

RESTAURANT PROMOTION SUCCESS GUIDE

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FOUNDATION

This is the first foundational step to any restaurant promotion! We have to set goals, and then come up with a game plan to get there.

Take 3 minutes and answer the questions below:

- Title of the promotion

- Duration of the promotion?
 - ◆ Start Date:
 - ◆ End Date:

- Who is the project manager that YOU will hold accountable?

- When and how will you check in with the project manager to assess progress?

- How will you measure success? How many of this item would you like to sell to make this promotion a success?

- What's your Ad Budget?



MARKETING

STEP 1: Photo Shoot/ Video Shoot!

You need visuals for any promotion! Can ask a team member if they have a nice camera you can use, or just use your smartphone.

Always capture multiple angles, multiple shots, videos, boomerangs and etc. Team members holding the food, the dish in the dining room, on the counter and etc

- Set a date and time to make this happen. The project manager is in charge.
- What angles will you capture?

STEP 2: Come up with Captions/ stories

Come up with two to three captions. You'll use it for social media, website and your emails.

Start with a questions where the answer will compel them to read more!

Use emojis! It's a great interruption pattern when folks are scrolling on social media.

Tell a story! A fun fact. Who came up with the recipe and why? It's ok to make up a story too!

Use loads of adjectives! Be descriptive. Talk about the flavor profile and why they should try this dish?

STEP 3: Edit Images

Do you need to add a text on photos? Check out this free platform called Canva.com. They offer many templates and it's very easy to simply edit the photos and add text to them.



You will need to consider what text you will place on the images. For instance, if you are creating an “In Store Sign” to place by the register or a table tent to place on all tables.

You can add the following text on the image of a pizza that says:

“Want to score a FREE pizza?”

Ask our servers for details.

Save all the images, and the edits on a google drive folder you can access anytime, and from anywhere.

STEP 4: Website

Update your website! Add a section to your website using one of the photos from Step 1 as well as one of the captions from Step 2. Make it prominent on your site so every single customer who visits your site sees this.

STEP 5: Schedule Social Posts

Schedule posts on social media about this promotion! For instance, 1 post a week on Wednesdays using the social media image you created with Canva and using the captions you created!

Tip: you can re-use a caption multiple times if you simply change the image or the video every time you use it! Customers will remember the visual.

STEP 6: FB ad

BOOST the posts, or the one that you feel looks the best. Or even better, the one that receive the most engagement and reach for your customers!

If you are more advanced on Facebook, then, definitely go to Power Editor and choose your targeting properly. In the case of Tiramisu, you can target those who live 3 to 5 mile radius of your restaurant and love tiramisu!



For the birthday club, you can target those whose birthday is coming up in the next week!

STEP 7: FB Groups

On Facebook search, search for the name of your town. Then, filter it by Groups. Select 2 to 3 local Facebook groups with most members and take 5 minutes and read their guidelines to find out when you can make a business post.

Many local FB groups allow local businesses share about their business. Usually on specific days! Take advantage of this FREE opportunity!

You can edit and add text to a photo of the smooth and scrumptious tiramisu with a text on it that says: **“Have you tried our scrumptious Tiramisu?”**
Or, imagine you are promoting your Birthday Club and are giving a free pizza when folks sign up with their email and cell phone #.

Simply make time and share the posts you previously posted on your FB Page about this promotion and share it on the Facebook groups!

STEP 8: Email/ Mobile Marketing

Hopefully you are doing this weekly. Communicating with your databases. Educating them and entertaining them.

Use your email and text message databases to bring awareness about this promotion.

Include the photos and captions you already created in previous steps and schedule to include them weekly in Emails and text messages that you will send out. Focus on this one promotion for a few weeks.

STEP 9: In Store Sign

Print out in store signs and display them in high traffic areas. Prominently so everyone can see.



STEP 10: Host a Giveaway on social media

Imagine you are promoting a new dessert on the menu. Host a giveaway where choose to give away 3 of these desserts on your social media when folks share the post. This gets a lot of exposure for your giveaway.

Follow up game-plan!

Mark your calendar, when (date and time) that you will check your stats and will check in with your front of the house manager?

Need to make sure you are in touch with your team throughout this process, and encouraging them along the way!

Hey friend,

I know we are all super busy but it would mean the world if you'd please take a minute and let us know if this resource was helpful!

Your feedback will tell us we should continue to create more similar resources for ya.

Email us and let us know! We'd love to hear from YOU.

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Now let's get back to work and make some dough!

Your host,
Hengam Stanfield

- Making Dough Show on: Youtube <https://bit.ly/2PqyQQy>
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