

Restaurant Marketing Checklist

Effective marketing is crucial for a restaurant, elevating its brand by creating awareness, attracting customers, and fostering loyalty. In a competitive market, strategic marketing not only drives immediate customer traffic but also ensures long-term success and sustained business growth.



PHONE

(206) 865-6298

WEBSITE

cloudkitchens.com

Build An Online Restaurant Menu

Restaurants start with chef-inspired menus, choosing physical or digital based on cost, convenience, and environmental impact. A compelling digital menu features vivid descriptions and customizable options.

- Build a good digital menu
- Capture high-quality, clear, and appetizing images of all menu items or dishes during the photoshoot
- Craft descriptions that portray the flavors and ingredients
- Price each dish with different pricing strategies
- Consider pricing tactics such as anchoring or charming

Leverage on social media & Listing

A personal bond or community support cultivates customer loyalty, transforming patrons into passionate advocates.

- Set up your social accounts with proper brand assets and business info, including operating hours and address
- Post content at once to twice a week
- Set up your Google Business Profile (GBP) and Yelp profile
- Take advantage of Instagrammable packaging and hashtags

Drive Sales via Online Delivery Apps & Restaurant Reservation Apps

Restaurants benefit from online delivery apps as they expand customer reach, increase orders, and streamline the ordering process for convenience.

- Register with Uber Eats, DoorDash, Grubhub, Resy, and OpenTable, and more
- Sign up for Otter to manage all the delivery apps in one platform
- Upload all the menu dishes images and description
- Offer seasonal discounts and promotions
- Try 'Sponsored Listing' on the Delivery Apps

Social Advertising

Utilize eye-catching social platforms ads to target your customers; link them to website or app for easy ordering.

- Engage with some influencer marketing
- Begin investing in Facebook or Instagram ads, directing them towards your restaurant's local audience.
- Launch seasonal promo campaigns