

**Restaurant
DOCTOR UK**

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The cover features a central image of a man in a grey shirt and yellow tie, smiling and holding a pen. The background is a light blue gradient with various business-related icons: three line graphs with red upward-trending arrows, a pie chart, and a document icon with a red Adobe logo. The text 'Restaurant DOCTOR UK' is prominently displayed in the center, with 'DOCTOR' in black and 'UK' in large blue and red letters. Below this, the title 'MARKETING & ADVERTISING TRAINING BOOK' is written in bold black capital letters. A red 'PDF' icon is also visible.

<http://www.restaurantdoctoruk.co.uk>



INTRODUCTION.

Welcome to the **restaurantdoctoruk**'s guide to marketing and advertising.

Marketing is not something you should be afraid of, it is a worthwhile activity you should definitely spend some time doing.

The benefits of marketing are that you define who you sell your products to, why they choose your restaurant and you target your advertising effectively in order to achieve the best results.

The aim of this guide is to provide you with a straightforward, straight to the point knowledge of marketing your restaurant successfully. We have included only the information that is relevant and useful to you and kept all the boring and confusing stuff out, so you can get to work on your marketing strategy faster and confidently.



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WHAT IS MARKETING?

Basically marketing is the identifying of your customers wants and needs and providing products and services to meet their requirements.

Needs.

Needs are simply the basic requirements we have to live our lives, e.g. food, drink, shelter and clothing.

Wants.

Wants are the individual items that satisfy a need. E.g. your customers need to eat, but they want a particular type of food to satisfy their need.

Although this doesn't mean you just create a menu and give it away for free, there are other things to consider when you are concentrating on your marketing efforts, these are:

- The Price you charge.
- The location of your restaurant and your target market.
- How you are going to promote your products/services.
- How you are going to follow up on your customer's satisfaction.

There is a marketing principle that covers the basic marketing requirements you need to investigate and concentrate on when you are planning your marketing strategy; this is known the '**Marketing Mix**'.



THE MARKETING MIX.

The Marketing Mix is concerned with the 4 main factors you must consider when targeting and attracting customers to your restaurant, these are known as “**THE 4P’s**”:

1. **PRODUCT.**
2. **PRICE.**
3. **PLACE.**
4. **PROMOTION.**

PRODUCT.

This is what you sell, although it should be noted that it is not just what is on your menu that is part of the product you are selling. Other factors such as your disabled access, the exterior and interior of your restaurant, the quality of your wine list, the level of training of your staff etc all have a strong part to play in the product you are offering.

The product is not only what the customer is buying from you; it is also the experience they are getting with it, and the benefits your product brings to them.

You should consider what you could offer your customers other than a meal in order to attract and retain them.

If you think about it your customers can probably get many of the items on your menu elsewhere so why should they come to you? Below are some of the things you may want to introduce or improve upon to increase your customer’s perception of the product you are offering:

- ✓ Is your restaurant children-friendly?
- ✓ Do you have an attractively painted and well-maintained exterior?
- ✓ Is your restaurant neat & tidy?
- ✓ Are your tables arranged for customer comfort or just to maximise the number of covers you can service?
- ✓ Are your staff friendly, courteous and well trained?
- ✓ Is your restaurant layout appropriate for people who require a wheelchair?
- ✓ Do you offer a decent selection of vegetarian, vegan or gluten free items?
- ✓ Do you offer healthy options in your menu?

Improving the product you offer increases the number of people who want to dine in your restaurant.

PRICE.

This about how much you charge for your product. Although it should be noted that you don't just charge what you think is best or how much you think your product is worth. You must consider the following when pricing your products:

- ✓ How much does it cost you to produce your product? This is the cost of buying your ingredients, staffing your restaurant, paying your bills etc.
- ✓ What profit margin do you want to make? You may want to have a higher turnover of customers by pricing your product lower; this may be when you want to undercut your competitors.
- ✓ Do your customers see your product as value for money? If you buy cheap ingredients the quality of your food is compromised and your customers will feel like they have been ripped off if you charge them a lot for it, however if you operate a no-fills restaurant and charge reasonable prices your customers won't feel ripped off, unless of course you serve them cat food and charge them £5.00 for the pleasure!
- ✓ Is the price of your product reflecting an offer or promotion?

