

Marketing Campaign Plan For XYZ Restaurant

Please note this is a sample only but it is a true representation of what you will receive from Marketing Makeovers as your own campaign plan.

Our pledge to our customer is to “teach” them how to market their business so our campaign plans may seem long but they have all the information you need to run the campaigns over and over.

Some supplier contacts are left out and prices quoted should be treated only as close approximates as suppliers do change both from time to time. Your plan will be accurate at the time of completion for you own situation.

For privacy reasons we have changed to fictitious business in this sample but the plan is in the format you would receive your own plan

We do not finish at just a plan, if you want us to continue through and run the campaigns for you we will, we don't just deliver a plan and run.

Enjoy and thank you for reading.

Business Overview

XYZ is an Ethnic restaurant in a trendy inner city suburb of Brisbane. XYZ could be on Oxford Street in the inner Southside or Park Rd, Milton in the inner West side or even James St in Fortitude Valley. These streets are dominated by restaurants and eateries and competition is quite fierce for the walk by traffic. The surrounding areas are all upper class or young professionals and hence the retail outlets can demand prices set at a premium. There is relatively good foot traffic through the streets 7 days a week from breakfast through lunch and dinner services although the weekends are most definitely the 'money' period.

Marketing Objective

XYZ Restaurant needs to improve the numbers of lunch time dinners in the establishment across all days of the week to be more profitable. Poor lunch time numbers are draining the night time profits. A decision must be made to either close at lunch times which may damage the overall image of the restaurant given the competitors are open for lunch or undertake activity to improve dinner numbers. The decision taken is to improve numbers. A budget has been set of \$xxxx.xx. A return on investment of 4 to 1 within the first year of the campaigns is expected.

Campaign Strategies

Four campaigns have been designed for XYZ to capture the local business, attract local consumer dinners for lunch and better integrate into the fabric of the local community.

There is a communication element also to educate potential customers on the health benefits of this particular cuisine.

The campaigns are modular and can be run independently and fit within the allocated budget of the restaurant.

Data from previous customer billing records like postcodes and street addresses will be used to improve campaign targeting in the search for 'like groups' while reducing cost and wastage within the campaigns.

Campaign (1) - The Business Lunch

Strategy

To inform local businesses that XYZ offers a lunch time service suited to business clients. Some slight changes in the communication and service strategy are needed to appear more attractive to this group of customers.

- Fast and efficient service with 45 minute turnaround
- Fax ahead menus
- Which credit cards are accepted including American Express
- Flexible table setting including large groups and/or discrete booths
- Light and healthy options
- Quite atmosphere for conversation
- Extensive wine list
- Unique experience

To complete this campaign you will be contacting all business customers in your local area with a flyer announcing a new lunchtime menu. There are 3 components that make up the campaign;

1. The way the flyer is delivered
2. What the flyer say and how it looks
3. Measurement, review, improvement

You may want to consider adding in a special offer to the communication like “get one meal free at each table of more than 2 people” as an extra incentive for customers to act quickly. This may improve the response rate however we have not included the revenue foregone in these costs.

Communication Medium

Australia Post offers a service where you can have your marketing material delivered to all businesses addresses in a specific delivery area or just all business PO Boxes in the area. This mail will not be specifically addressed to any one person but is a very cost effective way to reach businesses especially if you have something that is aesthetically as appealing as fine food. For this XYZ campaign to all businesses addresses in the area with a simple folded flyer works out at about just 12.8 cents for each delivery.

Refer - <http://www.auspost.com.au>

To organise this you call their help line on (*****) and ask to speak to the Unaddressed Mail Co-ordination Team. Inform them you want to do some unaddressed in the designated area and they will explain the process and send you a spreadsheet showing you how many Businesses are in each postal area. For example in Bulimba (Brisbane QLD) at the time of this plan has 226 Business addresses and 235 Business PO Boxes. You will be asked to complete a simple form confirming which areas and when you want the flyer delivered. You then have to email this back to them.

During the next 3 weeks you will receive conformation and they will tell you where to drop the flyers off. This is not a difficult process and Australia Post are very helpful. In preparation you are required to have your brochures into groups of 100 but you get all these requirements with your Australia Post conformation. In this example it will cost \$69.15 to have a brochure delivered to all businesses in Bulimba.

Creative

The next component for XYZ is to get a flyer done explaining the lunch time service with a faxable menu on the back. XYZ existing has copies of brochures and photographs from the web site that can be used again to create the new flyer.

XYZ has options here of how to construct the flyer, either use a creative agency or a printer that offers some creative input.

Using a Local Printer like Snap Printing at (contact name, address and phone number) have graphic design capabilities and if you provide them an idea of what you want they will work with you face to face and mock it up for your approval. Then they can print it for you and have it folded and ready for pick-up and delivery to the Post Office.

If you ring Snap you should first ask for a quote on 500 A4, double sided flyers, folded 3 times in a Z pattern on 115gsm grade paper. With an hour or so spent getting your creative right the approx cost should be around \$600.00 for the finished articles. Snap will email you a quote before any work starts.

The un-know portion of this choice is how creative you or your team are in designing the flyer consistent with the customers being targeted and the service delivered. The more effort you put in the lower the cost. It is always advisable to show your mocked up design to people not involved with the restaurant and ask them if it's appealing to them as a way of checking you have the right look and feel. Always put the customer first when deciding what will work or not.

Snap will have this done within a week so make sure in the overall campaign timing you have settled on a design and have contracted them for the final print run at the same time you contract Australia Post this way your timing will be spot on.

Using a **creative agency**. A creative agency has the benefits of more overall marketing experience across a broad range of industries and customer groups. They will likely take less time to complete the flyer and deliver a more professional and customer orientated peices.

An agency like (Circle Direct – contact name and phone) will charge you for their time to get the flyer to the point your happy with and they will organise the printing and delivery it for you. The costs will be more than the printer method probably around \$1,200 all up but Circle direct will give you a quote before any work starts. Again the more involved you are the less the cost should be.

Total Costs

Estimated costs for this campaign are \$750.00 using the printer method, \$1300 using a creative agency. (in an actual quote this would be more accurate when know your location, the extent of the work, number of customer contacted and which local suppliers are available)

Success Metrics

- To measure this campaign it is important that your staff ask all lunch time bookings, "how did you hear about us?" this can be done politely at the time of booking or when customers are at the table.
- It is also important that any faxed in Menu's are kept for a post implementation review.

- If a “buy one get one free voucher is used they will be counted on presentation.
- Return on Investment will be calculated by using the number of new bookings, times by the average expenditure of a lunch time customer – the total cost of the campaign.

Return on Investment

- With your total campaign costs at \$750.00 and your estimate customer value at \$85.000 per meal visit then your break even number is just 9 new paying customers.

Timing

This campaign should take 4 weeks from initial start until the customers are receiving their communication.

There is no limit to how many times you can run it across the year.

Campaign (2) the office managers lunch

Strategy

In this campaign XYZ restaurant are also looking to inform local businesses that they offer a lunch time and special occasion delivery service. A minimum limit of \$50 per take away order is recommended to keep the service profitable. Hours of delivery should also extend to week nights to accommodate other work based functions.

Not all business in the area are big enough or have enough staff to generate orders of the value deemed profitable so simply sending a letter as in campaign (1) through Australia Post would have an element of known wastage. It is possible to buy a list of larger businesses with their CEO's name or a list of Personal Assistants to CEO's. These can be purchased by geographical areas through a list broker however in this case XYZ restaurant could not reach minimum list size of 5000 contact without including areas too far outside a reasonably delivery service. (costs of lists around \$250 to \$300 per 000's)

To complete this campaign therefore requires good old foot work.

There are 5 components that make up the campaign;

1. A personal invitation for office manager's/personal assistant to come to XYZ for a free lunch time of wine and food tasting.
2. A fax back menu to be kept at the business's offices
3. Staff incentive for approaching local businesses deemed large enough to be on the "hit list"
4. Join the local chamber of commerce
5. Measure and Review

Communication Medium

A list of local larger businesses is made up from staff's observations from driving the area, newspaper reviews for advertising and sponsorships of local events and teams. Also a representative of XYZ should join the Local Chamber of Commerce* (usually about \$120.00 per annum).

To organise - These businesses are then phone called to get the name of the office manager/secretary/Personal Assistant.

"Hello, yes this is John from XYZ just round the corner from you on Brown St, we would like to invite the person who organises all work functions, and a friend ~, to join us, Totally FREE for a free wine and menu tasting session – could you please tell me who that is".

A staff incentive is offered for the person making the most successful calls and another incentive offered for the staff member who gets the most turn ups.

* Chamber of Commerce are a good place to find the larger businesses and those wishing to grow. Chambers are made up of business people with an 'entrepreneurial' mind set, they are there to find out how to grow their business with the latest trends.

~ a friend during work hours will almost invariably be someone else from the business and will ease and trepidation of being there alone with strange people.

Creative

A fairly prestigious looking invite is needed here in a sealed and important looking envelope. Local Printers can do these up for XYZ and the staff member with the neatest handwriting could add the person's name on the invite and envelope to give it a personal touch. Hand written, personally addressed material is more likely to be read than other machine produced output. A local printer like Snap Printing (name, address, phone number) can be contacted and their quote for 100 invites and envelopes will be approximately \$245.00.

The personal invite could then be posted out for the price of a stamp 50 cents however a better option would be to hand deliver them given there would probably only be 30 to 50 Businesses in the area deemed acceptable for delivery. Hand delivery by someone in XYZ restaurant uniform will add to the importance of the invite and the prestige placed upon further increasing response rates.

