

2020

Restaurant Marketing Plan to GROW Restaurant Sales

*"If you want something you have never had, you must be
willing to do something you have never done." - Thomas Jefferson*

Hey friend,

Welcome to Making Dough community.

We are here to help your CRUSH your sales in 2020 and beyond!

Dough Making Action Plan:

1. Block 2 hours on your calendar to go through this workbook. I promise you, it'll be well worth it!
2. Watch [THIS](#) youtube video as we walk through this worksheet. Feel free to PAUSE the video, fill the worksheet out and continue watching.
3. Send me an email and let me know if this workbook is helpful.
Team@MakingDoughShow.com

Hengam Stanfield
Making Dough Inc, COO

SPONSORED by Making Dough Texting

We help restaurants GROW their sales with Text Marketing.

It's effective and affordable.

Want more info? Send us an email to Team@MakingDoughShow.com

| 2019 Sales Review | 2020 Sales Projection |
|--------------------------|------------------------------|
| January : | January : |
| February : | February : |
| March : | March : |
| April : | April : |
| May : | May : |
| June : | June : |
| July : | July : |
| August : | August : |
| September : | September : |
| October : | October : |
| November : | November : |
| December : | December : |

2019 Gross Sales:

2020 Gross Sales Projection:

PROJECTION with % sales growth

Your Restaurants SWOT Analysis

(Strengths, Weaknesses, Opportunities and Threats)

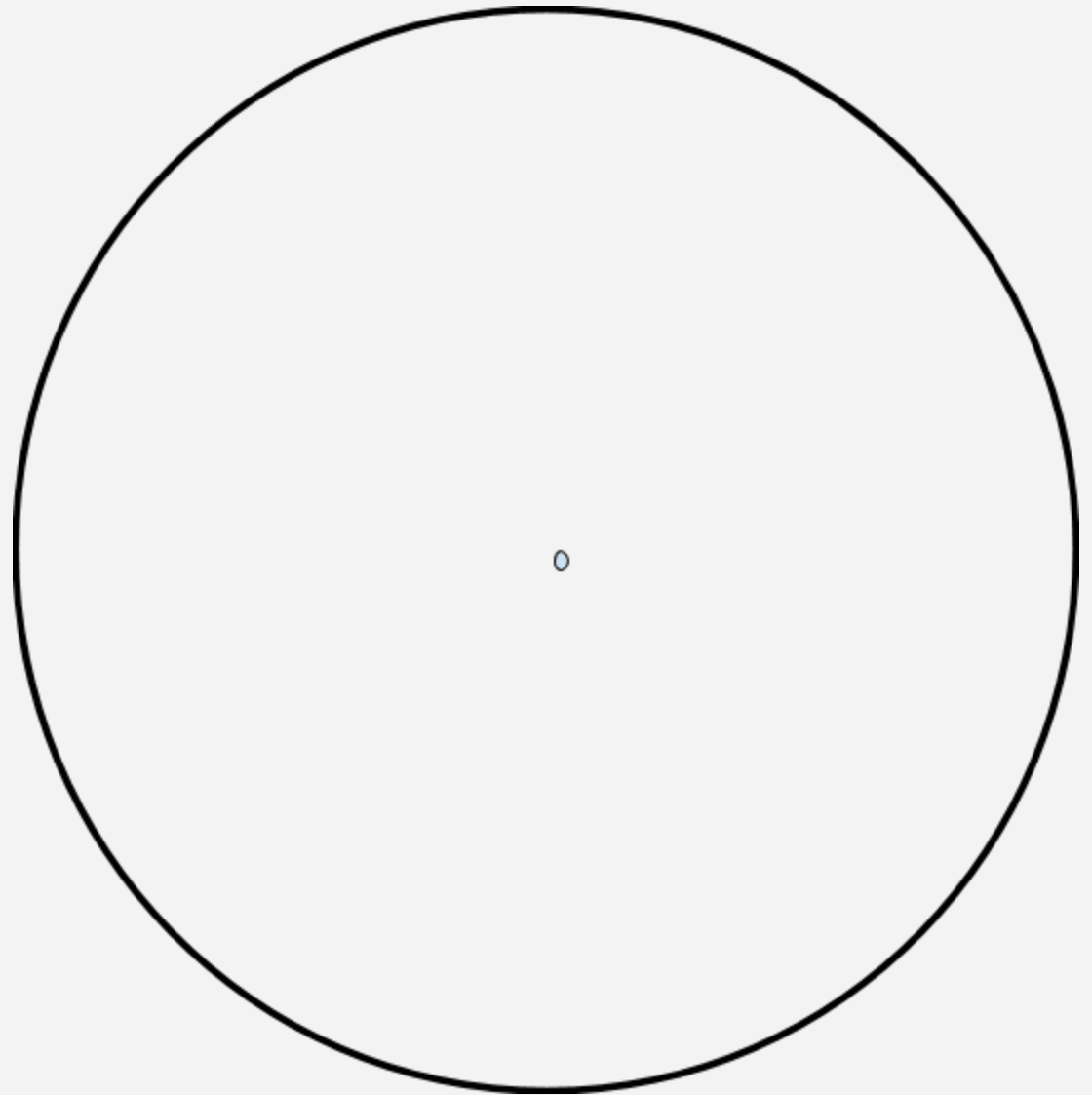
| | |
|---|---|
| | |
| S | W |
| O | T |
| | |