What you should always consider is your customer's perception of the price you charge for your products, if they see it as a waste of money, they will not come to your restaurant, if they perceive your product as value for money then you are much more likely to attract customers to your restaurant.

You will be surprised at how effective lowering your prices slightly can increase turnover.

If you currently charge £15.00 for two courses and you attract 20 customers a night, you will make £300 a night, or £2,100 a week turnover.

If you dropped your price to £12.50 you would appeal to more customers so let us say you now get 30 people a night, you will make £375 a night, or £2,625 a week turnover.

PLACE.

Is concerned with where your restaurant is located and how your target market will receive your product.

Obviously you can't just move your restaurant to the ideal location, you are where you are so you make the most of it.

The factors affecting the location of your restaurant, and customers visiting it are:

- ✓ Is it in walking distance?
- ✓ Is it in a safe area?
- ✓ Is there a bus stop or train station close to your restaurant?
- ✓ Is it expensive to get a taxi to your restaurant?
- ✓ Is it a short drive to your restaurant and do you have a large enough car park?
- ✓ Would it be financially beneficial to offer a delivery service to increase your number of customers?
- ✓ Also is it in an area where there is a lot of competition?

If it is inconvenient for customers to travel to your restaurant then the chances are they won't come, so you have to take action to make it worth their while, this can either be by providing transport, which is not cost effective for you, offering a delivery service, or improving the product you sell or the price you sell it for to give the customer an incentive to make the effort to travel.



PROMOTION.

This factor relates to how information about your product (and restaurant) is communicated to the people you want to come to your restaurant. There are various methods available to get the information passed around the market these can be described as:

- **Controlled Methods Of Promotion**
- **Uncontrolled Methods Of Promotion**

Controlled methods of promotion are the activities you control regarding your promotion, such as:

- ✓ **Sales Promotions.**
- ✓ **Advertising.**
- ✓ **Public Relations.**

Uncontrolled methods of promotion are concerned with other people's opinions of your restaurant, whether it is positive or negative, such as:

- ✓ **Personal recommendations.**
- ✓ **Press editorials.**
- ✓ **Word of mouth.**

The other main difference between the two is that controlled methods of promotion cost you to create, whereas uncontrolled methods are free, so you should do everything in your power to ensure that any word of mouth is positive.

You should always conduct business in a way that your customers will perceive as positive. This can be a very useful for generating and maintaining a positive image, if you show that you have ethics and care about your customers, community and staff then you are going to be seen as the caring and trustworthy business. The ways you can increase your image are:

- ✓ **Treat your staff well, they will tell people what a good boss you are.**
- ✓ **Get involved with a charity, either make a regular donation or assist them with their cause.**
- ✓ **Always offer your customers value for money.**
- ✓ **Have special rates for pensioners, everyone appreciates it if you look after the elderly.**
- ✓ **Be nice to people, let them like you!**



KEEPING YOUR EYE ON THE COMPETITION.

It is very important that you are constantly aware of what your competitors are doing to entice customers into their restaurants.

Remember that your competitors are trying to get the customers you want too!

You might think that competition is a bad thing, but it is actually a very good thing for you, as the threat of other businesses 'muscling in' on your territory or customer base keeps you on your toes and therefore makes you constantly improve your product and service.

What should you know about your competition?

- Where they are?
- How much they charge for their products/service?
- What products they offer?
- How they treat their staff?
- How long they have been in business.

You need to know this because their marketing efforts directly affect yours and the more you know about your competitors the more competitive you can become.

Don't just slash your prices that is no good for anyone in the business. The better way to compete is to offer higher quality products or better service or have better ethics than the competition; you create a better deal for the customers than your rivals.

