



YOUR RESTAURANT

Marketing Plan Template

Fill out the following few pages to set your restaurant marketing plan goals. Then, head to the Restaurant Marketing Plan Sheet to map them to a budget and calendar.

SOCIAL MEDIA

Summary of Plan

Explain how social media will be used in your marketing plan.

Frequency of Posts:

Explain which channels or platforms will be used in your restaurant marketing.

- Facebook:
- Instagram:
- Twitter:
- Snapchat:
- TikTok
- *Other / Add More*

Paid Marketing:

Section 2: Explain which channels or platforms will be used in your restaurant marketing.

- Facebook:
- Instagram:
- Twitter:
- Snapchat:
- *Other / Add More*

Total Budget:

Summary of Plan

Explain how you will improve your web presence, either organically or with search engine ads. Touch on the following topics:

- Google My Business
- Website
- Google AdWords and Search Engine Marketing
- Search Engine Optimization
- Retargeting

Total Budget:

EMAIL MARKETING

Summary of Plan

Explain how email will be used in your marketing plan:

- How often will emails be sent?
- What types of emails will you use?

Consider:

- Newsletters
- Birthday/Anniversary Coupons
- Reengagement Email
- Promotional Emails
- Menu Updates

Total Budget:

Summary of Plan

Explain how events, community involvement, and charity will be used in your marketing plan. Touch on the following topics:

- Event Sponsorship
- Community Sponsorship
- Charities

Total Budget:

VIDEO

Summary of Plan

Explain how, if at all, video will be used in your marketing plan. Answer these questions:

- How does your restaurant's target audience consume video content?
- How much time and money would it take to produce quality video content?
- Is the return on investment substantial enough to justify video marketing?

Total Budget:

PRINTED MATERIALS

Summary of Plan

Explain how print collateral and direct mail will be used in your marketing plan.

- How often will menus be sent out by mail?
- Who will be your print vendor and what is their contact info?

Total Budget: