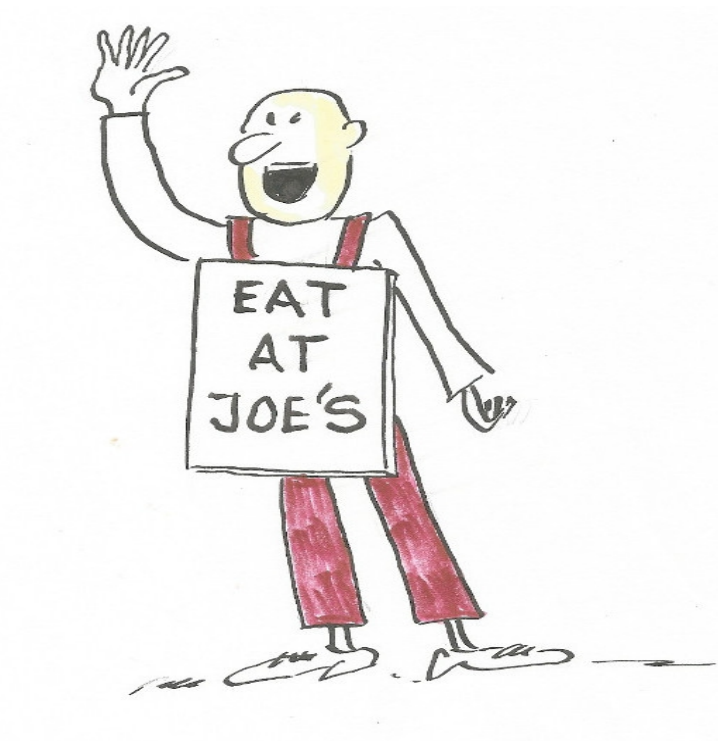


You Can Plan Your Marketing Program In One Weekend

Introduction

Why have you been so placid? Like most entrepreneurs, you have jotted down ideas to look at later. Unfortunately, taken by the speedy highways of life you have left all those great ideas on the back burner.

It is now time to put 1 and 2 together and use those great ideas to number 3 = **[your business.]** This *eBook* will help you to get organized and to put together a great **Marketing Plan** for your restaurant.



STEP 2: Find out who live in your ***3 miles [zone of influence.]** ZipWho will help to identify your potential market at: <http://zipwho.com>

Check your hard drive you might have already all the resources for this project. If you are like all of us, we down load of ideas, bookmark interesting sites, great articles, comments, pictures for later review, videos. It is now time to scan all those riches and sort them out. You might have tons of unsuspected treasures, hidden to the world and even to yourself. Go through your hard drive and sort all those goodies. Organize your treasures by categories, such as:

Freebies, contests, promotions, advertising, innovative ideas, data collection, staff involvement, budgeting etc....



Friday

STEP 3: Review all possibilities, meet with your partner, involve the staff, the neighbors, the guests (guest when asked will be more than willing to give their \$0.02.)

STEP 4: From all the people involve in your Marketing Campaign take a survey to rate those ideas. Which one are the best and which one are the worst. Explain (in writing) why are they the best and why they are the worst?

Write those ideas here:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Here are a few examples to help you out

1 *Offering a discount?* Will a discount help or cast a negative shadow on the restaurant? You're right a discount is never good, it implies "Please, please come to my restaurant I am in perdition I need help regardless of where it might come from."

If you look at what the big guys do, it might show you a better way. Open Table offer ***a \$5 bonus*** to whom ever make a restaurant reservation from their system. You'll be surprised to know how many people fight for the opportunity to make the reservation from their own cell phone to collect those \$5.

From this idea you can do the same without having to go through Open Table. If you have designed your web site using Word Press you have the option to access thousand of plugins to help you promote your restaurant, many of those are free.

You also have the opportunity to set up your own Open Table look alike for a fraction of the cost. Visit worldpress.org for complete information on how to hire your own webmaster for basically FREE.

2 *You need to collect your customers data.* The best way which doesn't look like you are desperate, set up a contest of sort or a drawing. For drawing the best idea is to promote a bicycle. people have to register [name, address, phone number, eMail and even website.] Collect as many entries as possible from your guests, an acceptable time for the drawing is 6 to 8 weeks. To get a deal or even a free bike, with a local bike shop. They will get free advertising in your restaurant by having their name exposed to your guests. This called **BARTERING**.

3 *Bartering with a local jeweler.* Buy 2 or 3 industrial diamonds (they are fairly inexpensive) from a local jeweler, set up a glass bowl in your restaurant filled with same size glass balls.

Offer a try at pulling the real diamond in exchange of a filled up card with their personal data. Make it a game with entrees for one shot pulled at random. The guests need to visit the jeweler shop to get an appraisal on their luck. The jeweler get more traffic, he is a Happy Camper, so are you as you collect the data of your guests to use in your future campaigns.

4 Another great way to bring traffic on a slow day: *The Football Widows Night* Insure there will be no football game for the evening on any of the screens of your restaurant. Cater to women who hate football. Offer a special discounted dinner with a glass of champagne even add a rose.

They will get: Soup, salad choice of one entree and add a desert, for a 50% discount. Show only **the house wife from Atlanta**, or Beverly Hills on your screens.

When **The Football Widows Night** becomes popular, don't worry when the place is full of women, men will soon flock to your place.



Saturday

Your Master Plan

What is your immediate goal?

- To collect the data of your potential guests for future use.
- To get more traffic to allow your staff to get more experience.
- To increase your business?

If it is to increase your business, how much increase do you need? Oh, 1000%, yes that'll be nice. You must be realistic establish an obtainable objective?