A copy of the menu and fax back order form should be given to those that attend and posted to those that do not anyway.

An endeavour at the event should be made to collect email addresses of those that turn up so regular contact with special offers and menu changes can be sent to them regularly.

Total Costs

Estimated costs for this campaign are \$245.00 plus staff time - (in an actual quote where we know your location, the extent of the work , number of customers and local suppliers costs would be more accurate)

Success Metrics

- This campaign will be measured by the number of orders delivered and the total \$ cost of those orders compared to the cost of the campaign.
- Some guidance can be also taken from the number of acceptances to the tasting event.

Return on Investment

With your total campaign costs at around \$245.00 and your estimate customer value at \$50.00 then your break even number is around 8 new paying customers. (I've added some flexibility in here for running costs of a delivery vehicle)

Timing

This campaign should take about 5 weeks from initial start until the customers attend the event. Orders will be placed over the following months and a 6 month time frame should be accepted for profitably measures.

Campaign (3) - Ladies for Lunch

Strategy

To also help bolster the lunch time clientele this campaign is to target the more 'well to do' families and professionals within the local area.

We have been able to identify the customer groups that visit XYZ Restaurant by matching your existing customer base by their street addresses to a nationally available segmentation model supplied by Salmat. As showed you in our pre-planning meetings we take your customers and Salmat locate their homes on a map of your area. Salmat then overlay some information on people in that area so we come up with a likely profile of the people in that area. Then we get a larger map of all the areas people might come from to visit restaurants in your area and look on that map for groups of customers just like the ones you already have. (see attachment). What we than do is also look for areas where people live that have a high spend on dining out. (Salmat get this information from a number of sources like the government snsis that we all fill out every few years).

By matching customers and finding like groups we can be very targeted in our approach for this campaign. Salmat divide the capital cities and most medium and major country towns up into 'walk' areas of approximately 450 houses. Advertisers can choose which areas, representing customer profiles they wish to target.

Some slight changes in the communications are needed to be more attractive to this group of customers.

- Light and healthy options
- Extensive wine lit
- Place to be seen
- Great coffee
- Unique experience

To complete this campaign you will be selecting and contacting certain residential areas within your surrounding areas. There are 4 components that make up the campaign.

1. Construction of a letter box flyer
2. Identifying which areas are to be targeted
3. Contracting the supplier and delivery of the flyers.
4. Measurement and review

You may want to consider adding in a special offer to the communication like "get one meal" free as an extra incentive to improve the response rate however we have not included the revenue foregone in these costs. This offer could be portrayed as "a reward to come and try our new menu" and offering a friend free is a good way to get groups and families along.

Communication Medium

Research shows 94% of mothers regularly read unaddressed mail and 55% read all of the unaddressed mail they receive. These figures make letter box dropping an excellent channel to market for this campaign. Research provided by Salmat, (contact name, phone number).

For this campaign, letter box drops, are chosen because of the available targeting and because the person targeted is the person most likely to be the reader of the information delivered.

To organise a letter box drop you contact; Salmat (name), (phone number) (email)

You must do a minimum drop of 5000. Cost is \$45 per thousand meaning distribution will cost overall \$225 plus GST.

When talking to Salmat you need to inform them of the segments you want covered and the geographic areas. For XYZ restaurant as we discussed this is

- High Status Weaker Family
- High Status Stronger Family
- Mid status Stronger Family
- Mid Status Weaker Family

The area is inner South East side of Brisbane.

Letter box dropping is done two times a week, Tuesday/Wednesday and Saturday/Sunday. In requesting your campaign we would suggest you choose the early week drop as it is your object to attract more customers for week day lunches.

Once the booking has been made you will be required to have your flyers delivered to Salmat's distribution warehouse at Acacia Ridge one week prior to the drop date. Salmat are fantastic to work with and they will help you through the process.

Creative

XYZ has some existing soft copy of brochures and photographs from the web site as we have discussed before that can be used however a new creative style needs to be achieved for the medium used and the customers targeted. What is needed is a flyer that will fit in the standard letter box (150 millimetres wide) and be kept in the household for future reference. We would recommend in this case you get a creative agency with experience in the medium and with the restaurant industry to work you a new flyer.

Supplier (company name, contact person, phone number) is such an agency. When speaking to them you need to tell them clearly the customer group being targeted (listed above) and the content you desire (refer list in strategy for this campaign). You can simply just send them this campaign brief with your existing advertising material and they will work something up from there.

This will cost around \$800.00 but they will quote you before starting any work. The more information you can give them on your desired output the better for them and the less it will cost you overall.

