simpleERB

The simpleERB Guide To

RESTAURANT MARKETING

THE simpleERB GUIDE TO RESTAURANT MARKETING

With a vast number of marketing tools and tactics available, it can be confusing to know where to begin, and which ones are worth your valuable time. That's why we've compiled a full set of recommendations for restaurant marketing into this handy, actionable guide, complete with checklist and calendar.

We've categorised these methods into:

- Must-Haves
- Valuable
- Advertising
- Organisation & Learning
- Quick Wins

These tactics will help you become a restaurant marketing master in no time. We know how time-consuming running a restaurant can be, so we've even allocated a recommended time to each task to help you plan and prioritise.

This guide has been written by the team behind simpleERB, the simple restaurant diary & booking management system. Throughout this guide we'll mention where simpleERB can assist, but you certainly don't have to use the platform to find this guide helpful.

We wish you the best of luck with your restaurant!

The simpleERB team.

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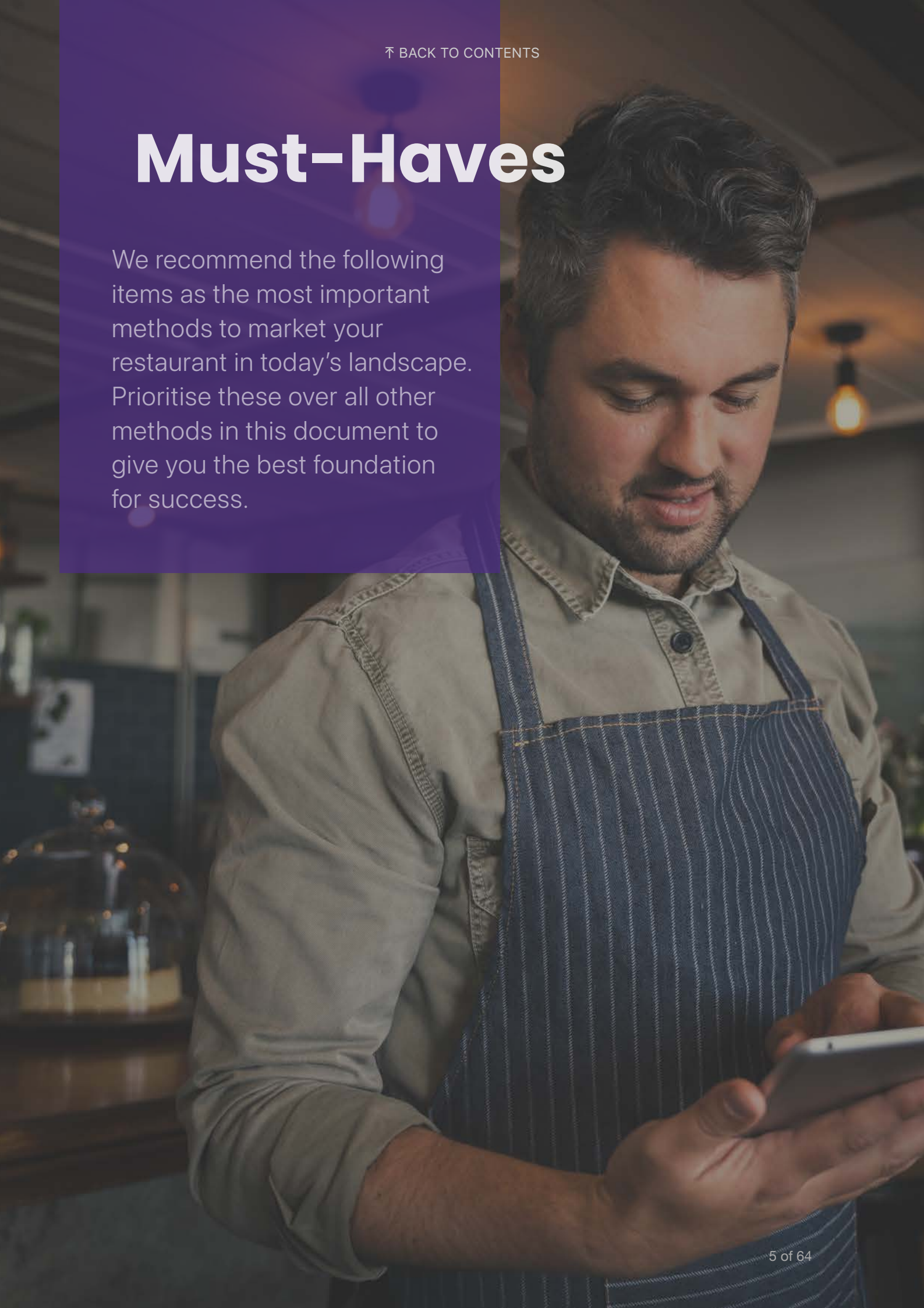
Must-Haves

We recommend the following items as the most important methods to market your restaurant in today's landscape. Prioritise these over all other methods in this document to give you the best foundation for success.

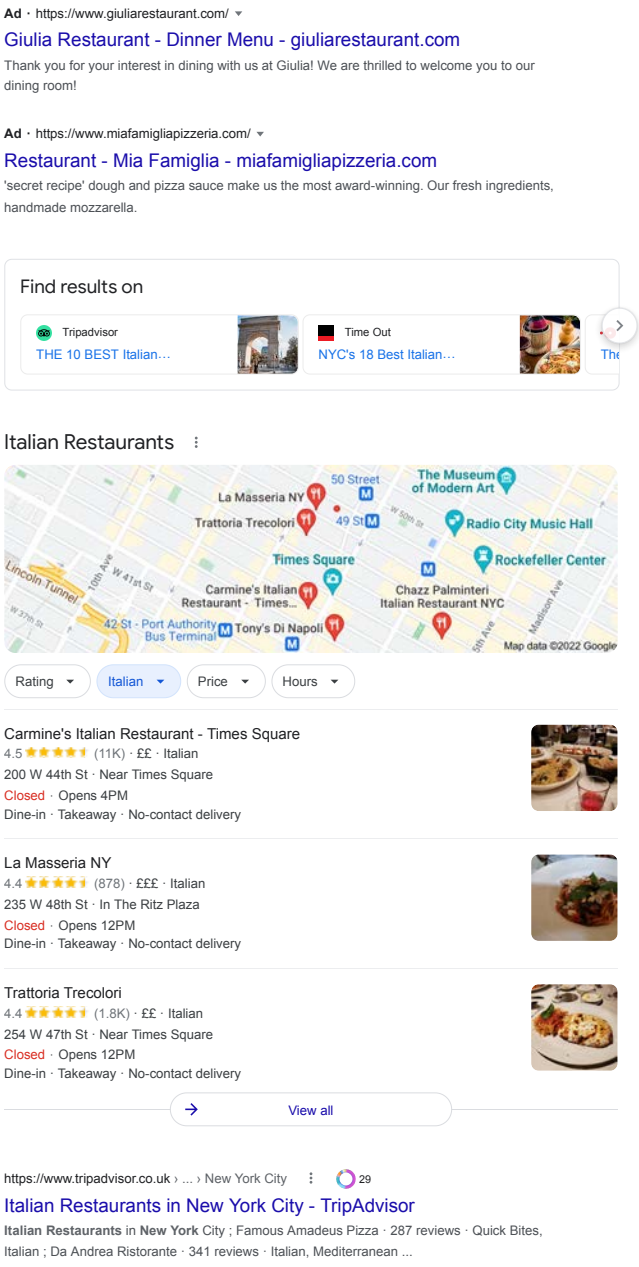


GOOGLE MY BUSINESS

Cost	Difficulty	Priority	Time	ROI
Free	Easy	High	30 mins set-up	Very high

The importance of Google to your restaurant's online profile cannot be underestimated. It's often the first place someone will look if they're wondering where to dine.

Powered by an ever-changing algorithm, Google presents you with a list of results they believe present the solution to your search query. The example here shows the results for 'Italian restaurant New York'.



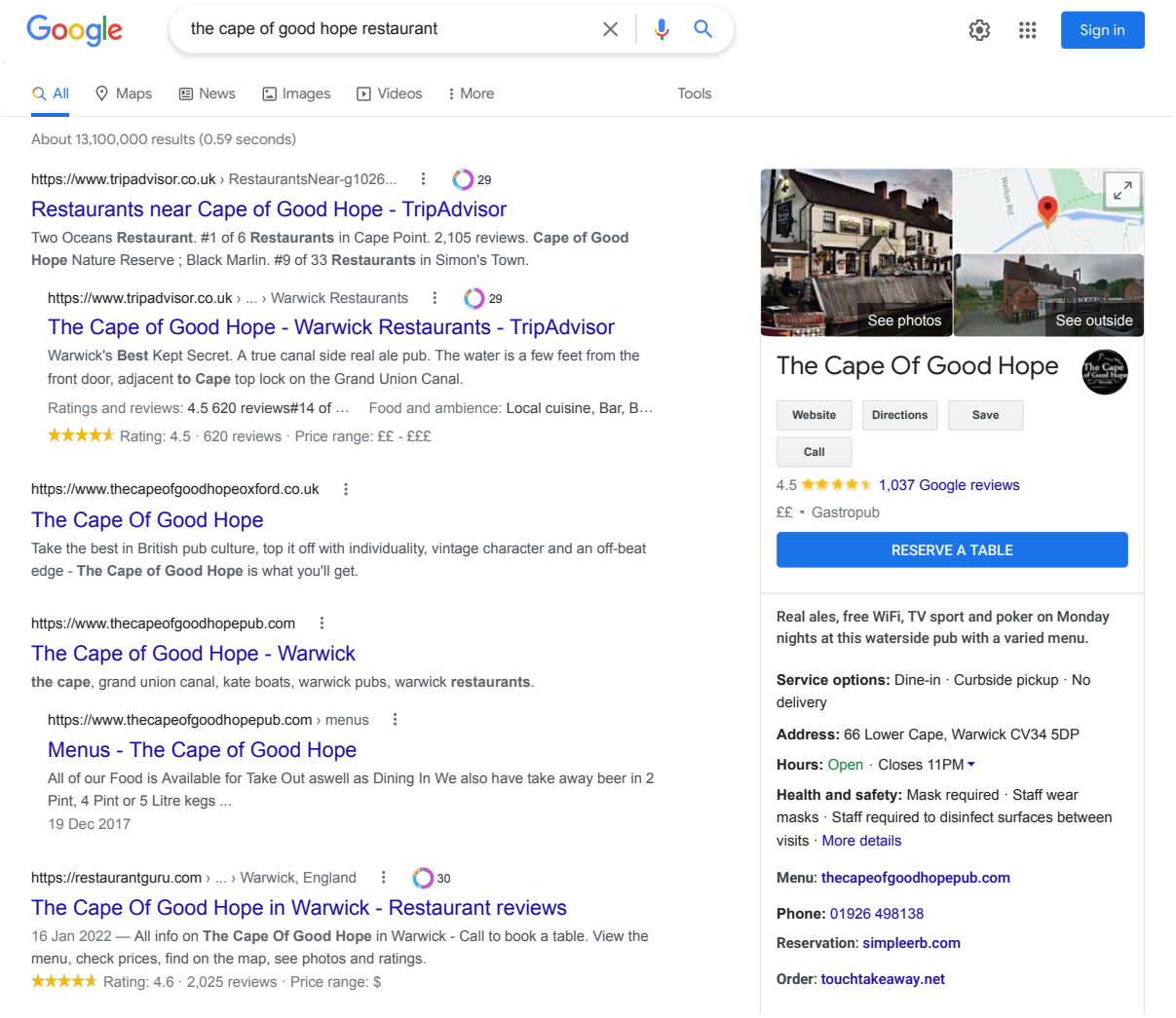
Restaurants with thoroughly-populated MyBusiness profiles are shown just below the map in this screenshot, before any website listings, so it's paramount your restaurant aims for this lucrative positioning.

It's therefore critical that your Google My Business Profile is active and optimised - particularly as a recent report states over 70% of searches initiated on a mobile device are for food and beverage.