What about: "I want to increase my business by 10% in the next 120 days."

This is a more achievable goal, and easier to monitor.

How are you going to do it?

We need to establish a budget, \$500, \$1,000, \$1,500 or more?

In our example we will go for \$1,500 [spread out on 3 months.] For our budget we can get 5,000 postcard printed and mailed to potential guests in your *3 miles zone of influence.

The front of the card will have a cartoon [*cartoons are 35 times more effective than *** picture of food.*] The back of the card has the restaurant address with a call to action.

You might want to say:

We will be honored to have you taste and evaluate our new House Wine. For your trouble as a savvy connoisseur we will offer a free appetizer to you and your escort. (it is implied

**** Don't mention free wine for the tasting, the ABC (Alcohol and Beverage Control) doesn't want to promote drinking with freebies)**

Have a survey card ready for the guests to evaluate your **New House Wine**. Promote the results with much fanfare on your web site and the press. This campaign should bring traffic.

Don't forget, people love to be asked to give their opinion.



Sunday

Fine tune your work, you are on your way to more business, more income, more profit. Pin-



point the areas from where your savvy connoisseurs com from, this will help for future cam-
paigns. In every neighborhood there are better **Zip Codes** than others.

Review

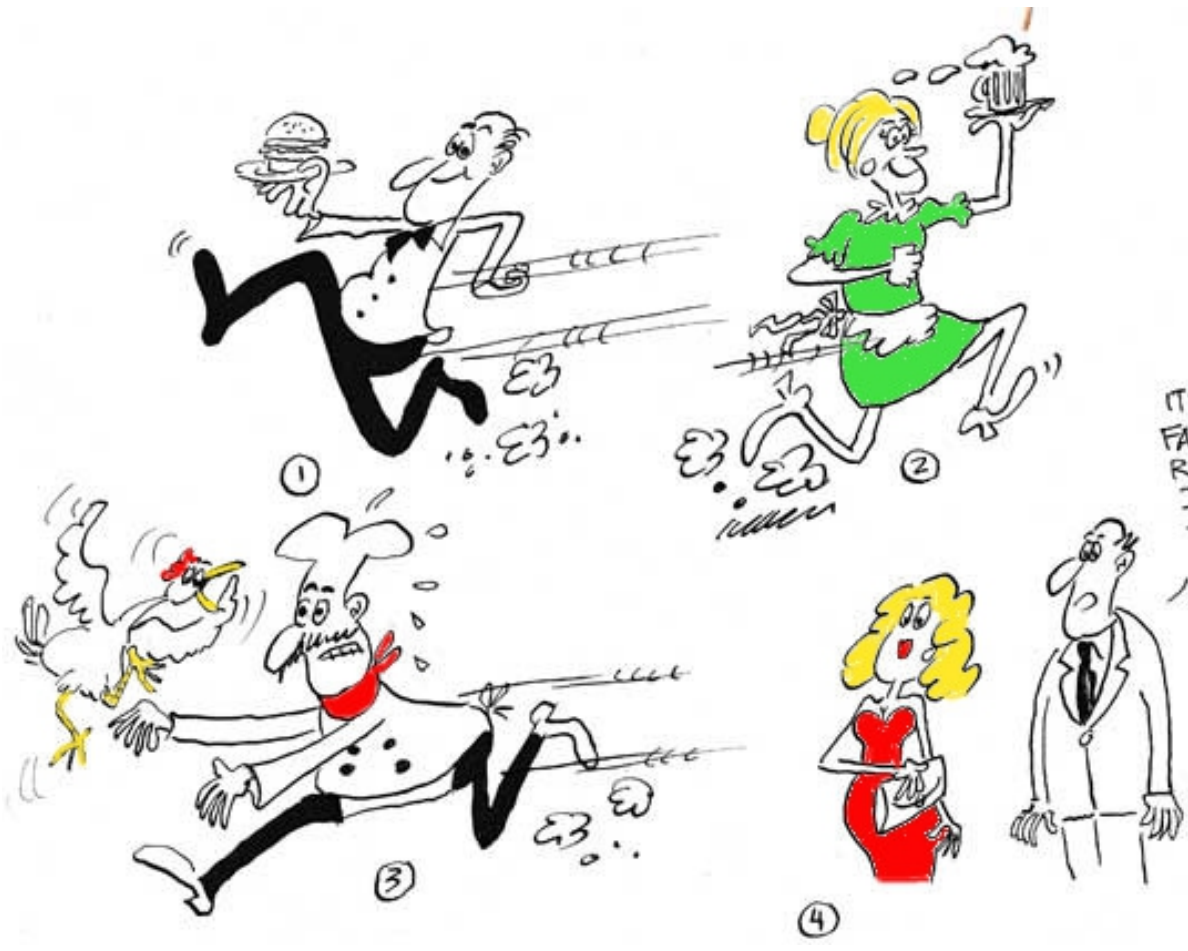
My Campaign:

You wrote everything down, review step by step. Assign one person responsible for each step. Meet at least once week with your staff to get reports from all those involved

- To increase my business by 10% in the next 120 days *[July 31st 2017 dead line]*
- Involve in the campaign: Myself, Jane & Pat with all the waitstaff
- Business card foreach involved with picture and special reward stamped on each card. Business card to be distributed by all participants.
- Direct Marketing, we will use: Post Card Mania 800-628-1804

Your Progresses

.....
.....
.....
.....
.....
.....
.....
.....
.....
.....



IT'S A GREAT
FAST FOOD
RESTAURANT
I WISH
THEY
HAD TIME
TO TAKE
YOUR
ORDER