Printing. This printing is a bit more of a specialist job than a simple flyer as it needs to be a bit stiffer and somewhat weather proof. You have probably seen yourself the material that comes in the mail box and you need to stand out from the rest. Generally longer flyers that are bigger than the

standard size pieces and are on glossy type paper get read more often according to Salmat research. This is not necessarily more expensive as three of these flyers can be cut from a standard A5 sheet of paper.

In promoting your XYZ cuisine to these type of customers you need to take on a 'classy' type look and feel as well and portray the healthy options.

We estimate your printing cost to be \$600.00 on top of the agency costs. (company name will organise all this for you and delivery to Salmat's warehouse.

Total Costs

Estimated costs for this campaign are \$1800.00

Success Metrics

- To measure this campaign it is important that your staff ask all lunch time bookings, "how did you hear about us?" this can be done politely at the time of booking or when customers are at the table.
- If you include a 'cut out' section on your flyer which customers have to bring in for a special offer they can be counted.
- Generally the response rate on letter box drop is 1% to 2% which means you should pick up around 75 new customers.

Return on Investment

- With an average lunch table account of \$100.00 per table the revenue from the campaign should be approximately \$7,500.00 before any repeat business is considered
- Return on Investment is estimated to be 4 to 1 within one month.
- Breakeven point is just 18 new customers from the 5000 contacted.
- As you continue to run the campaign each month the ROI is improved as you no longer incur the creative costs.

Timing

This campaign should take 4 weeks from initial start until the customers are receiving their communication.

There is no limit to how many times you can run it across the year and monthly would be recommended. *Remember the creative agency costs are a one off cost so subsequent campaigns like this are at a lesser cost.*

Campaign (4) - Local community involvement

Strategy

It is important is sustaining your business that you integrate into the local community. With this campaign you will be reaching the children of the potential customers in your community and educating a whole new generation of people who know, understand and have sampled XYZ ethnic cuisine. The marketing to children as a way to influence their parent's choice of food purchase is a well trodden by the fast food outlets and is topic of negative community debate. This campaign however will enhance the reputation of XYZ restaurant while also driving new business without those associated risks.

XYZ is surrounded by 3 private schools within 12 minutes drive and one in particular a girls college that is just around the corner. This school offers home economics classes and school based traineeships where girls go out and work in local businesses to undertake on-the-job training.

XYZ should offer the school, free of charge a 'guest chef' once a term to come in and take a lesson for the young ladies to enhance their "cultural perspective and understanding". XYZ should also offer itself up for the traineeships program in hospitality.

To complete this campaign you will be;

1. Sending a letter of introduction
2. Setting an appointment with the people in charge
3. Making a presentation where you will take some samples along
4. Undertaking a campaign review

Communication Medium

This campaign is good old fashion leg work, it's about your passion and desire to succeed. In a sales environment honesty shows through and if you don't show a strong commitment to developing your local community it will show through as a simple commercial exercise. You should be well prepared and rehearsed before you attend your appointments.

Schools are a commercial operation as well, they understand profit and loss and they like any business have to generate an income. You should propose during your meeting that the students be given a complimentary meal when they bring their families along. You should also be prepared to make a donation to the building fund or advertise in the school newsletter.

Success Metrics

- This campaign is more difficult than the other to measure but may well be the most important ongoing campaign. The return of the student vouchers will be the primary source of measurement.
- Success will also be measured by the number of classes your chef takes and the number of pupils in those classes.

- Sampling is a legitimate marketing campaign for any restaurant, Starbucks claimed in 2007 that 25% of all people who sampled their coffee in their USA sampling program went on to purchase their products.

Return on Investment

- This will be calculated using the chef's hourly rate verse the number of students who bring their families to the restaurant for a meal.
- Schools are a commercial operation as well, they understand profit and loss and they like any business have to generate an income. A voucher system for the school. With an average lunch table account of \$100.00 per table the revenue from the campaign should be approximately \$7500.00 before any repeat business is considered
- Return on Investment is estimated to be 4 to 1 within a month.
- Breakeven point is just 18 new customers from the 5000 contacted.

Timing

This campaign is an ongoing annual campaign.

In summary

These 4 campaigns total \$XXX in cost and fit within the allocated marketing budget of XYZ restaurant which was \$XXX.

The estimated return is \$xxx as listed within each plan.

The campaigns are both short term and ongoing and can be repeated over and over.

Each time the campaigns are run they should be reviewed and continual adjustments made and we are more than happy to review these with you.

Please note, if you don't feel comfortable doing them yourself we can help you along. If however you don't have the time or would like us to simply organise the lot for you again we can quote you for this work as well.

It is said the meaning behind the saying, "wish you break a leg" came about as a wish of luck for actors as they walked on stage. The idea was that they would be so entertaining that the audience would throw so much money on stage they would fall over the pile and break a leg.

We wish you that kind luck and to break a leg

Happy Selling