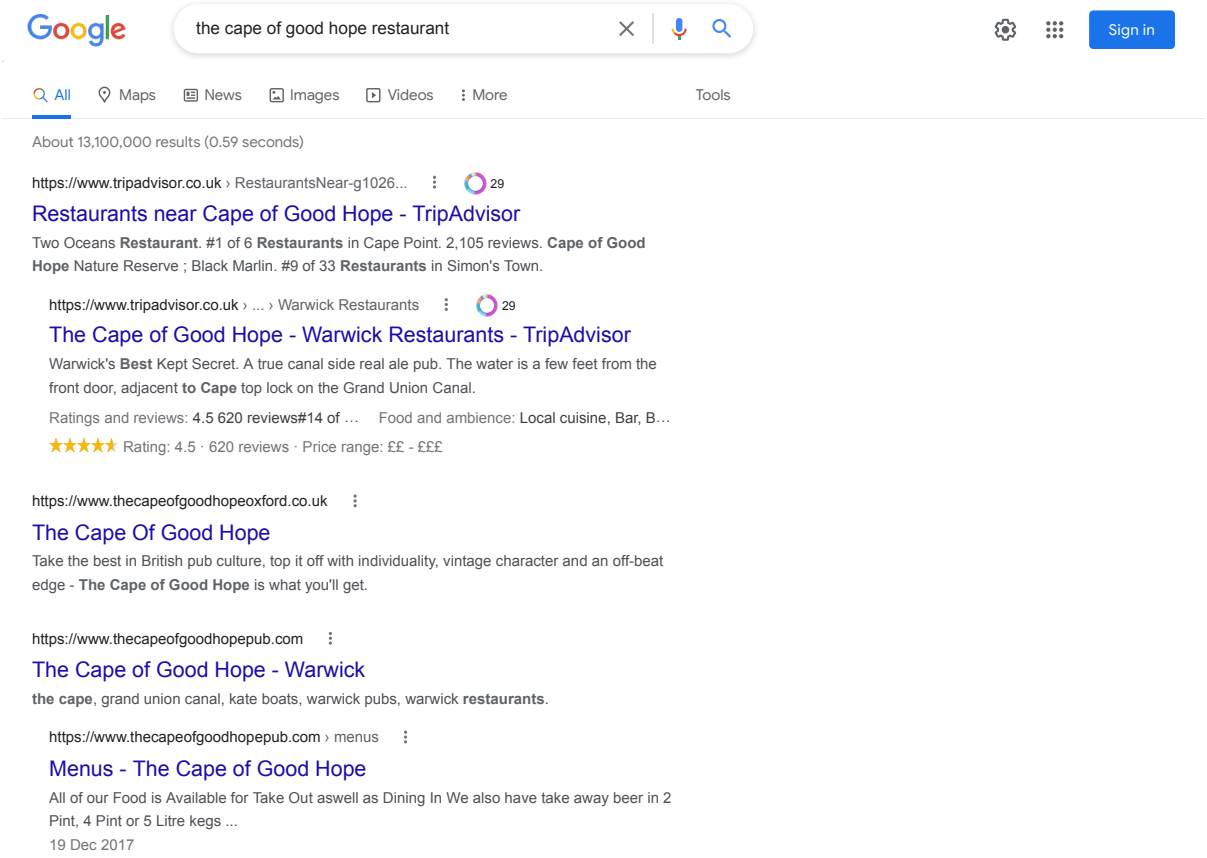
A Google My Business profile is free to set up and is one of the simplest and most effective marketing methods available.

My Business' integration with Google Maps means mobile users can navigate to your restaurant easily, as it displays as a pin on the map.

If a user searches using your specific restaurant name, a fuller version of your MyBusiness profile will be seen to the right of the search results, with key information about the restaurant such as address, star rating, phone number and opening hours.



This is what the search results look like without one.



RECOMMENDATIONS

Create your listing - Go to https://www.google.com/business/ to claim your business or create a new listing. It is important to fill your listing with 100% accuracy as Google will verify it via postcode or telephone call.

Provide information - Update your listing to include business name, address, opening hours, phone number, website and high-resolution photos. Google will automatically populate this itself if you don't supply it, so it's in your best interest to do so for accuracy.

Categorising - Be as specific as you can when choosing categories for your business. Think of which keywords you would like to rank for and how you see people searching for your restaurant. The more specific, the higher the chance you will rank well in Google search results. eg. you have a much better chance to rank for "italian restaurant new york" or "spanish tapas restaurant new york" than just "restaurant in new york".

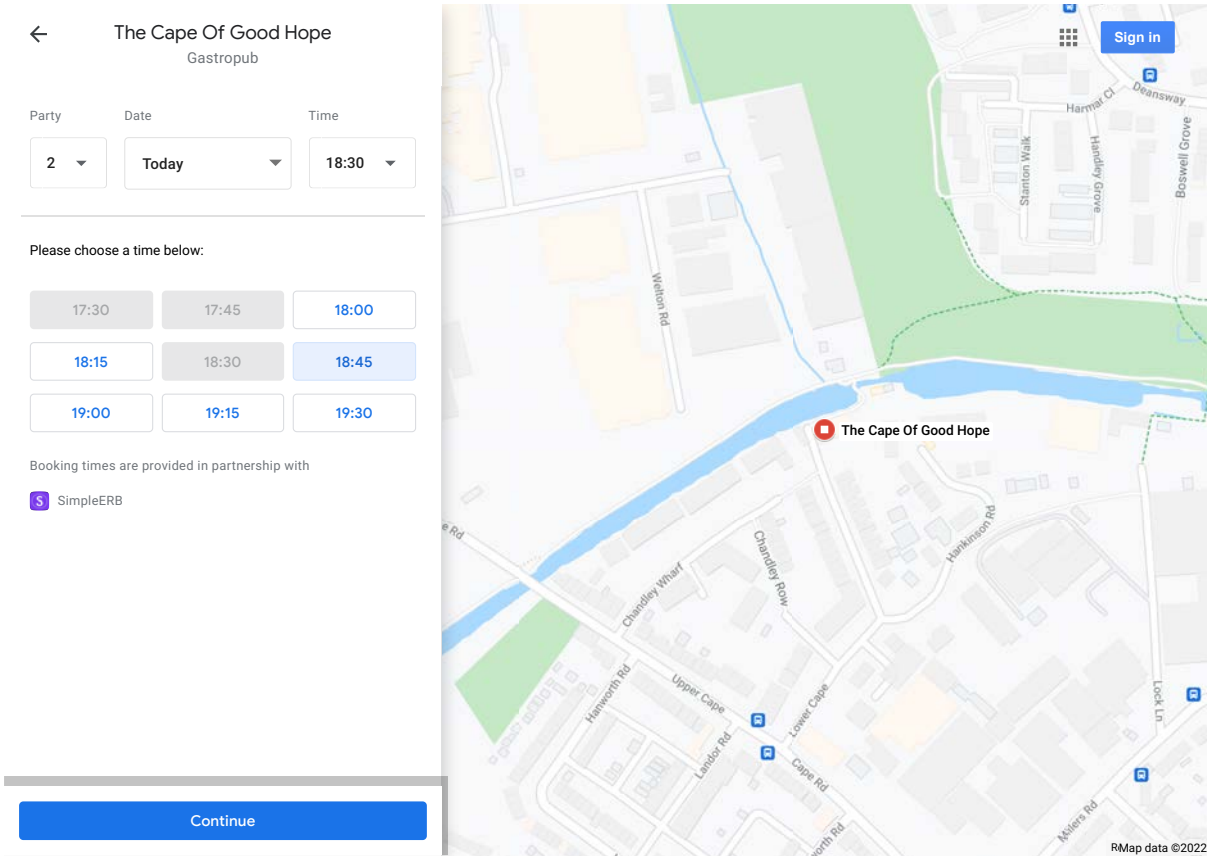
Analyse - Once you're up and running, use Google My Business Insights to see where you could improve your profile.

Offer link - You can also create a special offer on simpleERB and using Google's post feature, have this offer showing on your listing along with the book button going directly to the special offer.

Reservation link - simpleERB now offers an integration with the RESERVE button on Google, allowing diners to view an up-to-date calendar of availability. If they book, it will be updated in your diary. Alternatively, just add your booking widget URL in the Google My Business default feature to add a reservation link within the knowledge panel.

Check reviews & edits - Google seeks additional validation from the general public, so take a quick look each day to check your reviews and verify any suggested edits. If you have claimed your listing you will be informed if any edits have been made, if you haven't you won't.

Add Google review link to emails - With simpleERB, you can set up the feature to send customers a feedback request after their meal. When you receive their feedback, you can tick a box to send on another request for a social/review post. You can customise the context of the social/review request to include links to your restaurant's Google, Facebook and Tripadvisor profile to help build your online reviews.



FACEBOOK

Cost	Difficulty	Priority	Time	ROI
Free + optional ad spend	Medium	High	0.5hr / day	High

Facebook is the world's biggest and most powerful social media network with over two billion monthly active users. It's free to set up a business profile and relatively simple to use, so having a presence for your restaurant here is a no-brainer.

However, Facebook's algorithm has consistently evolved in a bid to limit 'organic reach' (posts without a budget behind them) for business pages. This means businesses have to spend money on advertising to ensure they are seen by the desired target audience.

RECOMMENDATIONS

Set up a business page - You can see how to set up a Facebook Business Page here.

Explore paid ads - Facebook is still a valuable marketing tool for restaurants. But getting the most from your restaurant's Facebook page and ensuring your posts reach the right people requires effort. Paid activity allows you to select the specific demographic you want to see your post by location, gender, age and interests.

> **Experiment with format** - Experiment with different types of posts such as text, video, image and linked posts, to see what works best. Facebook Insights is free and will give you this information.
>
> **Consider outsourcing** - Being consistent and building a valuable presence on this platform takes time. If you're short on time, and have some budget available, consider outsourcing your social media to a marketing agency.
>
> **Explore scheduling tools** - Tools such as Buffer, Coschedule, Hootsuite and Sprout Social are useful for scheduling your posts in advance. There are various free and paid plans for these scheduling tools, depending on your needs. You can schedule your posts within Facebook too but these tools are useful for having all your social media posts in the one place if you are using multiple platforms.
>
> **Integrate simpleERB** - Add your booking widget from simpleERB to your Facebook page so people can book your restaurant directly from Facebook.

You can also use simpleERB to build positive reviews on your Facebook page as detailed in the Google My Business tip above - you can set up the feature to send customers a feedback request after their meal. When you receive their feedback, you can tick a box to send on another request for a social/review post. You can customise the context of the social/review request to include links to your restaurant's Google, Facebook and Tripadvisor profile to help build your online reviews.

INSTAGRAM

Cost	Difficulty	Priority	Time	ROI
Free + optional ad spend	Medium	High	0.5hr / day	High

Instagram is one of the world's most popular social media networks. Image-led by design, Instagram is the perfect marketing platform to show off your mouth-watering dishes. Users can choose to post on a grid format (posts will stay there forever) or via 'story' format (stories are live for 24h so perfect for flash sales, opening hour changes, news updates etc). Stories can also be saved to a 'highlights' section, displayed at the top of the grid.

Instagram also has a 'live' function which allows users to broadcast content live from their phone camera (great for big announcements, cook-alongs, interviews etc).

RECOMMENDATIONS

Quality photography - With Instagram, the quality of the photograph is everything.

Customer sharing - Instagram is an excellent tool for encouraging your diners to take photographs of your dishes (many of them will be doing it anyway) and asking them to post with a tailored hashtag that allows you to share the photograph on your restaurant's account. Reposting their

content with consent, also gives you a helping hand.

Influencing - Instagram is also the home of the 'influencer' - users with a large following who are considered influential in their field/city. It is definitely worth considering inviting influencers into your restaurant for a free meal.

Frequency is key - Posting on the grid once a day is best practice but posting on stories at least once a day may be more convenient for you.

Timing - Experiment with posting at different times of day, research and use relevant hashtags and follow relevant Instagram accounts, such as accounts with large followings who live in the area of your restaurant, and other food photography accounts.

Follow your demographic - A good tip is to follow people who have very recently liked an account similar to yours as it means they are actively engaged in the content you are presenting.

Use stories - Instagram Stories is a feature whereby short snippets of videos and photographs appear on your feed for 24 hours. They offer a more 'instant' hit for followers and are less curated to the main Instagram feed. Content that works best here includes:

- behind the scenes content
- opening hour changes
- special menu item announcements
- announcing special offers / time-sensitive promotions
- re-sharing happy customers' stories

Use highlights - Highlights are a place to store your best content posted from Instagram stories. You can group these into themes, and it's a great place to 'store' reviews or comments from people who have visited your restaurant.

