



MARKETING OUTLINE

DIGITAL

- SEO
- GOGGLE AD'S
- SOCIAL MEDIA POSTS
 - INSTAGRAM
 - FACEBOOK
 - YOU TUBE
 - YELP
 - LOCAL COMMUNITY DIGITAL BOARDS
 - EMAIL CAMPAIGN (BIRTHDAY PROGRAM)
 - TEXT MESSAGE CAMPAIGN
 - POST 3-5 TIMES A DAY
 - LUNCH
 - HAPPY HOUR
 - DINNER
 - CATERING
 - BAR
 - LOCAL CROSS MARKETING

ENTER TO WIN A FREE LUNCH

- COLLECT DATA FOR EMAIL AND TEXT CAMPAIGN USING THIS PROGRAM
- USE QR CODE TO LEAD PEOPLE TO WEBSITE AND DATA COLLECTION

DROP OFF FREE TACOS OR GUAC

- CHOSE NEARBY OFFICES TO DROP OFF FOOD DAILY
- EVERYONE LOVES FREE FOOD
- COLLECT BUSINESS CARDS (DATA)
- LIKE US ON FACEBOOK

EVENTS CALENDAR

- 6 TO 9 MONTHS OUT
- ARTWORK FOR TABLES, SOCIAL MEDIA, WEBSITE ETC
- PUT PROGRAMS ON CALENDAR WITH SOP, GOALS AND ROI
 - Ex: MEXICAN HOLIDAYS
 - HOLIDAYS
 - FALL MENU RELEASE PARTY
 - HARVEST MOON
 - NATIONAL TACO DAY
 - NATIONAL TEQUILA DAY
 - ECT
 - 6 P'S (PROPER PLANNING PREVENTS PISS POOR PERFORMANCE)

CATERING & TAKE OUT PROGRAM

- GOAL IS TO INCREASE SALES BY 30%
- STREAMLINE ORDERING SYSTEM – COUPLE PLATFORMS TO CHOOSE FROM
- EZCATER **3rd Party Platforms are expensive but why are they worth it?**

- PLATTERZ

- POSTMATES

- UBER EATS

3rd Party = Marketing, Exposure & Data

1. Exposure – these are used to create awareness and eventually loyalty
2. Opportunity to collect data from them by including a menu with an offer they can claim by giving their information to, like when someone signs up to win lunch.
3. Collecting data lets us communicate with the people who want your product.
4. It is about 30% but it's Mexican food so the cost shouldn't be more than 25% food cost. It shrinks the over all food margins but it's worth it.

RITUALS OR "SPECIALS"

- IT'S NOT SPECIAL UNLESS IT'S SPECIAL
 - HAPPY HOUR
 - MONDAY
 - TUESDAY
 - WEDNESDAY
 - THURSDAY

CREATE UNFORGETTABLE EXPERIENCES

- SERVICE SERVICE SERVICE

CREATE RELATIONSHIPS

- SERVICE SERVICE SERVICE

CREATE MEMORABLE EMOTIONAL REACTIONS

- SERVICE SERVICE SERVICE