

HOW TO BUILD A RESTAURANT MARKETING SYSTEM

One-Page Cheat Sheet



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This Cheat Sheet is a blueprint for creating a powerful marketing system in your restaurant. Working through every step will provide you with a clear understanding of not only how to attract more customers to your restaurant but also how to transform it into more than just a place to eat out. You will be able to make your restaurant a part of customers' lives.

1



TARGET AUDIENCE

Define your target audience.

The best way to do this is by creating customer profiles.

A customer profile is a detailed personalized description of a guest, which embodies the average representative of a particular audience segment. The customer profile helps us imagine the person and creates a communication context.

3



REASON

Create a reason to visit your restaurant.

The reason consists of a rational and an emotional part.

A new dish, drink, menu, or special offer can act as a rational part. An event that your audience is interested in or a contest can work as an emotional part.

5



COMMUNICATION CHANNELS

Choose communication channels that will work best for your target audience.

You can use offline and online channels.

Offline channels

- Posters in the restaurant
- Posters outside the restaurant
- Leaflets
- Promoters
- Invitations from the staff
- TV screens

Online channels

- Restaurant website
- Partners' websites
- City websites
- Event speakers' websites
- Event speakers' social media accounts
- Restaurant social media accounts
- Email newsletter
- Coupon aggregator websites

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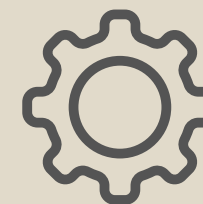


VALUE

Define the value your restaurant provides.

A value is how a customer feels when visiting a particular restaurant. It is an internal state. This condition is not a one-time occurrence: it appears whenever a person visits the establishment. And it is this feeling that makes the guest return.

4



INFO HOOK

Use an info hook to connect the rational and emotional parts of a reason to visit your restaurant and create an engaging experience for customers.

An informational hook (info hook) is an event that draws a target audience's attention to a specific topic and can potentially become a subject for discussion; for example, Coffee Day, Chocolate Day, Friends Day, New Year, Halloween, Restaurant birthday, City Day, etc.

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CUSTOMER JOURNEY MAP

Create a customer journey map

A customer journey map is a visualization of the customer's experience from the moment they learn about your restaurant to the repeat visit.

It will help you control the entire communication cycle with customers and adjust it if needed.



For more information visit:
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