Experiment with content styles - Experiment with your post format - try Reels (short-form video content), regular video, single and multiple photo posts to see which performs best for you.

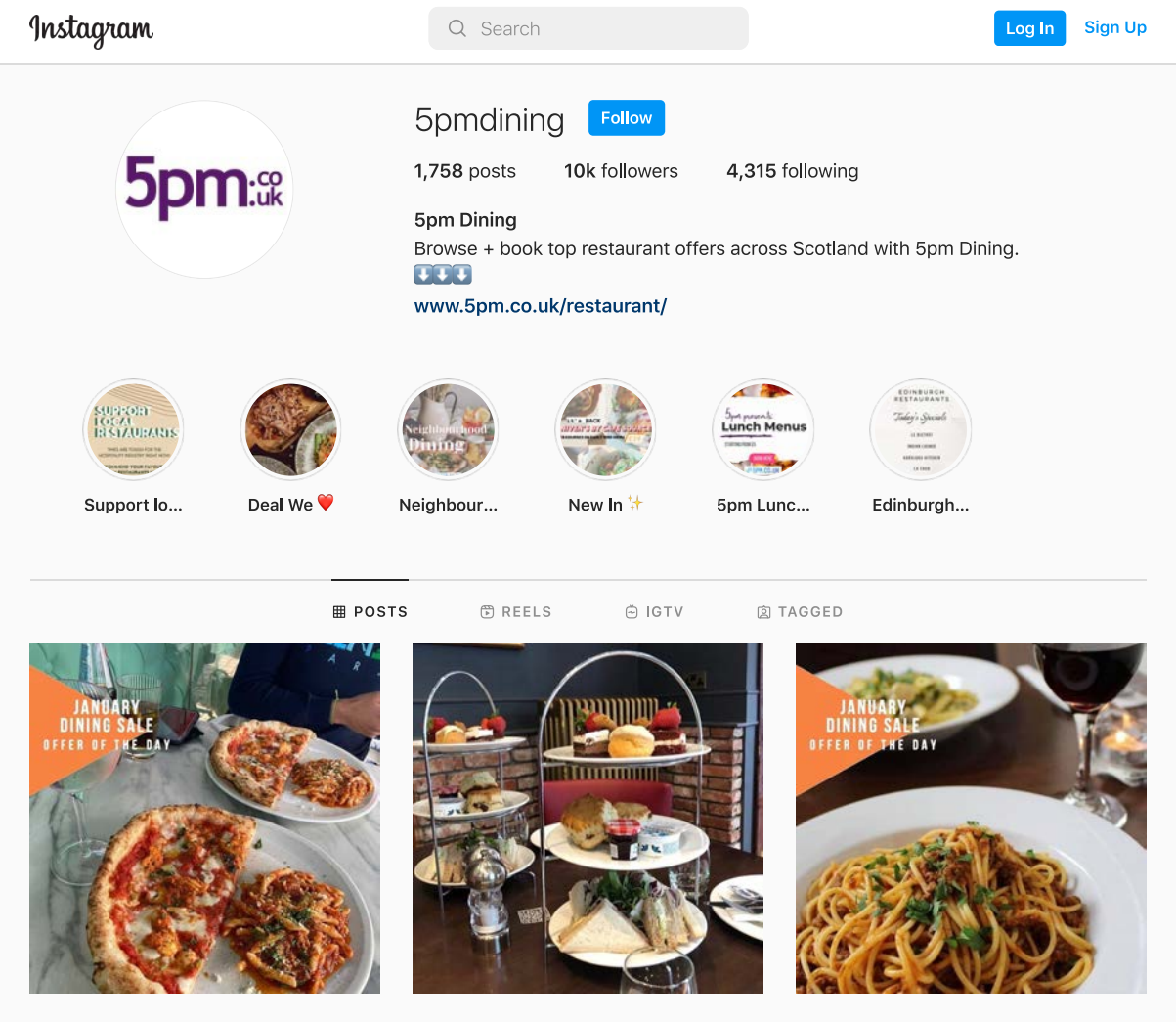
Editing - Subtly editing images to enhance the appearance of your food is the name of the game! Instagram's filtering options are excellent, but other free editing tools such as VSCO are available.

> **Use hashtags** - Utilise hashtags within grid posts to enhance your reach. See what competitors use for inspiration, focus in on local popular hashtags. Don't overdo it, a handful per post is perfect.
>
> **How simpleERB can help** - If you put your simpleERB widget link in your bio those looking at your Instagram account can book your restaurant directly on Instagram.

Do this by opening the Instagram app on your mobile or desktop, go to "edit your profile," copy and paste your simpleERB booking url into the "website" section and put a call to action in your bio.

For example "Book here ⬇️⬇️⬇️".

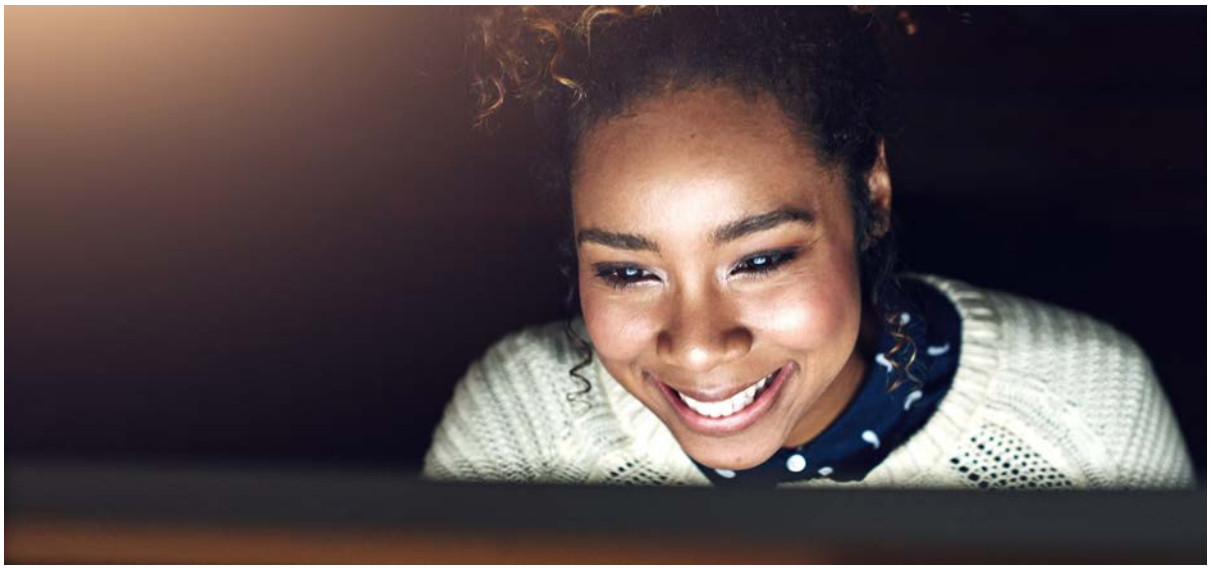
Here is an example:



WEBSITE

Cost	Difficulty	Priority	Time	ROI
Variable	Medium	High	Variable	Very high

When you have Facebook and Instagram accounts at your disposal it can be easy to think you don't need to bother with a website for your restaurant. Creating your own website however, allows you to have complete control over the content and come first in the listings when someone types your restaurant's name into Google, so never undervalue this.



RECOMMENDATIONS

Minimum requirements - Include on your website all the information a potential diner could possibly be looking for; a map, directions, contact details, menus and photographs. Make sure all this information is easy to find.

Grade your existing site - As a starting point for improvement, try tools such as Website Grader, a free tool that analyses and rates your website and suggests improvements.

Updates - Update your website when there are major changes to menus, but other than that it requires minimal upkeep as the majority of time-sensitive news/information will be expected to be conveyed through social media.

Outsourcing - If you have yet to create a website, there are many easy-to-use templates available from sites such as Wix or Squarespace, but if you have a clear vision in mind, or not much time on your hands, it may be worth paying a web developer to create a professional, slick website that portrays the image you want your restaurant to have. A good place to find web developers is Upwork.

Website building - The fastest and cheapest way to get a (very simple) website is to use the free website builder from Google My Business. Find instructions on how to do this here. It won't be the slickest website in the world but it will work on both desktop and mobile and will get you found.

Domains & hosting - Purchase a domain name that matches your restaurant's name as closely as possible - for clarity and also added SEO benefits.

The cost of hiring a web developer varies depending on how many features you want your website to have. Maintaining your website on a web host such as GoDaddy or HostGator will cost around $200 a year depending on how many visitors your website gets.

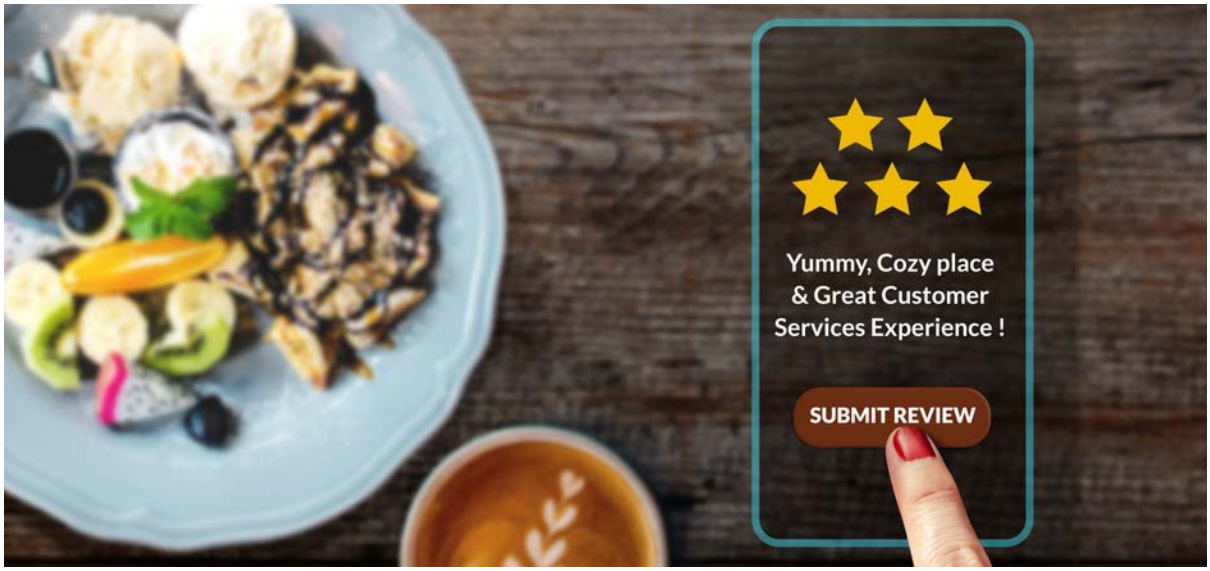
Booking widget - simpleERB can provide a free booking widget you can put on your website so those visiting can book your restaurant directly.

Reviews - Your website is a great place to showcase your great reviews - why not display the positive reviews generated by simpleERB on the homepage?

REVIEWS

Cost	Difficulty	Priority	Time	ROI
Free	Easy	High	10mins/day	High

Restaurant review websites Tripadvisor and Yelp are highly influential. A number of rave reviews and a boost to the top of the listings in your city is a great piece of marketing for your restaurant.



However, don't fall into the trap of leaving or asking others to leave fake five star reviews - Tripadvisor and Yelp have dedicated fraud teams who examine reviews to ensure they are authentic and you will be penalised if found to be fake. This will impact your restaurant's placement in rankings and the media. Most importantly, your restaurant will lose the trust of savvy diners who can spot fake reviews easily.

RECOMMENDATIONS

Updated profiles - Ensure your Tripadvisor and Yelp restaurant profiles have all your information, contact details, menus and updated photographs.

Encourage reviews - simpleERB allows you to easily encourage your customers to share their positive reviews to Tripadvisor and Yelp. One way is by adding a link to customer confirmation emails where customers can

submit feedback after their meal. You can also send customers a request to share their review along with links to your restaurant's profiles.

Responses - Respond to ALL reviews, both positive and negative, either thanking the reviewer for their positive feedback or apologising for the negative dining experience the diner had (don't lose your temper when responding to negative restaurant reviews).

Promotion - Tripadvisor has a range of promotional tools such as stickers you can put in your restaurant window and widgets you can put on your website to help gain diner trust.