Don't assume that only restaurants that offer the same type of menu as you do are your competitors, there are a lot of businesses out there who want the same customers as you do, these are:

- Supermarkets.
- Takeaways.
- Pubs.
- Hotels.
- Indian, Chinese, Thai, Spanish, Italian restaurants etc.
- Also dinner parties at home.

Just remember to keep an eye on what everyone else is doing and how well they are doing.

IDENTIFYING YOUR TARGET MARKET.

To put it simply your target market is the people who see your restaurant as the place that they want to go to in order to fulfil their need.

You may think that everyone is in your target market, well you'd be wrong!

You have to look at what food you serve, how much it costs, who can afford or has time to eat in your restaurant, where they live, and what they do for a living to determine who will come in your restaurant.

Who isn't in your target market?

These are the people you don't cater for; your restaurant does not fulfil their wants or needs so they aren't interested.

Who could these people be?

- If you have no vegetarian options on your menu - vegetarians.
- If you do not have a children's option or changing facilities - families.
- If you are expensive – generally people on low incomes.
- If you do not have healthy options – people who are conscious about healthy food.

There are more examples, but the above highlight how easy it is to alienate people from your restaurant.

We can't tell you who your target market is, as we don't know what type of restaurant you operate, where you are or how much you charge. So we will have to be general, who is likely to be your target market?

- Professionals taking clients to dinner/lunch.
- Workmates dining with colleagues (staff party)
- Couples having a romantic night together.
- Families having a treat.
- Passing trade (anyone who sees your restaurant and decides to eat there)

Once you know your target market you need to know where they work, where they live, what magazines and papers they are likely to read and who they talk to, then you know how you will reach them.

WHAT DO YOU WANT TO TELL PEOPLE?

This is the message you want to send out to people about your product/service or restaurant in general.

There are a few things you could put in a message to potential customers, these are:

- 1. You could tell people about your business, the type of food/drink you serve or where you are.**

This arouses the customer's curiosity in your restaurant and the product you offer, this is a good way of introducing new customers to your business, as existing customers won't be interested in something they already know. Take a moment to think about your various selling points, If you are family friendly you may want to make this a big part of your message to promote your restaurant to families, or you have pensioner special discounts, or you cater for parties.

- 2. You could let people know about a special offer or promotion you are currently running.**

This would entice existing and new customers to your restaurant, as you would be creating an incentive for them to come to you rather than go somewhere else. (If your offer is better than your competition's)

- 3. You could tell them what charity you are associated with and what you do for them.**

This would show customers that you have strong ethics and they would be more likely to trust you and try your restaurant because in turn they feel that they are doing something good too.

- 4. Or you could tell them all of these.**

It is up to you what sort of message you send out to existing or potential customers. Although your message should be relevant to the people you are trying to target, e.g. 'we are a family friendly restaurant' is intended to target families!

ADVERTISING.

Once you know **WHAT** you are going to say, and **WHO** you are saying it to, you need to decide **HOW** you want to send your message.

Advertising takes many shapes and forms, there are many methods of getting your message across to customers, some more effective than others, and also sometimes what you expect to work well doesn't work at all and something you think is pointless can work very well.

What you need to consider is whatever form of advertising you decide to utilise if it reaches your customer and they come to your restaurant because of it, then it is a success.

HOW ARE YOU GOING TO SEND YOUR MESSAGE?

How you send your message means the media of the advertisement, this is how your advert is presented.

The types of format you can consider for your restaurant depend upon how much money you can afford to spend, but the main ways you can advertise are:

- Radio.
- The Internet.
- Television.
- Newspapers.
- Direct Mailing.
- Sponsorships.
- In House Advertising
- Word of Mouth (uncontrolled)

There are positive and negative aspects associated to each type of media, so you should chose one that is best suited to reaching your target market. Seeing as though your target market will most likely be local, you should avoid costly advertisements with media that covers a very wide area such as TV, national newspapers or national radio.

The best types of media to use for a local restaurant are:

- Local Radio.
- The Internet.
- Local Newspapers.
- Direct Mailing
- In House Advertising.

Please note that although sponsorships provide good public relations they are not always the most cost effective medium for a restaurant. Word of mouth will happen regardless of whether you want it to our not, the best way to get positive comments about your restaurant is to offer good value for money and good customer service and care.

