc. You are missing out on an opportunity to increase your sales!

Social media is an excellent platform for building brand awareness. It allows you to share content that lets your customers know about an upcoming event, offers or special discounts.

You have the complete control over the budget you wish to spend on advertising on the social media platform and the people you wish to target on the basis of their interests.

This would ensure that your advertisement is reaching the correct

audience and the money you are utilizing for advertisement is not wasted as your ads are shown only to the people you have targeted. With millions of people using social media, you cannot ignore the fact that it is one of the fastest and the easiest way of reaching out to your potential customers.



BEST SOCIAL MEDIA MARKETING TIPS:

If you are ready to promote your restaurant on social media these tips would help you plan out a good marketing campaign.

- **CONTENT PLANNING:** It is essential to decide the kind of content you wish to post online. You can post engaging content like a recipe for preparing one of the mocktails you serve. Exciting content keeps people coming back to your social media and also to your restaurant.



- **REGULARITY:** It is very essential to update your social media profile regularly. This would ensure that people keep seeing your restaurant on their feeds. If you are irregular with your posts, your customers might forget about you. Your aim is to be noticed and regularity helps you achieve that.
- **ORIGINALITY:** Being original is imperative. The posts that you share online should be freshly curated. People like originality and appreciate something different. Posting original content is a good way of engaging more people.
- **TRACKING YOUR SUCCESS:** Posting on social media is not enough, you need to track and analyze if social media marketing is working good for you or not. This helps you understand if you need to invest more time on your social media account for engaging more people.

MOST PREFERRED SOCIAL MEDIA PLATFORMS



Facebook continues to dominate the social media market, with **49%** of brands saying that it gives them the desired results.



While LinkedIn is preferred by **13%** of brands for reaching out to their desired audience.



Instagram the new social media player, is preferred by **7%** brands.

Source: Socialbeat



5. MARKETING THROUGH EMAIL

Email marketing is the oldest form of online restaurant promotion strategy. It is known to be one of the most effective ways of marketing.



The first and the most crucial step of email marketing is building your customer's email database. This can be done by taking feedbacks from your customers and asking them to provide you with their email address. An easy way of taking feedbacks and building your database is by using a **feedback app** that would help cut down the manual work. The email should be attractive, have images and appealing content. You can also add a call to action button along with your email text if required, a call to action button

helps your customers interact with your email.

You can use a **CRM (central customer management)** software to keep your customers updated through email. These software help schedule your emails and customize them and make it customer specific.

This is a perfect way of reaching out to people who have previously interacted with your restaurant and to keep them coming back.

6. MARKETING THROUGH RESTAURANT LISTING SITES



Restaurant review sites like Zomato, Uber Eats etc. let you advertise your restaurant business on their website /app.

You can make use of these platforms not only to list your restaurant but also to help boost your visibility on the collections in which your restaurant is already featured.

Some of the reasons why you should consider advertising on restaurant listing sites are:

- **Improve Your Discoverability:**
By advertising on these websites /apps you will see an increase in the average footfall and drive more revenue by boosting the visibility of your restaurant.
- **Target Local Audience:**
It uses location-based information (GPS), to show in-line ads targeted at users in a certain geographical area. This helps you in reaching out to the people nearby your restaurant's location, who are more likely to visit your restaurant.

- **Track Your Performance:**
Advertising on these websites is not enough, you need to track the ROI. These websites/apps give access to comprehensive analytics tools to track the response to your campaign.

With patrons becoming more conscious and more difficult to please, restaurateurs have to go the extra mile to be heard and have to make sure their ad strikes a cord. This is now being done by providing relevant information to their customers.

At present over **12,000** restaurant businesses in **15** countries, advertise on Zomato.

Source: ZOMATO

7. VIDEO MARKETING



Promoting your restaurant through video marketing might sound a little strange but, it is one of the best platforms to interact with your customers. You can post videos of an event at your restaurant on YouTube or other social media platforms, this would help in giving some insights to the people who are looking forward to arranging an event at your restaurant, they can see for themselves what the restaurant looks like during an event. You can also start posting interviews with your staff,

customers, critics, etc.

Collaborating with famous YouTubers and asking them to visit your restaurant and make a video about it is also a good way of engaging the customers.

Keep posting interesting short videos about the daily problems of running a restaurant this would help people understand how much effort you are putting in to make your space look good and food the best!

In India, the online marketing industry is estimated to grow by **25-40%** annually.

8. COLLABORATING WITH SOCIAL MEDIA INFLUENCERS



Seeking help from social media influencers is an excellent way of reaching out to potential customers. You can collaborate with social media influencers and pay them to talk about your restaurant. Through this kind of marketing, you can choose a “spokes-person” to post about your restaurant on their social media profiles. You need to keep in mind the person you are selecting to

talk about your brand should be famous and have a charismatic personality since the objective of this kind of marketing is to take advantage of their ability to influence others decision. Using influencers for promoting your restaurant is very helpful since people are more likely to visit a place that a person they love or admire recommends.

To choose the right influencer, you will have to explore various profiles yourself and select the one you think is best suited for your restaurant business.

You need to define your objective to the influencer. This would help them post a picture that is in alignment with the goal of your restaurant.

Selecting the right influencer to promote your business is a good way of reaching out to people with similar interests.

Online restaurant promotion is not about how much money you can spend rather how creative you are. A robust online presence ensures more interaction with your brand.

Online advertisements are the best way of reaching out to the desired customers because you have the freedom to target the desired audience which increases the chances of people visiting your restaurant.

Online marketing is a reliable and efficient tool to lure in more customers if used wisely.

BUDGET ALLOCATION FOR SOCIAL MEDIA MARKETING



Source: FICCI

CONCLUSION

If you are serious about running your restaurant successfully you need to plan out a good marketing strategy that would help your restaurant grow. It is very important for the prolonged success of the restaurant.

It might be intimidating at first to map out a marketing plan but it is very manageable and can be inspiring to put together. It is vital to visualize your goals, identify your limitations and capitalize to achieve the best marketing plan.

Growing your restaurant business is a nurturing process that responds to the efforts put on the inside.

Marketing helps in making your brand familiar as your brand consists of your concept, mission statement and service standards. Always remember, the restaurant business is a service business, it is not all about the food; therefore it is essential to give your potential customers a taste of it through marketing.

Marketing is essential but, avoid giving away the restaurant's aura just to attract a few customers. Do not blindly follow what your competitors are doing, come up with your own marketing plan that is in accordance with your restaurant's theme.

Marketing is a reliable and efficient tool to lure in more customers if used wisely.

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