EMAIL

Cost	Difficulty	Priority	Time	ROI
Free	Easy	High	10mins/day	High

Email can be an extremely powerful marketing method for your restaurant. Studies suggest email marketing is more effective for businesses than social media as it delivers their message directly to the inbox of those who have clearly stated an interest.

RECOMMENDATIONS

Build a list - Start building your email database as early as possible (never send emails to those who haven't subscribed - you will be penalised by your email provider). Invite restaurant and website visitors to sign-up to your mailing list. You can also encourage email sign-ups via Facebook Ads, business cards and leaflets. Booking a table via simpleERB requires an email address, so providing the user has given permission, you'll be able to gather qualified data from simpleERB to build your list.

Content - Feature whatever information you'd like to alert your customers to, such as new menus, new dishes, special offers, discount codes and seasonal campaigns like Valentine's Day and Mother's Day.

Platforms - tools that can help - There are many platforms out there which will build, send and manage your email campaigns. We would recommend Mailchimp as a starting point. It's ideal for small businesses, user-friendly and allows you to build and customise easily with slick pre-made templates. It's also free for up to 2,000 contacts.

Segmentation - simpleERB's reporting tool allows you to segment your customers, showing how many times they've visited. This information is perfect for creating targeted email marketing campaigns. For example, reward the most loyal customers by exporting their email addresses into a separate segment so you can send them special offers.

Retention - You may want to target previous customers who used to be regulars but no longer visit the restaurant. simpleERB's reporting feature allows you to download details of your 'disappearing customers' so you can entice them back via e-mail marketing.

PHOTOGRAPHY

Cost	Difficulty	Priority	Time	ROI
Variable	Medium	High	0.5-1 day shoot	High

Quality photography of your restaurant and menu items is crucial. These will form the basis of much of your marketing activity - your website, social media posts, Google My Business Profile, and so much more.

Photographs are the first thing your potential customers will look at, so you must ensure they positively reflect your restaurant.

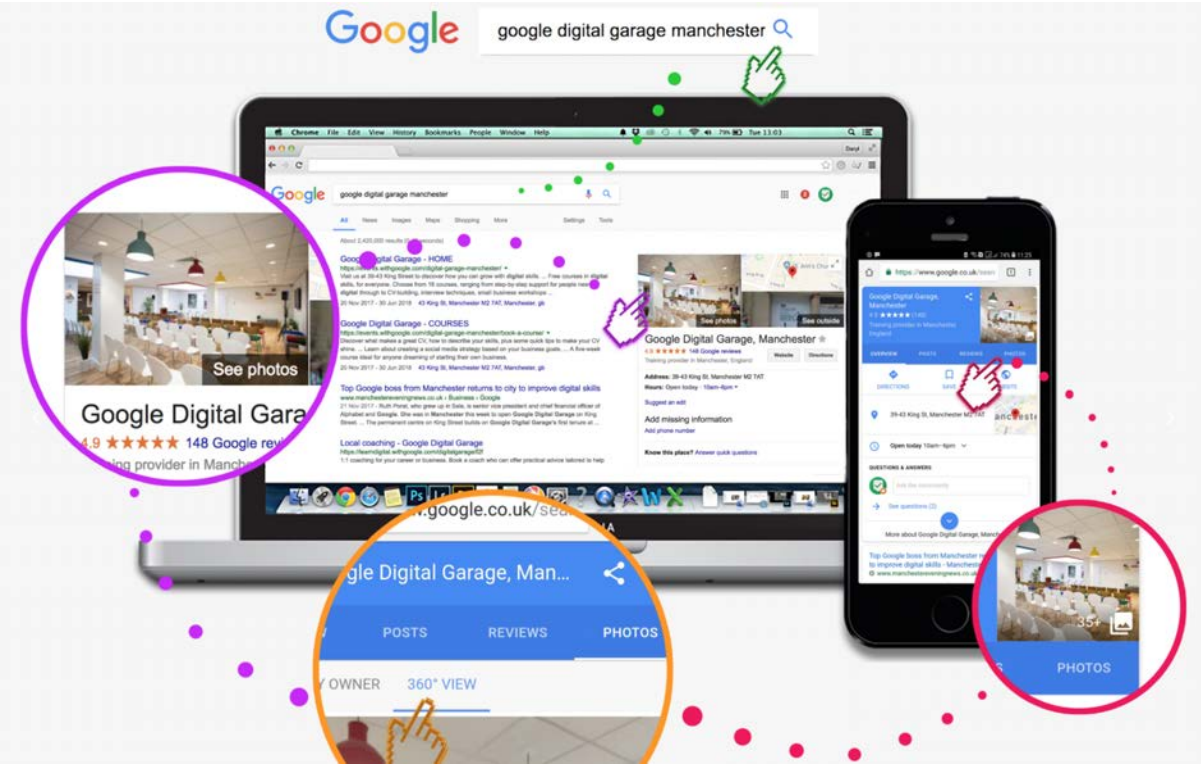
It may feel expensive to hire a professional photographer to capture your interior and signature dishes, but once it's done you can potentially use the content for years and in many different places, so it's certainly a worthwhile investment.

RECOMMENDATIONS

> **Finding a photographer** - Check out Google's list of trusted photographers. Have a thorough look at their websites and portfolios as all the photographers will have different styles. Many have a range of packages to suit different budgets and are often up for negotiation.

> **Virtual tour** - For a few hundred dollars, you could opt for a “Virtual Tour” option, where the Google photographer takes photographs of your business’s interior which not only appear on your Google My Business profile but can also be accessed from Google Street View. So when a user looks at your business on Google Maps, they can virtually walk in off the street and have a look around.

Here is an example of how this looks, using Google Digital Garage’s Manchester office.



Valuable

The following methods we deem valuable to do once you have the 'must-haves' covered. Some of these require a bit more time and a higher budget, but if you are able to implement these, it's certainly worthwhile.

RESTAURANT BOOKING PLATFORMS

Cost	Difficulty	Priority	Time	ROI
~$100/year + commission	Easy	Medium	15 mins/day	Medium

Restaurant booking websites such as OpenTable, TheFork, Quandoo and 5pm can be a very useful marketing tool to bring you a lot of business. These websites are used by people specifically searching for restaurants to book a meal in so having your restaurant as an option (with an enticing offer) is likely to garner bookings. They are also very useful for building your restaurant's reputation, attracting those who might not have dined there otherwise and building positive reviews.

RECOMMENDATIONS

Consider the cover charge - The downside of using such third party websites is they have a cover charge - if your restaurant gets a lot of bookings on websites such as OpenTable, you could end up paying them thousands of dollars a month. Ideally you should try to move these customers from the other websites to booking directly with you. This gives you complete control over the bookings, meaning you are not paying a cover charge, and you'll also have the customers' details to use for your own marketing purposes.

Consider direct - simpleERB can create a booking widget for your website so customers can book directly. It also allows you to create offers which are the same as the ones you have on the restaurant booking websites. If customers book directly with you via simpleERB, you won't be paying the cover charge and, even better, you have the customer's email address which you can add to your own marketing database.

simpleERB

Cost	Difficulty	Priority	Time	ROI
From £13.50/month	Easy	High	45 mins setup 15mins/day	High

simpleERB is an online restaurant diary and reservation management tool created by us. Its multitude of features help drive revenue for restaurants and allows them to operate more efficiently.

simpleERB helps restaurants to:

- manage table layout;
- create a database of customer preferences;
- take bookings via restaurants' social media accounts;
- take deposits;
- monitors restaurants remotely;
- see customer feedback before it reaches the review websites;
- set up offers;
- sends booking reminders, and more.

RECOMMENDATIONS

> **Use the full suite of features** - Learn more about what simpleERB can do for your restaurant here and bookmark our blog for regular tips.
>
> **Utilise the booking widget** - Place the widget in as many places as you can - your Google My Business Profile, your social media profiles, so when people see it they can book instantly.

DAILY DEALS

Cost	Difficulty	Priority	Time	ROI
15-20% commission	Easy	Medium	1hr/week	High

Daily Deals websites can be useful for both filling tables and raising awareness of your restaurant. Using them means getting your restaurant's name in front of their customer database which is likely to be much larger than yours.

RECOMMENDATIONS

Off-peak only - To best utilise daily deal websites, make sure to only allow bookings on days and times your restaurant is quiet.

Margins - Have a close look at your margins to ensure you are making a profit and not losing money on the deal you are offering vs the number of guests you expect.

Diary booking - Dealing with increased phone calls afterwards can be challenging. By giving the deal provider a simpleERB private booking offer widget URL as the booking instruction, customers can make bookings directly into your diary based on your availability, without having to phone.

SUPPLIER PARTNERSHIPS

Cost	Difficulty	Priority	Time	ROI
Variable	Medium	Medium	1hr/week	Medium

Your food and drink suppliers may be interested in working with you on marketing campaigns, particularly those who sell to consumers. Such cases can be a 'win-win' situation where your restaurant, the supplier AND your customers benefit.

RECOMMENDATIONS

Beverage suppliers - Drinks companies often have large marketing budgets - try to persuade them to move some of that budget to you (you always have the option of taking your business somewhere else if not). Offer to run a tasting promotion for a whisky or liqueur which you would serve to customers in the drinks company's branded glass - educate your staff about the drink so they can act as brand ambassadors. Collect the email addresses of the customers who tried the drink and email a follow up promotion with a voucher to carry out some market research for the brand.

Such promotions benefit both the drinks' company and your restaurant as it gets the drink in front of the target audience in an ideal restaurant setting and allows you to entice customers with a free drink (but make sure you are running these promotions in quiet times in order not to

cannibalise sales). If you find a drinks company willing to work with you there's no reason why you can't run such a campaign once a month.

Local food suppliers - Local food suppliers don't have large budgets but are usually desperate for cost effective marketing techniques. Reach out to your local suppliers to come up with ideas which benefit you both. Maybe they can give you free stock to produce an extra course or amuse-gueule. In return, you could talk about the product on your website, social media and emails and give your diners a voucher to use at their shop.

Special offers - simpleERB can set up a special offer that includes the drink or food you are promoting. It can also track users who booked the offer and set-up an email list to target them later on.

Train staff - You will need to spend some time educating your staff about any new products and training them to act as brand ambassadors when they present the drink or ingredients to your customers.

Terms - You will also need to spend a significant amount of time sourcing potential food and drink partners and communicating with them about the terms of your partnership. No money necessarily needs to be exchanged. Make sure the offer benefits you both.

Use PR expertise - whoever handles your PR may be a good place to start to find an appropriate food or drinks company to partner with. They may have more contacts as well. This will save you time. However, the food and drinks tasting will happen in your restaurant so you and your staff will need to be hands on with the partnership.

SPONSORSHIP

Cost	Difficulty	Priority	Time	ROI
Variable	Medium	Low	Variable	Low

Local sponsorship, for example a kid's football team or local events, offers a great PR opportunity. Research local teams or sponsorship opportunities that align with your ideal customer.

FOOD BLOGGERS & INFLUENCERS

Cost	Difficulty	Priority	Time	ROI
Variable	Medium	Medium	0.5hr/week	High

Using food bloggers and social influencers in the 'foodie' community can be a great way of getting exposure for your restaurant.

RECOMMENDATIONS

> **Content is king** - Don't simply take follower numbers as the determining factor. Look at the blogger's content and engagement before you decide if working with them will benefit you. Some will be happy to receive a free meal in return for producing content and some will expect payment.

Be clear - Make sure both you and the blogger clearly set out your expectations beforehand and exactly how much promotion you expect in return for the free meal/cash. Do you expect one Instagram post? An Instagram post, an Instagram story and a blog post? Will the blogger be bringing one guest to dine with them? How many courses will they be ordering? Will they be ordering as many drinks as they want? We would encourage you to request that the blogger places your restaurant link or simpleERB booking widget on their blog/Instagram/YouTube/Twitter account so those watching can book your restaurant on the spot.

Bespoke offer - simpleERB can create a private bespoke offer for your visiting blogger with all the details so your staff know this is an important visitor who isn't to be charged - you can put all the information of the visit in the note, including the table they are to dine at, the menu, and any other details, like a free bottle of your best wine, etc.

Use PR contacts - PR Companies will probably already have relationships with bloggers. If you are working with a PR they can do the work for you. Look at our advice on working with PRs, above.

MEDIA PACK

Cost	Difficulty	Priority	Time	ROI
Low	Easy	Medium	3hr initial setup	Low

Having a consolidated media pack for your restaurant is very useful for any PR opportunities. Journalists are busy, so being able to access all your information in one place saves them a lot of time, and it'll improve the accuracy of their work.

