



RESTAURANT MARKETING PLAN



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Paid Ads: Waste of money or customer magnet?

Restaurant owners might worry about wasting money on ads. But with a smart plan, paid advertising can become a powerful tool to keep your tables full and boost profits. Let's break down how to make paid ads work for you.



Pre-Ad Checklist

Think of your ad budget as an investment, not a gamble. To maximise that investment, you need a solid foundation. Follow these steps for paid ad success:

Social media: People trust brands they know and follow online. So, build a strong social media presence.

Google Maps: Most people use Google Maps to find restaurants. Make sure your profile is up-to-date so people can see your ads.

Test your ads: Don't spend money on big campaigns right away. Start small and test different things to see what works best. Then you can scale up your winning ads.



Targeted Marketing and Unique Offers

Targeting the Hungry Crowd

Zero in on Intent: People searching "restaurants near me" or "[your top dish] in [location]" are ready to eat. Optimize your ads to appear for these high-value searches.

Drive Website Traffic: Google searches should lead straight to your website. Craft compelling offers to convert those searchers into customers.

Multi-Platform Follow-Up: Stay top-of-mind with irresistible visuals on Instagram, TikTok, and YouTube. Target those who have visited your site, they are already interested.

Collaborations and Smart Promotions

Tap into Influencer Power: Partner with food bloggers and local influencers. Offer exclusive experiences or coupons in exchange for authentic promotion.

Remarketing Magic: Use their influence along with website data to retarget on Google, TikTok, and Instagram with enticing offers, driving repeat visits.

Beyond Discounts: Spark customer delight with delicious birthday treats, festive New Year specials, and unique experiences that build excitement and loyalty.

The Art of the Offer

Experience is Key: Instead of discounts, frame your offers as unique experiences or shareable stories. This elevates your brand and draws in customers seeking something special.

Retention Marketing: Keep Them Coming Back



Loyal customers are what keeps a restaurant going strong. To build a thriving base of regulars, you need smart data collection and targeted outreach. Here's how you can achieve this:

The Role of Data Exchange: Offer irresistible incentives like free WiFi in exchange for customer information (email, phone numbers, etc.). This data is invaluable for targeted marketing campaigns.

Targeted Ads for Maximum Impact: Use platforms like Google Ads and Meta Ads to reach your existing customer base with personalized offers and promotions. These ads are far more effective than targeting a cold audience.

Empower Personalized Experiences: Customer data lets you personalize special occasion outreach. Automated birthday greetings with a special a discount or a celebratory message for anniversaries will make your customers feel valued and encourage them to return.

Explore other engaging tactics: loyalty programs, email newsletters, or even text message promotions can help you collect data and stay in touch.

Menu Hack: Target What Sells

Your website isn't just an online brochure, it's a treasure trove of customer insights. Here's how to use it to supercharge your social media advertising:

Analyze the Stars: Track which dishes get the most clicks and orders on your website. These are your crowd-pleasers, the dishes with proven appeal.

Showcase Your Bestsellers: Highlight those star dishes on social media with appealing photos and videos. This isn't just advertising; it's social proof that others love these choices.

Personalized to Perfection: Since you know these dishes are popular, target your social ads to people with similar tastes. This focused approach maximizes engagement and conversions.

Why this strategy is so effective:

Data-driven: Removes guesswork by using real customer preferences to inform your ad campaigns.

Personalized appeal: Taps into the power of "social proof" and targets those most likely to be interested.

Cost-effective: You're promoting what already works, reducing wasted ad spend.



But I'm starting from scratch

Don't worry, great ads can build a fanbase and get more people to your website. Plus, good reviews on Google Maps show that you are trustworthy and established, so people can trust you.



Contact Us

www.wurrent.com



hello@wurrent.com



Park Blvd, Palo Alto,
CA 94306,
United States



Thank You

For Your Attention



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