

# Restaurant Strategies to Immediately Maximize your R.O.I.

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# Agenda

- Safety: Let customers know the measures you are taking for COVID
- Brand: Create Brand Awareness
- Ease: Make it easy for customers
- Partnerships: Partner with local businesses
- Digital Marketing: It is a must
- Get Creative: Fun ideas to generate business
- Final Thoughts





**Safety: Let  
customers know  
how you are  
keeping everyone  
safe from COVID**



# Brand: Create Brand Awareness

- Your brand needs to be built around your target market.
- Consistency is very important.
- Your restaurant's brand identity has a very direct impact on customer loyalty.
- Strong restaurant brands are based around the needs/wants of your target market...
  - Are they health food freaks?
  - Are they obsessed with outrageous desserts?
  - Are you targeting people looking for an exceptional first-time date?
  - Are you targeting families on the go?
- Targeting the right people is the most important predictor of success.
- Be creative. Be memorable. Don't be afraid to stand out.

# Ease: Make it easy for customers

Consumer fatigue has set in with cooking at home and Americans become more eager for a return to normalcy.

- Online ordering
- Updated online menus
- Family meal plans
- Online reservations system
- Delivery
- Safe curbside take out
- Online payment systems

# Partnerships: Partner with Local Businesses & Clubs

- Ask local businesses to purchase gift cards from your restaurant to give as promos during their holiday marketing
- Frattallone's ACE Hardware purchased \$100,000 in gift cards from local MN restaurants for their holiday promos
- Target local essential businesses for lunch catering specials and packages
- Offer custom gift cards for a complete holiday meal vs. set \$ amounts – target companies to purchase as employee gifts in lieu of holiday office parties
- Create a relationship with relators to get your brand top of mind for new residents
- Partner with local clubs, teams and activities to help drive traffic
- Create Pay it Forward programs for nurses, schools and/or shelters



# Digital Marketing: It is a must

- Current & updated website
- Social Media (Instagram, Facebook, Google My Business, Twitter, TikTok)
- Geo-targeted search engine optimization
- Googles Ads: Show up when people search for what you offer
- Humanize your business and tell your story
- Paid & unpaid advertising
- Contests – people love to compete
- Focus on what you are known for and what people need
- Collect customer data and stay in front of them
- Reward loyalty and online reviews
- Manage your online reputation and respond to positive and negative feedback

# Have Fun: Adjust Business Model



## Family catering

- Include everything from apps to drinks to increase margin.
- Consider an entire day of catering for the holidays- breakfast, lunch, snacks, dinner all in one pickup



## Grocery Delivery (or pickup)

Sell staples like milk, fruit, bread, etc. For pickup or delivery

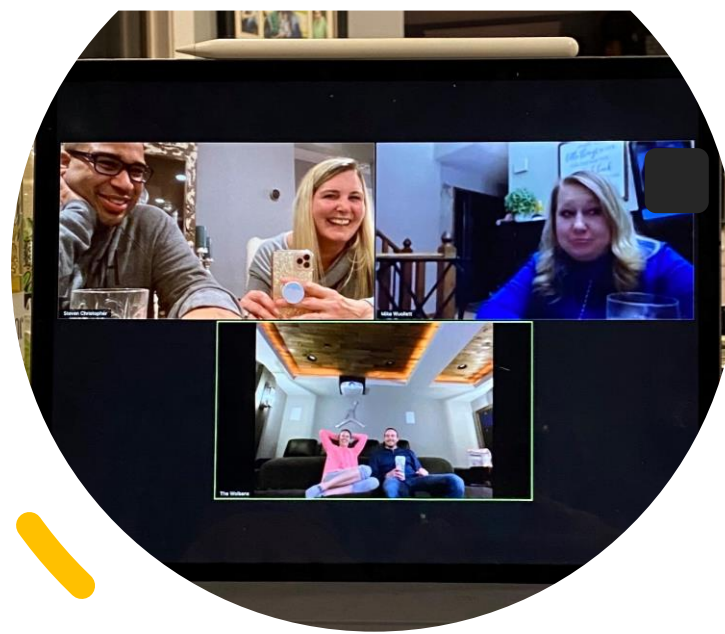


Online cooking classes with ingredient packs they need to pre-purchase and have delivered or pick-up



# Promote Progressive Virtual Dinners

- 3-4 families sign up for a "dinner club" (works best with neighbors!)
- One family picks up takeout for all three families and delivers it to the homes
- Zoom call is set up and families eat together
- Dinner, drinks, and dessert are all included
- Drive-in style events



# Holidays

- The Gift of food for the holidays
- Put together some packages for New Year's Eve, where you can have a small gathering at home and still have a nice meal
- Family planning meals
- Allow people to order and send holiday meals to family and friends
- Socially distanced gatherings and events

# Final Thoughts...

These are all tactics that can work for your business, but you can't underestimate the following:

- Online success of your restaurant is highly dependent on your offline performance; so get your offline activities right
- Don't DIY your restaurant internet marketing. Get an expert if you want to stay at the top of your game
- Work hand in hand with your marketing team
- Don't forget that execution is everything!

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