A media pack typically contains a fact sheet with key pieces of info about your restaurant including any notable accolades and professional imagery/videos of your restaurant exterior/interior & some sample dishes. If you work with a PR agency they may be able to help you with putting this pack together.

PR

Cost	Difficulty	Priority	Time	ROI
High	Medium	Medium	Variable	Medium

Hiring a PR company or individual to promote your restaurant is expensive but can be extremely worthwhile if you have the budget. They will aim to get as much exposure as they can for your restaurant and communicate the right messages about your restaurant to the right people.

RECOMMENDATIONS

Barter - Hiring a PR company or individual to promote your restaurant is expensive but can be extremely worthwhile if you have the budget. They will aim to get as much exposure as they can for your restaurant and communicate the right messages about your restaurant to the right people.

Find the right person - You want whoever is promoting your restaurant to believe in you and be passionate about your offering. Hire a local PR company or person, set out your expectations in advance and give them a trial project to work on to test the chemistry. Look at how they promote themselves – this can be an excellent indicator of the work you'd expect from them.

LINKEDIN

Cost	Difficulty	Priority	Time	ROI
Free	Easy	Low	0.25hrs/week	Low

LinkedIn is a social network for businesses and employees. It's similar to Facebook in the sense there is a news feed, you can post status updates and "connect" with other users to form a network. Communication is more professional in nature, so works well for official messaging or any notices regarding employment.

LinkedIn is more useful for business to business opportunities, like those looking for client entertaining locations who may want to use your restaurant, and potential brand partnerships, for example a drinks company who may pay you to promote their drinks via a cocktail menu or cocktail masterclass evenings. LinkedIn is where business people hang out so if you want to target this market this is where you should be.

RECOMMENDATIONS

> **Get started** - Not many restaurateurs have a presence on LinkedIn which means if you choose to have one you will stand out. Here's instructions on how to set up a LinkedIn business page for your restaurant. Make sure the information on your page is up to date and you have added great photography to showcase your restaurant in its best light.

You can even add a link to your booking widget in your profile.

Explore groups - One benefit of LinkedIn is the industry specific groups which can have hundreds of thousands of members. Even more useful are the local groups which are specific to your city. Every city has dozens of groups, many of which are invitation only (or you can request to be added). When posting in LinkedIn groups, try not to be too salesy and take your time to understand the tone.

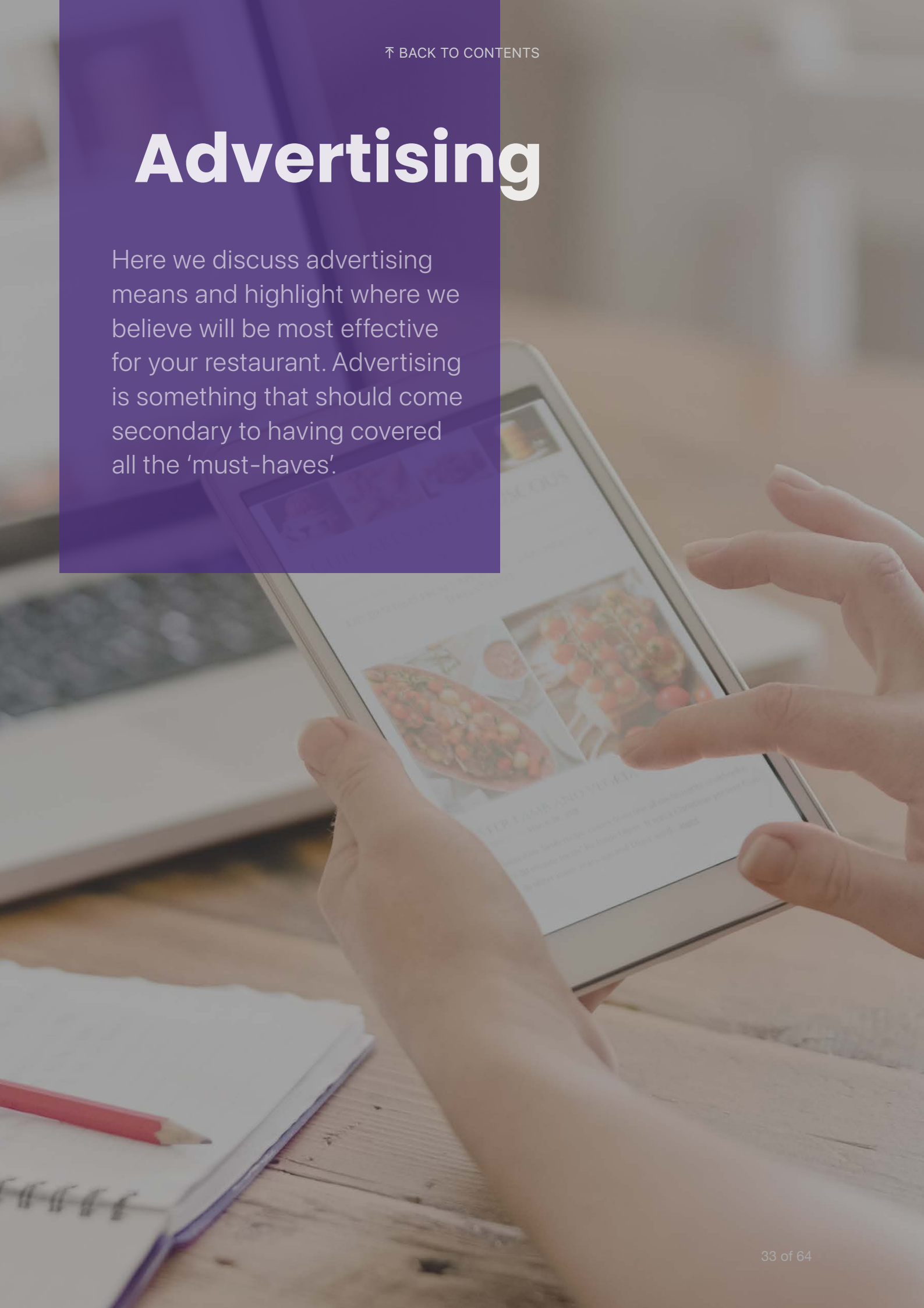
Scoping - When trying to attract client entertaining or private corporate dining to your restaurant, have a look at which local businesses have the most employees. Identifying organisations with their headquarters near you are a great place to start, then connecting with those who may organise client entertaining.

Advertising - If you are getting traction from your LinkedIn presence you can try LinkedIn advertising; it is cheap and simple to set up. You can learn how to do this here. Allow a couple of hours to set up and set weekly reminders in your calendar to check the results and what is working.

Share reviews - LinkedIn is a great place to share your positive reviews garnered by simpleERB.

Advertising

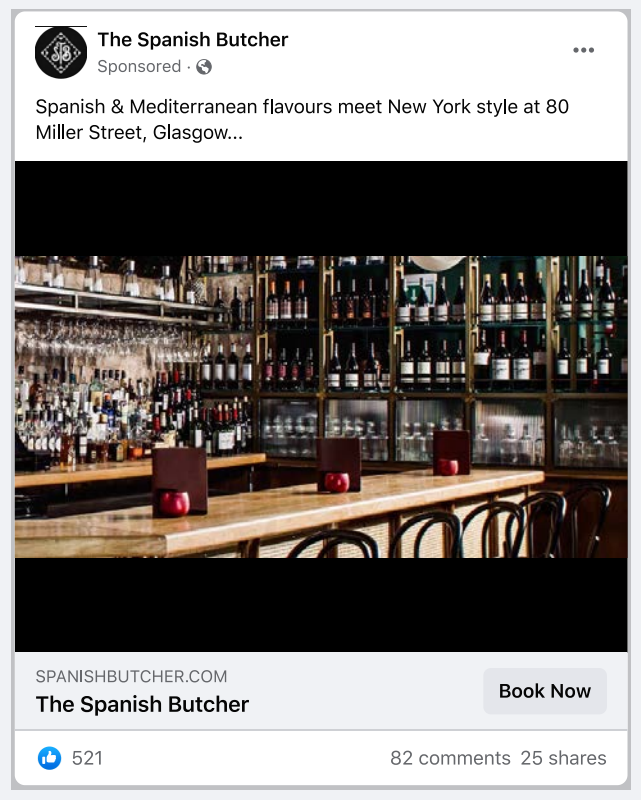
Here we discuss advertising means and highlight where we believe will be most effective for your restaurant. Advertising is something that should come secondary to having covered all the 'must-haves'.



FACEBOOK/INSTAGRAM ADVERTISING

Cost	Difficulty	Priority	Time	ROI
Variable	Medium	Medium	1hr/week	High

As well as maintaining a business Facebook page for your restaurant, you also have the option of paying for Facebook Advertising. Although the options may seem overwhelming, it's fairly easy to get started and test it out with a very low budget.



Facebook Ads Manager has lots of tools which allow you to customise and monitor your ad campaigns.

RECOMMENDATIONS

Select the correct purpose - For each ad you deploy, you must decide what its purpose is and what you want it to do, i.e. drive traffic to your restaurant's website, increase the number of likes on your Facebook page, or increase the reach of your Facebook posts.

Format - Test different ad formats to see which ones perform best along with variations of images and copy. You can also choose where you want your ad to appear on Facebook, the newsfeed, the right column and/or across Instagram.

Targeting - Facebook Advertising also offers very comprehensive audience targeting options. You will be able to target by various sets of characteristics.

There is also an option to target users who have visited your website (first you need to install the Facebook pixel - see how to do this here) and users who have engaged with your content on Facebook.

You can create a Facebook lookalike audience which lets you reach people who are similar to your existing customer database (making them highly likely to convert as well), and target users based on demographics such as where they live, their relationship status, interests, and more.

Bidding - We suggest you use Automatic bidding as you won't need any previous knowledge about average bids and average cost-per-result. Facebook Ads Manager also gives you very detailed statistics and reports on how well your ads perform.

Assistance - Facebook will assign you an Account Manager when you sign up to its advertising platform. Make sure you utilise this resource. They'll help give you advice on campaigns and targeting that will be right for your business as well helping you tweak ongoing campaigns to maximise the results.

Use analytics - Information from your email database, simpleERB, Google Analytics and other programmes can help you refine your ideal audience for Facebook Advertising.

Other tools - There are many tools that help manage and utilise your Facebook ads, such as AdEspresso, which is simple and straightforward.

GOOGLE ADS

Cost	Difficulty	Priority	Time	ROI
Variable	Difficult	Low	0.5hrs/week	Medium

Google Ads is the most popular and widely used online advertising network in the world. There are two main ways of advertising on Google – across the Search Network and across the Display Network. 'Search' means your ad will appear in the search results when a user enters a search term into Google, eg. "Italian restaurant in New York". 'Display' means your restaurant will be advertised via banner ads, displayed on websites in which Google deems to be relevant.

Google is often the first port of call when searching for restaurants, so spending even a little money advertising on Google is definitely worth considering. Unlike more traditional forms of paid marketing such as leafleting, its quantitative nature means you can determine your exact ROI, and see which ads work best for you.

RECOMMENDATIONS

Planning - A successful Google Ads campaign takes time and research. Use Google Keyword Planner to explore keywords to bid on, experiment with copy and analyse your results to make edits. There are lots of helpful blog posts online with tips on how to use Google Ads. Read them, put them into action and see what works best for you.

Your account manager - Google Ads will allocate an Account Manager to your business when you start running campaigns. Make sure you utilise this resource; they'll help give you advice on campaigns and targeting that will be right for your business as well help you tweak ongoing campaigns to maximise the results.

Location extensions - Use location extensions - they show your ad with your address, a map to your location and the distance to your business. People can then click or tap your extension to get more details about your location on your location page, which includes the most relevant business information all in one place.

> **Check and adjust frequently** - We recommend spending 30 **minutes a week** maintaining your Google Ads campaigns even if you only have one ad running. Google will stop showing your ads if they are not performing well and don't meet their 'quality score'.
>
> **Consider outsourcing** - If you have a bigger budget it may be worth considering outsourcing this channel. It takes time to figure out how to use Google Ads and more time from then on to set up and run successful ad campaigns. If you are not willing to invest this time you should outsource it to a Google Marketing professional.

