**RESTAURANT MARKETING**

**STRATEGIES CHECKLIST**

**Prepared for:**

[SPECIFY COMPLETE NAME OF COMPANY]

[SPECIFY COMPANY LOGO OR TRADEMARK]

[ADDRESS LINE 1]

[ADDRESS LINE 2]

[ADDRESS LINE 3]

[ADDRESS LINE 4]

[SPECIFY CONTACT NUMBER]

[SPECIFY EMAIL ADDRESS]

[SPECIFY WEBSITE ADDRESS]

**Submitted By:**

[SPECIFY COMPLETE NAME OF COMPANY REPRESENTATIVE]

[SPECIFY JOB TITLE OR POSITION]

[SPECIFY RESTAURANT ADVERTISING COMPANY NAME]

[SPECIFY COMPANY LOGO OR TRADEMARK]

[ADDRESS LINE 1]

[ADDRESS LINE 2]

[ADDRESS LINE 3]

[ADDRESS LINE 4]

[SPECIFY CONTACT NUMBER]

[SPECIFY EMAIL ADDRESS]

[SPECIFY WEBSITE ADDRESS]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Restaurant Background** | | | | | | | |
| **Restaurant** | | **Yes** | | | **No** | | **Comments** |
| Restaurant sales, margins, volume | | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | [INSERT COMMENTS HERE] |
| Macro restaurant economic drivers | |  | | |  | |  |
| Restaurant Strengths Weaknesses Opportunities, and Threats analysis | |  | | |  | |  |
| **Restaurant Market Analysis Targets** | | **Yes** | | | **No** | | **Comments** |
| Restaurant market sizing | | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | [INSERT COMMENTS HERE] |
| Restaurant market segmentation | |  | | |  | | [INSERT COMMENTS HERE] |
| Restaurant customer identification including demographics | |  | | |  | |  |
| Channels of distribution | |  | | |  | |  |
| Restaurant sales process | |  | | |  | |  |
| **Restaurant Market Research** | | **Yes** | | | **No** | | **Comments** |
| Restaurant secondary research such as internet, associations and publications | | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | [INSERT COMMENTS HERE] |
| Restaurant syndicated research such as analyst reports, research or consulting firms among others | |  | | |  | |  |
| Restaurant primary research such as surveys, interviews, focus groups | |  | | |  | |  |
| **Restaurant Competitors** | | **Yes** | | | **No** | | **Comments** |
| Restaurant market share | | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | [INSERT COMMENTS HERE] |
| Restaurant branding or positioning | |  | | |  | |  |
| Restaurant key marketing initiatives | |  | | |  | |  |
| **Prior Restaurant Marketing Programs and Results** | | **Yes** | | | **No** | | **Comments** |
| Restaurant sales | | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | [INSERT COMMENTS HERE] |
| Restaurant inquiries, sales, leads and or new customers | |  | | |  | |  |
| Restaurant Website traffic statistics (Google analytics, host stats) | |  | | |  | |  |
| Other Measures | |  | | |  | |  |
| **Restaurant Objectives** | | | | | | | |
| **Restaurant Sales** | **Yes** | | | **No** | | | **Comments** |
| Restaurant Revenue | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | | [INSERT COMMENTS HERE] |
| Restaurant Volume |  | | |  | | |  |
| Restaurant Margin |  | | |  | | |  |
| Restaurant Market Share |  | | |  | | |  |
| Restaurant Breakeven analysis |  | |  | | |  | |
| **Restaurant Strategies** | | | | | | | |
| **Restaurant Market Strategies** | **Yes** | | | **No** | | | **Comments** |
| Restaurant new product ideas | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | | [INSERT COMMENTS HERE] |
| Restaurant new product markets |  | | |  | | |  |
| Restaurant promotions |  | | |  | | |  |
| Restaurant programs |  | | |  | | |  |
| Restaurant customer initiatives |  | | |  | | |  |
| **Restaurant Tactics** | | | | | | | |
| **Restaurant Branding** | **Yes** | | | **No** | | | **Comments** |
| Restaurant re-branding ideas | [SPECIFY IF YES] | | | [SPECIFY IF NO] | | | [INSERT COMMENTS HERE] |
| Restaurant naming |  | | |  | | |  |
| Restaurant identity |  | | |  | | |  |
| Restaurant sub-branding, trademark registration, identity standards |  | | |  | | |  |

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| **Internet Marketing Strategies** | **Yes** | **No** | **Comments** |
| Restaurant website development, re-development, microsites, landing pages | [SPECIFY IF YES] | [SPECIFY IF NO] | [INSERT COMMENTS HERE] |
| Restaurant Search engine optimization (SEO), search engine marketing (SEM) |  |  |  |
| Restaurant identity |  |  |  |
| Restaurant social media presence (profiles, content, blog and forum posts) |  |  |  |
| Restaurant email campaigns (landing pages, registration forms) |  |  |  |
| **Internet Advertising Strategies** | **Yes** | **No** | **Comments** |
| Media (research, planning, placement, traffic) | [SPECIFY IF YES] | [SPECIFY IF NO] | [INSERT COMMENTS HERE] |
| Print (trade publications) |  |  |  |
| Online (banners, directories, Google Ad Words) |  |  |  |
| Broadcast (TV, radio) |  |  |  |
| **Restaurant Publicity Strategies** | **Yes** | **No** | **Comments** |
| News releases | [SPECIFY IF YES] | [SPECIFY IF NO] | [INSERT COMMENTS HERE] |
| Press list |  |  |  |
| Press kit |  |  |  |
| Press events |  |  |  |
| Article (writing and placement) |  |  |  |
| Media relations |  |  |  |
| Distribution (internet, wire service) |  |  |  |

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| **Restaurant Sales Promotion** | **Yes** | **No** | **Comments** |
| Restaurant Sales Programs | [SPECIFY IF YES] | [SPECIFY IF NO] | [INSERT COMMENTS HERE] |
| Restaurant Sales Training |  |  |  |
| Restaurant contests, coupons, discounts |  |  |  |
| **Restaurant Trade Shows and Events** | **Yes** | **No** | **Comments** |
| Restaurant Exhibit design | [SPECIFY IF YES] | [SPECIFY IF NO] | [INSERT COMMENTS HERE] |
| Restaurant Booth graphics |  |  |  |
| Restaurant Pre-show promotion |  |  |  |
| **Restaurant Channel Marketing** | **Yes** | **No** | **Comments** |
| Restaurant Dealer or distributor programs | [SPECIFY IF YES] | [SPECIFY IF NO] | [INSERT COMMENTS HERE] |
| Restaurant Promotions |  |  |  |
| Restaurant Merchandising support, POP, packaging |  |  |  |
| Restaurant Training programs |  |  |  |



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2. You can change the size, font & color of the text in the Main Tab: Home



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