

## Check List

# BRING MORE LEADS TO YOUR RESTAURANT WITH LITTLE TO NO MONEY

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### BRANDING

- Create a business story
- Develop a mission & culture
- Tell people a story
- Use dining area to relate mission, story & culture

### ONLINE PRESENCE

- Do you have a website?
- Website has updated info?
- Is website mobile friendly?
- Use blogs to boost your ranking

### SOCIAL MEDIA PRESENCE

- Create a profile on top platforms
- Post 2/3 times per week
- Reply to comments & Repost tagged photos

### BIG THREE

- Claim/Create Google My business account
- Claim/Create Yelp Business Account
- Claim/Create TripAdvisor Account

### REVIEWS

- Ask for reviews
- Give something in exchange for reviews
- Set up bitl y links for review profiles

### CONTESTS

- Create a valuable contest
- Use social media content calendar to create special dates & holidays giveaways
- Collect emails

## HOST EVENTS

- Host a small group event
- Offer discount for group events reserved in advance
- Create special menu for social events with a set price

## WORK WITH INFLUENCERS

- Identify local influencers
- Invite local influencers to dine at your restaurant
- Take picture with influencer for you social media

## BE PART OF THE COMMUNITY

- Participate in local events
- Be a local volunteer
- Be a school volunteer
- Donate Goods/Services

## USE VIDEO

- Record 15 seconds videos for IG & FB stories
- Record a day in the life videos
- Use catchy thumbnails

## MISCELLANEOUS TASKS

- Create business shirts to wear at events (if don't have one)
- Create a local foodie facebook group
- Create an email marketing campaign with emails collected from giveaways
- Reply to all reviews on Google, Yelp & TripAdvisor
- Add pictures of your restaurant & food to Google, Yelp & TripAdvisor
- Join local buy and sell facebook groups & share your current deals and promotions as well as coupons
- Host a Kareoke/Bingo Night