TWITTER ADS

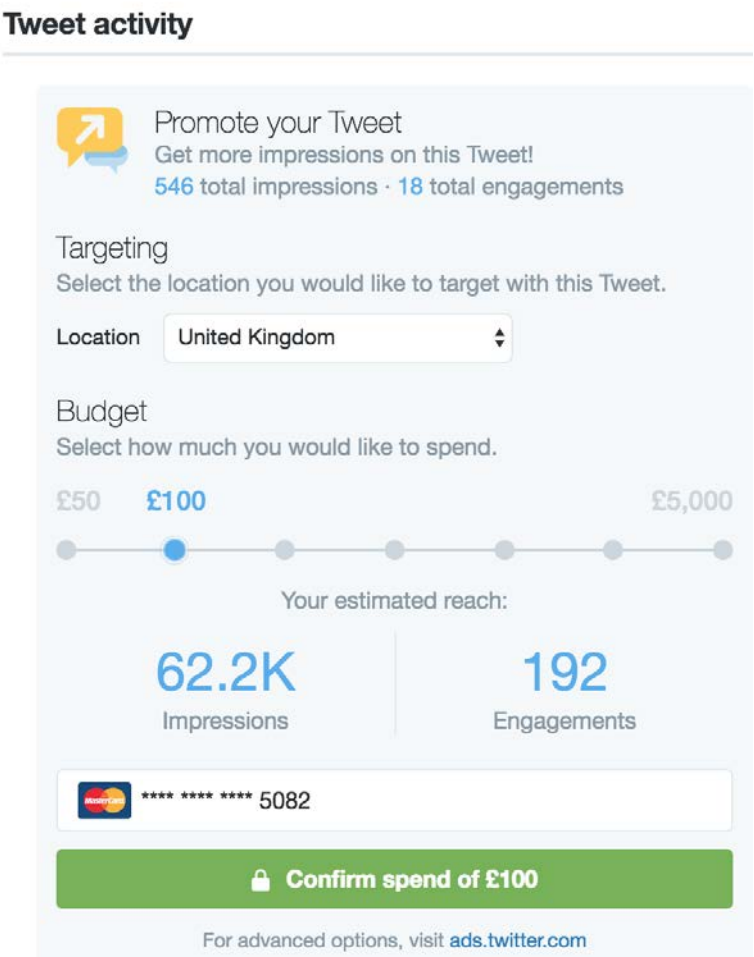
Cost	Difficulty	Priority	Time	ROI
Variable	Medium	Low	0.5hrs/week	Low

Twitter Ads generally don't provide the same results as Google and Facebook and its targeting options are not as comprehensive. However, you shouldn't completely disregard the prospect of advertising on Twitter - its engagement rates are growing with much of that success attributed to video ads. Twitter Ads are subtle as they are naturally integrated into the feeds of relevant followers.

Promoted Tweets are likely to be the most useful Twitter advertising method for your restaurant - it puts the specific Tweets themselves in front of the target audience. Although Twitter pushes for marketers to experiment with video ads, quality static images are very effective too.

The process of setting up a Twitter Ad is similar to setting up a Facebook Ad in terms of goal setting and objectives. You'll then have the option of promoting an existing Tweet or crafting a new one. A similar audience selection process is next, followed by budget and bidding preferences. We would recommend selecting automatic bid, which runs based on an average cost per bid, or a maximum bid to pay for maximum visibility.

When you sign up for Twitter advertising you will be allocated an Account Manager. Make sure you utilise this resource. They will help give you advice on campaigns and targeting that will be right for your business as well helping you tweak ongoing campaigns to maximise the results.



RECOMMENDATIONS

Content - Videos and images work best on promoted Tweets. Gifs work really well too. If videos and gifs are beyond your capabilities, put the best quality image you have of your restaurant or dishes in your promoted tweet.

Tools - Canva is a free user friendly tool which creates professional quality images you could use in your promoted Tweets. Buzzsumo finds the most shared content and quickly identifies what works well. It also finds Twitter influencers on specific subjects.

Tailor your audience - Using simpleERB or your standard database, you can create a tailored audience to target by uploading the list of email addresses who have booked your restaurant using simpleERB. You can then target them with Tweets as you know they are interested in your restaurant's news.

Outsource if you can - It can be tricky to keep track of multiple paid social campaigns, so could be worth outsourcing to save yourself time.

TRADITIONAL

The purpose of the following traditional marketing channels is brand awareness - don't put up a billboard or tv or radio advert and expect to see immediate results.

Bus/train/underground advertising - Might be useful if there is one route that serves your customers. Underground (if you have an underground in your city) advertising is known for working very well but is expensive.

Taxi advertising - Difficult to target – we wouldn't recommend.

Billboard - Billboards are expensive. If you decide to use one, target an area with a large footfall with people passing by who are your target audience. If you are not on a main street, you could put up a poster with directions "i.e. Italian restaurant 100 yards around the corner".

Radio - Much cheaper than television and a useful brand awareness channel. Try to advertise on the radio station with the highest number of listeners in your area and create something catchy in a way that reflects your brand.

Television - Very expensive and you would need to run for a consistent time to make the most of the exposure – we wouldn't recommend.

Sandwich board - We know of one multi-million pound restaurateur who employs a man with a "sandwich board" sign on a very busy street to highlight one of his restaurants that is just "off pitch." Cheap and a perfect job for students if you fancy giving it a go!

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Organisation & Learning

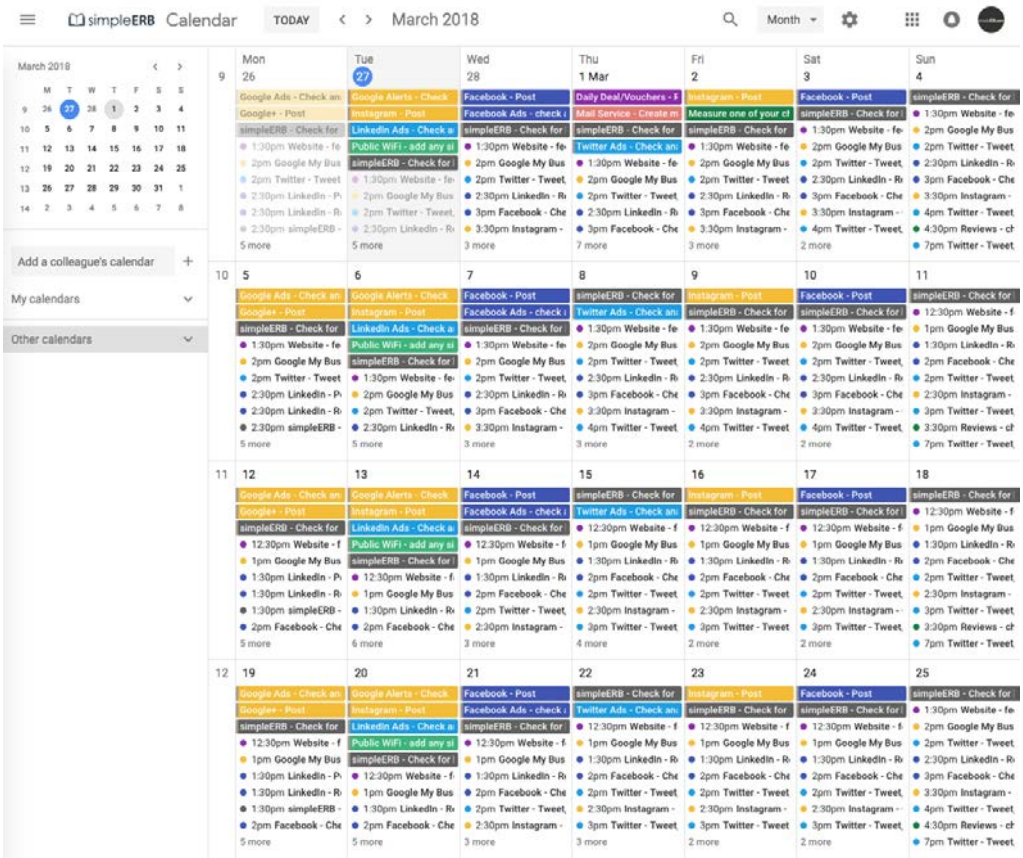
Keeping organised, efficient and on top of things can be a real challenge for restauranteurs. Here we list our top methods to keep the admin easy, and get you feeling informed and on the ball with minimal effort.

GOOGLE WORKSPACE

Google Workspace is a collection of productivity and collaboration tools created by Google designed for the use of businesses. You may already use many of its features, such as Gmail, Calendar and Drive, but Workspace offers more, such as an interactive whiteboard. While these services are free, you can pay for extra features such as a customised email address using your website, unlimited cloud storage and 24/7 phone and email support. There is also a massive amount of extensions you could apply to Google Workspace.

MARKETING CALENDAR

Use a calendar to organise your marketing activities throughout the year. For example, a lot of people start looking for Christmas menus in June so you could set a reminder to have your Christmas menus ready for then and set a reminder to begin your Valentine's Day/Mother Day promotions six weeks before the date, etc. Set daily, weekly, monthly and annual reminders of marketing activities you may forget. Google has a great free calendar with lots of features, including collaboration, and Macs have iCal.



As a bonus feature, we have already set up a marketing calendar for you. In this ebook we have included a free calendar with all the marketing activities we recommend scheduled in which, if you wish to use it, will save you the time of scheduling them yourself. It can be downloaded and added to your own Google, Outlook or Mac calendar.

Download your own free marketing calendar

TRELLO / PROJECT MANAGEMENT

Trello is not strictly a marketing tool but we love it so much we are giving it a plug. It is an excellent, free, project management tool can help you organise anything - the opening of your next restaurant, a special event, discussions with your chef over a new menu - anything.

READING

When running a restaurant, most evenings you will simply want to collapse into bed. But in your spare moments it's worth reading some of the very useful books out there written by the best restaurateurs in the business. Our top recommendation is Danny Meyer's "Setting The Table." Our simpleERB blog is also a useful resource for restaurant industry information.

REFLECTION

Taking time to study and reflect on your marketing activity is the key to success. Constantly look at your marketing activities and what is succeeding and what isn't. Then you can see what channels are worth dedicating more time to and pick more similar angles to exploit.

COMPETITOR RESEARCH

It's always wise to keep a close eye on what your competitors are up to. What are their price points and offers? What are they doing in their marketing activities, their social media and emails? Do they have any ideas you could steal? Dine in their restaurant incognito or ask someone you know to dine and report back on their service and restaurant interior.

There are numerous tools available to help monitor competitors' activity and snoop on what they're doing online. Alexa (an Amazon company) lets you benchmark your competitors and get an idea on how their websites perform, allowing you to measure yourself against them. BuzzSumo lets you do competitor research. SpyFu monitors what your competitors are doing on Adwords. Facebook lets you monitor your competitors' Facebook pages within their Insights section and compare them against your own to give you an idea of what types of Facebook content might work with your audience. It is also a good idea to set up Google Alerts (described in more details below) for your competitors to see when their news content gets picked up by Google.

GOOGLE ALERTS

Google Alerts is a tool you can set up which alerts you to stories and articles featuring words you are interested in. For example, if you have an Italian restaurant in Tribeca, New York, you may want to know about every news story that features the name of your restaurant, the words "Italian restaurant" and "Tribeca," and names of your competitors. You can set this up on Google Alerts and get all the stories emailed to you directly. Google Alerts are free and easy to set up.

SEGMENT YOUR CUSTOMERS

Segment your customers so you can target your marketing activities to get better results. simpleERB records information about customers, such as how many times they've dined, how often they've dined, any preferences they have. You can segment their email addresses based on these specifications and send them tailored emails with targeted offers - i.e. a low priced deal to entice the customers which have only booked once back again and keep your most returning customers updated with new menus and last minute free tables.

KNOW YOUR CUSTOMERS' PREFERENCES

Micro marketing is what big companies like Amazon do - they take detailed notes about what you are interested in and cater to them. simpleERB helps you easily do this by recording your customer's preferences. For example, if a customer has a weakness for Champagne you can offer them a better bottle. If they've previously asked for a window seat in their booking notes, always have the window seat ready for them. It can be hard to keep all this information in your head and simpleERB does this for you.