2010 Marketing \$ Allocation Analysis (Pie Chart)

- \$ Ad spent
- Mailer/ print cost
- \$ Software cost
- Outsourcing/ Marketing agency cost
- Sponsorships (\$ donations) cost
- Food donations cost
- In store events cost
- Content creation \$ cost
-
-
-

How much did you spend on marketing in 2019?

How much can you allocate to marketing investment in 2020?
#Budget



Your Restaurant **MARKETING SYSTEM** Assessment

(Adapted from from Howard Partridge/ Zig Ziglar Business Assessment)

Rate your restaurant on a scale of 1 (poor) to 10 (excellent)

----- I am very happy with our restaurants consistent sales growth

----- We have a strategic system in place to respond to our online reviews

----- We have a pricing strategy that is profitable

----- we systematically and consistently capture phone numbers and emails of our customers

----- We are consistently marketing to our database via text and email marketing (weekly)

----- we have a strategic content market strategy on social media

----- We track our marketing efforts and measure the return on investment ROI

----- We have a written and posted marketing promotional calendar

----- Our websites clearly communicate what we do

----- our management team meets weekly to review our marketing efforts, and plan the week ahead

----- **TOTAL ÷ 10 =** -----

Platform Strategy

| 2019 (what worked) | 2020 (what will you do differently) |
|---------------------------|--|
| Facebook: | Facebook: |
| Instagram: | Instagram: |
| Tik Tok: | Tik Tok: |

| 2019 (what worked) | 2020 (what will you do differently) |
|-------------------------------|--|
| Text Marketing: | Text Marketing: |
| Email Marketing Strategies: | Email Marketing Strategies: |
| Offline Marketing Strategies: | Offline Marketing Strategies: |