Local Radio.

This will be expensive, although the service you receive with local radio advertising is generally rather good.

The Internet.

These days most businesses have a website and this allows your customers to view all of the information relating to your business, your offers, your ethics and also opening hours. Some restaurants even have an online booking system in place so their customers can make reservations. Websites are expensive to set up but after that they are reasonable to maintain.

Local Newspapers.

There are many methods of advertising in the local newspaper, these are inserts (your menu is included in the paper), editorials, press releases or advertisements in the classifieds. For information on the services available and the price you should contact your local newspaper for details.

Direct Mailing.

This is a way to distribute your menu or leaflet direct to people's homes, although most people do not appreciate direct mail, and they just throw it away, there is also some legislation related to direct mailing (for more information contact the Direct Marketing Association or the Department of Trade and Industry).

In House Advertising.

This is when you use your own building to promote your products. It is handy if you are in a busy area and have a lot of people pass by your restaurant. You would display your menu, offers or special promotions where passers by and customers can notice them.

WHAT PROMOTIONS ARE YOU GOING TO RUN?

Promotions can be a simple yet very effective method of attracting your customer's interest in your restaurant.

You may be surprised at the different offers you can run to attract customers. We are going to detail the ones we feel work best and how to go about them:

1. BUY ONE GET ONE FREE.

This is a great incentive for your customers, although it is not so great for your profit margin, however if you only make the offer available on the 'cheaper' items on your menu then the cost to you is kept to a minimum. A lot of restaurants have taken to this offer for their customers.

2. EARLY BIRD SPECIALS.

This is a very good offer for families with young children, or just people who are tight and want a cheap dinner! The aim of this promotion is to offer people a reduced menu at a reduced price early in the evening, say 5pm until 6pm to increase sales during the quiet period.

3. TABLE RENTING.

You probably reacted with a 'what the hell?' but table renting is quite an ingenious way of attracting customers to your restaurant, what you do is have a set night to run the promotion (preferably a quiet night) and offer your customers the chance to rent a table for a set price (say £20), the idea is that you offer a set menu for their 'rent' you could have a choice of 2 starters, 2 mains and coffee. All you have to do is ensure you have a good turnover of customers and that you up sell your drinks at full prices.

4. LAUNCH NIGHTS.

This is when you invite people for a free meal. Ideally you invite the people who influence the opinions of others such as journalists, local politicians, radio presenters etc, and in turn they say good things about your restaurant to other people, increasing your reputation.

ADVERTISING TIPS

This section is dedicated to the tips of writing effective advertisements.

A good advert will:

- ✓ Grab the **ATTENTION** of the reader.
- ✓ It will keep the **INTEREST** of the reader.
- ✓ It will make the reader **WANT** your product.
- ✓ It will prompt your reader to **SEEK** your product.

So your advert grabs the attention of the reader, they are interested in what your advert says, the information in your advert keeps their attention until they get to the part that is of particular benefit to them e.g. the offer or promotion so they now want your product, now the customer has to seek you out, they have to book a table or come to your restaurant.

When writing or designing an advert you must remember the following points:

- ✓ If the purpose of your advert is the offer then it should be the most prominent item on your advert, this grabs the immediate attention of the reader.
- ✓ Your advert should be easy to read, don't include any irrelevant information, and get straight to the point.
- ✓ Keep your adverts simple to read, don't make the lettering fancy or have an elaborate background, this can distract the reader from the message you are trying to send.
- ✓ Involve the reader in the advert; use second person descriptions (you, your and yours).

CONCLUSION.

This guide has provided you with all the information you need to get your restaurant noticed by the right people and for you to advertise your restaurant in the right places.

We have given you ideas on attracting customers and increasing your turnover, so what you waiting for? Get your head down and start planning your marketing strategy!

In no time at all if you follow our guide, you will have a good customer base who return time and time again and recommend you to their friends and family.

For more useful guides and manuals please visit:

restaurantdoctoruk.co.uk