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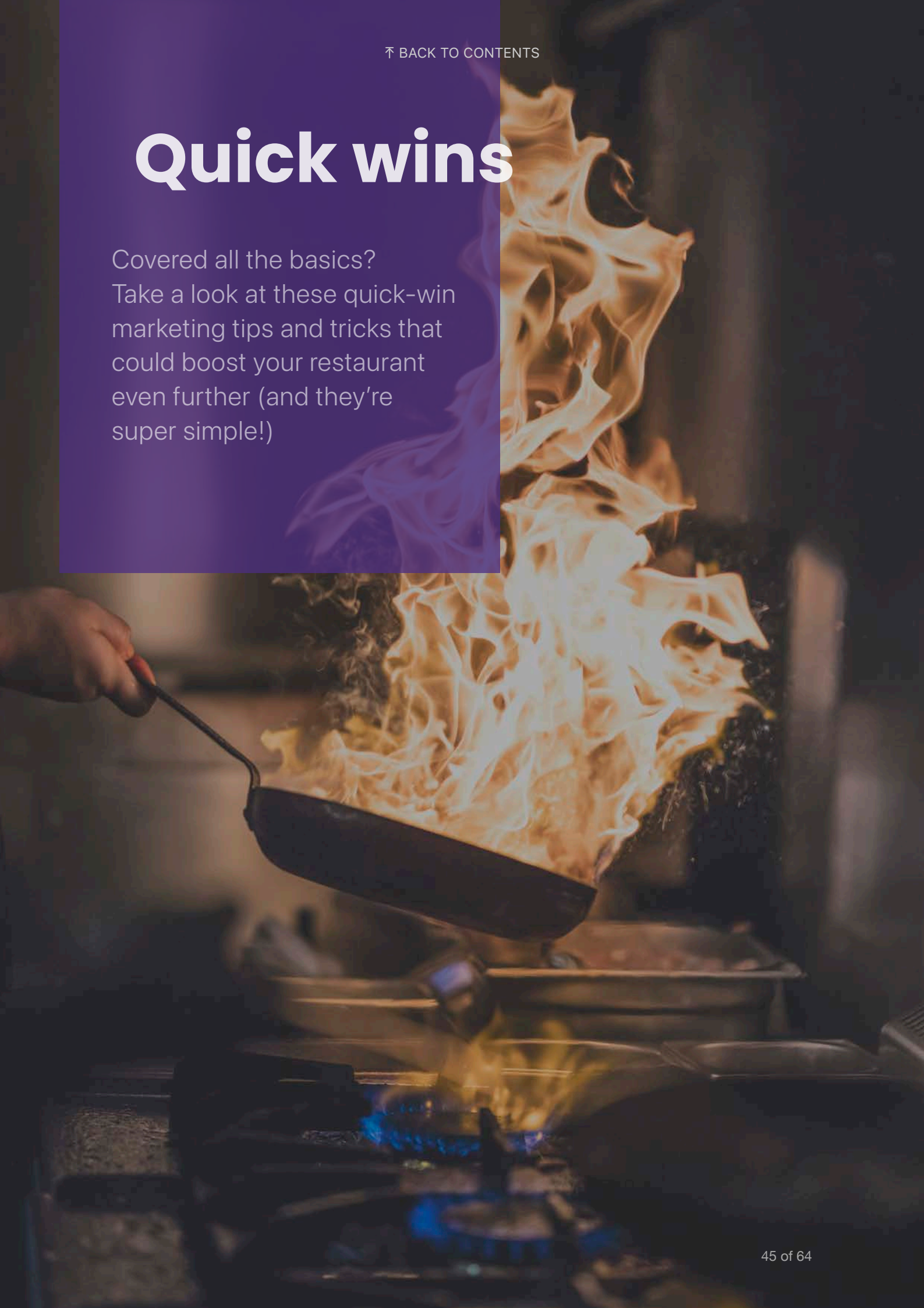
Quick wins

Covered all the basics?
Take a look at these quick-win marketing tips and tricks that could boost your restaurant even further (and they're super simple!)



KEEPING YOUR DETAILS UP TO DATE

Ever looked up a restaurant's website or Facebook page only to see out of date info? Restaurants are notoriously bad at this. The best way to ensure you don't fall into this trap is to set up calendar reminders to check all your online presences. Set one every three months to check things are still correct. In this ebook we have included a free calendar with all the marketing activities we recommend scheduled in it which, if you wish to use it, saves you from scheduling them yourself.

"Citations" is the technical terms for your restaurant appearing in listings and directories. GoogleMyBusiness is the most recognised one and if your details there are correct, this should be enough. But you should still make sure there not any mistakes or differences in any other directories. Make sure your restaurant name, address and all other contact information appears the same everywhere and is spelled exactly the same.

ENCOURAGE DIRECT ENQUIRIES

Direct enquiries are the best sort of lead. But restaurants often make the mistake of not replying fast, which is key. Do your staff know they should call back as soon as possible? What happens when your restaurant is shut? There is no excuse for not having a voicemail message but many restaurants don't.

Another option is to auto forward the messages to mobile. In your voicemail message make sure to mention the customer can book on your website or Facebook page (using your simpleERB widget).

POP-UPS

Hosting a temporary pop up restaurant can raise your profile substantially, particularly if you do it in an area with a high footfall. It's also a good way of testing whether there is an appetite in a particular area for the type of restaurant you are thinking of opening before you make the expensive mistake of launching in the wrong place. If your pop up is well received it could drum up momentum for when your actual restaurant opens. You could also get listed in a pop up guide like this one for London - http://www.londonpopups.com/

OFFER MEALS AS PRIZES AT FUNDRAISING EVENTS

Offering a meal at your restaurant as a prize at a fundraising event is an easy win that doesn't take much organisation. It gets your restaurant's name in front of a number of people for little cost and effort. Make sure to give the organiser all the information about your restaurant they need, i.e. the logo and blurb for the programme. Make the offer generous but available at off peak times.

UNUSED SPACE

Do you have any unused rooms or space in your restaurant? This falls directly into the category of "something you can barter". Are there any local groups who need a meeting space? Even if you don't charge you will be generating a lot of goodwill.

BUSINESS CARDS

Business cards still serve a purpose, even in a digital age.

RECOMMENDATIONS

Information - Your cards should contain your brand logo, website URL and social media links. Adding a QR code linking to your website or simpleERB booking widget is an efficient use of business card space, and makes it easy for the customer to take action.

Leave them on tables - Why not leave your business cards on your restaurant's tables with a call to action, such as entering a competition to win a free meal (by giving their email address)? Or give them out with the bill with a special offer code?

A promotional item - Your business card doesn't have to be a business card in the traditional sense. You can use the small piece of card to put any information on it you want, such as asking for customer feedback, adding a promotion, gathering emailing addresses, detailing special opening hours, etc.

Design - Canva and Moo are both great free tools for designing stylish business cards. You can use their print services once your design is complete.

Consider going local - Business cards are relatively cheap, but maybe you could persuade a local printer to "swap for food" i.e. print for free in return for a free meal.

LEAFLETS

Cost	Difficulty	Priority	Time	ROI
~$50/1000 leaflets + distribution costs	Easy	Low	1hr set up, then 30 mins/week	Medium

A simple but useful marketing tool for your restaurant, research claims leaflets are more effective than a newspaper or magazine advert.

RECOMMENDATIONS

Objective - As with all marketing methods, for it to be truly effective you must first determine what it is you want to achieve from your leaflet marketing campaign and who you want to target. What area should you hand your leaflets out in? Who is likely to be dining in your restaurant? People closer to their twenties or closer to their fifties? What do you want your leaflet to communicate? Do you want to put a discount code on the leaflet? If you're mailing the leaflets to houses in a direct mailing campaign what area do you want to send the leaflets to?

Content & design - Make sure that you put your address, telephone number, website and all your social media links. Canva is a great tool to design your leaflet. Add your simpleERB booking link to your leaflet so those who see it can book directly.

> **Timing** - Wait until your restaurant is open and completely ready to go before you hand out leaflets. Then, on your leaflet, promote an excellent offer that will persuade people to visit.
>
> **Distribution** - Leaflets can be precisely targeted to the people who live in your locality. If you outsource to a distribution company, make sure they are trustworthy and are putting the right people to represent your brand out on the streets. Alternatively, you could pay your staff or people you know. This is the safer (and cheaper) option.

YOUR OWN PUBLIC WI-FI

If you have fast Wi-Fi some customers may want to use it. Your aim should be to get their contact details into your database. Keep it on a different network and USP from the one you use to run your business, like your EPOS system or simpleERB.

FOOD TRENDS + INTOLERANCES

Gluten free and vegan cuisine are both rapidly growing markets, so it's worthwhile to consider these when creating your menu. Ensure you are tagged or described as catering for these dietary requirements in your Google My Business profile so when people search for gluten free/vegan places in your area, your restaurant will appear. You can get accreditation from sites this.

CONSIDER OUTSOURCING

Every small business owner needs to be a jack of all trades but sometimes it can work out cheaper to outsource. Look at the money you earned before tax from your business and divide it by the hours you worked.

For example if your accountant tells you that you earned $50,000 dollars last year before tax and you worked 60 hours 48 weeks of the year, you would divide $50,000 by (48 x 60) - that is $50,000 / 2880. This would give you an hourly rate of $17.36. So if you can find a kid interested in social media to do it for you for $10 an hour you would be wise to consider outsourcing. And if

someone can do it better than you, maybe it is worth paying them more than $17.36 per hour.

Spend a week writing down in a notebook every 30 minutes what you do with your time. You will almost certainly be shocked at what you spend more time on than you should. You need to constantly consider if you are using your time wisely.

MENU ENGINEERING

Menu engineering involves analysing your restaurant's menu and utilising it to maximize profit, something many restaurants would not consider to be part of marketing but can have a huge effect on profit. Examine your menu and what dishes sell best and how much they cost. Study one dish at a time and use tools such as Google Sheets, Mac's Number and Excel to help. Google "menu engineering" and take a look at online guides and menu pricing software packages. Often restaurateurs get hung up on "getting the lowest supply cost" and spend much less time on figuring out the optimum price they can sell things for and what should be on the menu and what should not. Ask, "Which menu items will optimize profits?" When a menu is too broad, service slows and resources are taxed. Too limited, and sales and add-on opportunities are missed. This is a good guide to start with.

GIFT VOUCHERS

Your restaurant should always offer gift vouchers. Your local printer will be able to do these fairly cheaply. Make a design that is hard to forge. Each one should be numbered and you should keep a record of the serial numbers. Make clear the terms and conditions, i.e. the customer has to tell you when booking or when they arrive. Make sure all your staff know what they look like. simpleERB can help by allowing you to put a private offer booking link on the voucher so you know when it is going to be redeemed and its highlighted on the customers booking details.

FOOD DELIVERY

Cost	Difficulty	Priority	Time	ROI
Medium-high. Variable costs & commission	Medium	Business model dependent	Variable	Medium

Restaurant food delivery companies such as Deliveroo, UberEats and Just Eat have become hugely popular in recent years. These firms tend to be expensive and will take a big chunk of your margin but they can be useful as an extra source of income. Pay close attention to how the high delivery charges could affect your margins. If you haven't done accurate food costings, now is the time to do it. If you don't have a head for figures it might be sensible to bring your accountant in and discuss them with him or her.

RECOMMENDATIONS

If you sign up to work with a food delivery company, do read the small print and don’t sign long contracts. Negotiate and play the companies off against each other. Call other restaurants who are using them and ask them how much they are charging. They may offer you one of their “shared kitchens” which is a dedicated unit usually in a low rent location where you can prepare food solely for delivery.

TOOLS THAT CAN HELP

All the tools you use to manage all your marketing activity, such as social media scheduling, Mailchimp for email and Google Ads can promote your food delivery options, menus and offers.

HOW MUCH TIME YOU NEED TO SPEND ON IT

If you get a lot of orders from the food delivery company this may take up a **lot of your chef's time**. The feature will pretty much run itself but you may want to take a few minutes every so often to remind your followers on your social media channels and your email recipients that you do have a delivery option.

SHOULD YOU OUTSOURCE?

No. There is no need. The delivery company will deliver the food for you.

HOW MUCH IT COSTS

Food delivery companies are cagey about how much commission they charge but for some restaurants it is over 30%.

HOW simpleERB CAN HELP

There are now a host of food ordering apps out there that are not "portals" like JustEat, Deliveroo or UberEats. What you need to look out for is them charging high fees per transaction. You should look closely at the total cost. Once that integrates with the payment provider that you already use (e.g. WorldPay) will be much cheaper.