Marketing Tactics You'd Like to Try in 2020

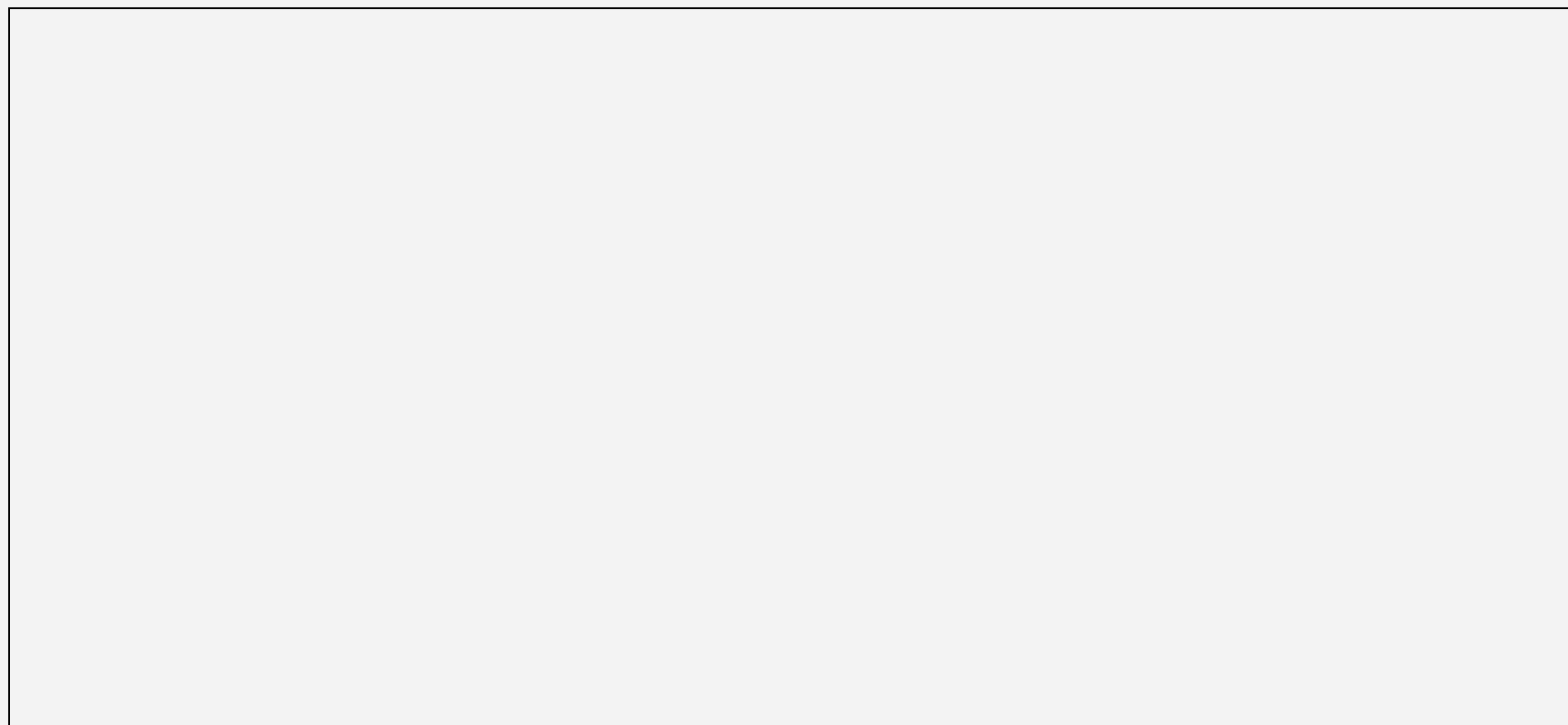
| Acquire NEW Customers | Increase REPEAT Biz | Increase AVG Ticket |
|----------------------------------|--------------------------------|--------------------------------|
| | | |

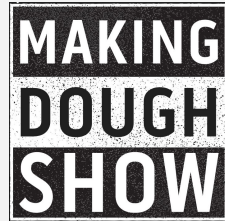
2020 Strategic Partnerships

| 2019 | 2020 |
|-------------|-------------|
| | |

2020 Content Strategy

In order to be irreplaceable, one must always be different. - Coco Chanel





Let's Connect and Stay in Touch

- [Youtube Channel](#)
- [Podcast](#)
- [LinkedIn](#)
- Email: Team@MakingDoughShow.com

Who?!

Matthew and Hengam Stanfield are the owners of two restaurants in San Antonio. They tripled their restaurant sales in less than 5 years with 0 prior restaurant experience.

Team Dough is committed to helping fellow restaurant professionals own and run a profitable restaurant that does not own them!