NON-ESSENTIALS

So, you've covered all the basics and you want to try some more? Here are a few channels customers ask us about. We wouldn't say these were a priority but wanted to share our thoughts on them if you wish to give them a go!

YOUTUBE

Cost	Difficulty	Priority	Time	ROI
Free to set-up, optional ad spend thereafter	Easy	Not essential	Variable	Low

YouTube is a hugely popular video sharing website which roughly two billion monthly users. For restaurant marketing purposes YouTube is less about directing viewers to book and more about revealing your restaurant's personality and giving a peek behind the scenes, showing chef demos, cooking lessons, videos of dishes, etc.

RECOMMENDATIONS

Filming - Asides from initial promotional material which you may want to commission professionally, YouTube videos can be filmed yourself easily enough and do not have to be super-slick. (Think of the success of YouTubers vlogging from their bedroom!)

The benefit of filming your own videos is that you can also use them on other platforms such as Facebook (video content gets a lot of reach on Facebook), your restaurant's website and email.

Tools - A small video camera, or even an iPhone, can provide great results along with free video editing software such as iMovie and Lightworks.

Bonus channel - Filming videos and maintaining YouTube channel is a bonus, not a necessity, so don't place too much focus on this.

Remember editing time - Short videos tend to work better on YouTube and Facebook. If you filmed a five minute video it would take on average around **30-minutes to one hour to edit**, perhaps even longer.

> **Incorporate links** - You could incorporate your simpleERB booking link into your video content, in the description and on the profile itself to maximise exposure.

TWITTER

Cost	Difficulty	Priority	Time	ROI
Free to set-up, optional ad spend thereafter	Easy	Not essential	30mins – 1hr / week	Low

With an average of 330 million monthly active users, Twitter is one of the world's biggest and most powerful social media networks. It's free, simple to set up and easy to use. For restaurants however, it's not the most effective. Advertising is more expensive and there's less of a 'foodie' community there.

PINTEREST

Cost	Difficulty	Priority	Time	ROI
Medium-high. Variable costs & commission	Medium	Business model dependent	Variable	Medium

Remember those cork pinboards you had in your room as a kid where you pinned photographs, pages ripped out of magazines and anything else that piqued your interest? Pinterest is the online version of that. Each user creates "boards" which can have any theme they choose - recipes, home decor, crafts, wedding, beauty and fashion tend to be the most popular subjects. Its aim is to be a visual inspiration rather than a social network between followers.
72.5 million people use Pinterest and 71% of them are women.

RECOMMENDATIONS

> Creating a Pinterest account for your restaurant should be low down on the list of priorities, far below creating Facebook and Twitter accounts. However, what Pinterest does have is very targeted advertising opportunities - so you can target people searching for pins on the city your restaurant is in and target an audience filtered by interest, foodies for example.

SO, WHAT NOW?

If you take the advice in this document on board you can organise a comprehensive marketing strategy with around a solid week's worth of work and four hours a week of maintenance. The table below summarises every marketing channel we discussed in this ebook.

We have also created a spreadsheet on Google Docs with reminders of when to carry out your marketing activities which you can amend to suit your requirements.

We highly recommend you utilise the Google Calendar we have created with the activities already scheduled. This will save you from scheduling them yourself and means you will have a permanent calendar with reminders. Go here to get instructions how to set up reminders for the calendar. "Reminders" can be either little pop ups on your phone or desktop or emails. You can decide which you want for each individual reminder. We also recommend you print the calendar out and put it on your office wall. Selection "portrait" and "fit to height" and it will take up one A4 page.

If you're starting out and launching a new restaurant you are in a different position than if you are running one already. If the latter, then taking a week out to set everything up is unlikely to be an option. We recommend prioritising one or two tasks each week to make this planning manageable.

THE simpleERB RESTAURANT MARKETING PLAN.

This is a summary of our recommendations, cost in time and money and expected ROI (Return on investment).

We have roughly ordered it by "what you should do first" with the channels / tasks with the (rough) highest ROI nearer the top.

Not all tasks will require you to spend time every week on them, some need only monthly or quarterly maintenance. For these tasks the 'Time per week' column splits this into how much this would be per week. Refer to the 'simpleERB Restaurant Marketing Calendar Template' for how often they'll need maintained.

If you did EVERYTHING on this list you would need to devote about 10 hours a week to it. You can choose to do the channels that you want to fit the time available, AND you can figure out what you want to outsource to people on the

payroll or that tech savvy kid next door. We hope this guide will enable you to make the best informed choices.

Channel - (in the order that we think will give you the most return)	Free?	Cost?	Time to set up	Time per week	ROI H/M/L	Out source? Yes / Maybe / No	Order
Google My Business	Free		30 mins	10 mins	H (Very)	N	1
Facebook	Free		30 mins	20 mins	H	M	2
Instagram	Free		20 mins	30 mins	H	M	3
Twitter	Free		30 mins	30 mins	M	M	4
Calendar	Free		Zero, done by us!		H (Very)	N	5
Website	Paid	c £300 - £2000 €350-2250 $400 -2750	30 mins to 8 hours	20 mins	H	Y	6
Review sites Tripadvisor, Yelp, etc	Free		30 mins 2 hours	30 mins	H	N	7
simpleERB	Paid	£15/£35/£60 per month €17/40/68 $21/49/84	40 mins to 2 hours	30 mins	H (Very)	N	8
Email service e.g. Mailchimp	Free		90 mins	20 mins	H	M	9

Customer Enquiries	Free		5 mins	2 mins to check	H (Very)	N	10
Daily Deals Company	Paid	15% to 35% commission	60 mins	10 mins	H	N	11
Facebook Ads	Paid	£1/$/€1 to anything	30 mins	20 mins	H	M	12
Google Ads	Paid	£1/$/€1 to anything	30 mins	20 mins	H	M	13
Google Workspace	Paid	£/$/€35 per year	30 mins	5 mins	H	N	14
Business cards	Paid	C £/$ €100	30 mins		M	Y	15
LinkedIn	Free		60 mins	5 mins	M	N	16
Leafleting	Paid	£50 / $70/€56.50	60 mins	5 mins	L	M	17
Gift vouchers	Free	£1/$/€1	60 mins	5 mins	M		18
Media pack	Free		60 mins	5 mins	M	N	19
PR company	Contra		3 hours	10 mins	M	Y	20
Barter	Contra		2 hours	5 mins	H	N	21
Offer meals as prizes	Contra			5 mins	M	N	22
Unused space	Contra		1 hour	5 mins	H (Very)	N	23
Videos/YouTube	Free /Paid	0 to £/$/€2000	8 hours	10 mins	M	M	24

Photographs / 360 Tours	Free/Paid	0 to £/$/ €2000	8 hours	10 mins	M	M	25
Reading				30 mins			26
Reflection	Free / Paid	0-£/$/ €100		30 mins	H	N	27
Measure	Free		60 mins	10 mins	H	N	28
Research competitors	Free		3 hours	10 mins	H	N	29
Consider Outsourcing	Free			5 mins	M	Y(!)	30
Suppliers	Contra		8 hours	5 mins	H	N	31
Food bloggers	Free / Contra		3 hour	5 mins	H	M	32
Pinterest	Free		1 hour	5 mins	L	M	33
Google Alerts	Free		10 mins	5 mins	L	N	34
Twitter Ads / Twitter promote	Paid		60 mins	15 mins to 45 mins	M	M	35
Linkedin Ads	Paid	$10 per day to anything	60 mins	5 mins	M	M	36
Bus/train/ underground advertising	Paid	Local costing	8 hours	5 mins	L	Y	37
Taxi advertising	Paid	Local costing	8 hours	5 mins	L	Y	38
Billboard/ posters	Paid	Local costing	8 hours	5 mins	L	Y	39

Radio	Paid	Local costing	8 hours	5 mins	L	Y	40
Television	Paid	Local costing	8 hours	5 mins	L	Y	41
Sandwich board	Paid	Local costing	8 hours	5 mins	H	Y	42
Keep your details up to date	Free			5 mins			43
Menu engineering	Free		24 hours	30 mins	H	M	44
Food Delivery Companies	Paid	Approx 15% -35% commission	8 hours	5 mins	M-H	Y	45
Sponsorship	Paid	Local costings	8 hours	5 mins	?	Y	46
Recipes	Contra			30 mins	H	N	47
Public WiFi	Paid	Local costings	4 hours	5 mins	M	Y	48
Pop Up Restaurant	Free / Paid	Local costings	Many	Many	?	N	49
Totals				About 10 hours			

TOOLS WE REFER TO & URLS TO FIND THEM

1) Google My Business - https://www.google.com/business/
2) What Percentage of Searches Are Performed on Mobile Devices? - https://www.thesearchreview.com/60-percent-online-searches-mobile-devices-07212/
3) Google My Business Insights - https://support.google.com/business/answer/7069123?hl=en
4) Facebook - https://www.facebook.com/
5) How to set up a Facebook Business Page - https://www.facebook.com/business/pages/set-up
6) Buffer - https://buffer.com/
7) Coschedule - https://coschedule.com/
8) Hootsuite - https://hootsuite.com/
9) Sprout Social - https://sproutsocial.com/
10) simpleERB - https://www.simpleerb.com
11) Instagram - https://www.instagram.com/
12) Website Grader - https://website.grader.com/
13) Wix - https://www.wix.com/
14) Squarespace - https://www.squarespace.com/
15) Upwork - https://www.upwork.com/
16) Google My Business website builder - https://support.google.com/business/answer/7178589
17) GoDaddy - https://www.godaddy.com/
18) HostGator - https://www.hostgator.com/
19) Tripadvisor - https://www.tripadvisor.co.uk/
20) Yelp - https://www.yelp.com/
21) Tripadvisor Promotional Tools - https://www.tripadvisor.co.uk/TripAdvisorInsights/promote
22) Mailchimp - https://mailchimp.com/
23) Google trusted photographers - https://www.google.co.uk/streetview/business/trusted/
24) OpenTable - https://www.opentable.com/start/home
25) TheFork - https://www.thefork.com/
26) Quandoo - https://www.quandoo.co.uk/
27) 5pm - https://www.5pm.co.uk/

28) How does simpleERB help me? - https://help.simpleerb.com/en/articles/1523109-how-does-simpleerb-help-me
29) simpleERB blog - https://blog.simpleerb.com/
30) Can I use simpleERB to handle deal companies? - https://help.simpleerb.com/en/articles/788780-can-i-use-simpleerb-to-handle-deal-companies
31) LinkedIn - https://www.linkedin.com/
32) Create a LinkedIn Page - https://www.linkedin.com/help/linkedin/answer/710/creating-a-linkedin-company-page?lang=en
33) LinkedIn Ads - https://business.linkedin.com/marketing-solutions/cx/17/06/advertise-on-linkedin
34) Create and install a Facebook pixel - https://www.facebook.com/business/help/952192354843755
35) Google Analytics - https://analytics.google.com/
36) AdEspresso - https://adespresso.com/
37) Google Ads - https://ads.google.com/
38) Keyword Planner - https://ads.google.com/intl/en_uk/home/tools/keyword-planner/
39) Twitter Ads - https://ads.twitter.com/
40) Canva - https://www.canva.com/
41) Buzzsumo - https://buzzsumo.com/
42) Google Workspace - https://workspace.google.com/
43) Google Workspace Marketplace - https://workspace.google.com/marketplace/
44) simpleERB Restaurant Marketing Calendar Template
45) Trello - https://trello.com/
46) Alexa - https://try.alexa.com/marketing-stack/competitive-analysis-tools
47) SpyFu - https://www.spyfu.com
48) Google Alerts - https://www.google.co.uk/alerts
49) London Pop-ups - http://www.londonpopups.com/
50) Moo - https://www.moo.com/
51) Gluten Free accreditation scheme - https://www.coeliac.org.uk/food-businesses/caterers-and-restaurateurs/how-coeliac-uk-can-help/gluten-free-accreditation/

52) The Principles of Menu Engineering - https://opentextbc.ca/basickitchenandfoodservicemanagement/chapter/describe-the-principles-of-menu-engineering/
53) Deliveroo - https://www.deliveroo.com/
54) UberEats - https://www.ubereats.com/
55) Just Eat - https://www.just-eat.co.uk/
56) YouTube - https://www.youtube.com/
57) Pinterest - https://www.pinterest.co.uk
58) simpleERB Marketing Spreadsheet
59) Reminders in Google Calendar - https://support.google.com/calendar/answer/6285327

Published by 5pm Ltd

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