



Facebook Marketing Plan – Bar/Restaurant

10 Point Plan

1) **Weekly food specials:** Share the weekly food specials, highlighting some of the fresh/seasonal produce/catch that will be on the menu that week. You can highlight some of the lunch and some of the dinner specials, or if there's just a special catch that week, just share that it will be used in lunch & dinner dishes.

2) **Chef's pick of the week:** Have the chef recommend one dish each week, it doesn't have to be related to the specials, it can just be whichever dish he/she is excited about or wants to highlight. (the chef doesn't have to actually write it or get on the FB page, just get their recommendation to share as a post)

3) **Wine of the month:** This can be as simple as "Peter Lehmann Chardonnay is our wine pick this month! Try this restrained and stylish Chardonnay in a glass or bottle during your next visit."

4) **Holidays and monthly specials:** Share information about holidays when your business is doing something special for it, share 3-8 days in advance of the holiday. Also share monthly specials, for example: 330ml bottles of Coors/Tiger.

5) **Competitions:** Write a post advertising a customer competition or quiz and post about it 7/8 days in advance.



6) **Reviews/write-ups:** You've gotten some great reviews over the years, you can share something like "Just got a great review in <name>! They loved our Beef & Guinness pie! You can read the review here <link> and stop in to try our Beef & Guinness pie too." (highlighting these helps tourists know where to go)

7) **Talk about history:** A lot of what your bar is built on is history. History is what has happened, but history is also being made every day. And, everyone has a different history. Essentially you want to create conversation around bits of history. You can ask questions like "where did you have your first beer" "what world cup did you enjoy watching most?" "what was your favorite date night" "who should win tonight's epic game between x and y?" Ask questions that will either get people to reminisce or help them create new memories with the bar community. Come up with at least 20 questions you can reuse throughout the year, plus 10+ additional ones that you'll add throughout the year about specific events or people or places.

8) **Sport:** Don't just share the game that's on that night or coming up, ask what people will be drinking or eating during the game. Ask them who they think will win. Ask them who they're going to watch the game with. Ask them what their favorite seat in DB is to watch the game. If it's a big game, maybe have a pound/half pound off a certain appetizer, or have a special appetizer, or have a special drink deal and share a post about that.



9) **Staff picks:** Have the staff give you recommendations of their favorite places nearby to visit. These should be mostly less familiar attractions, although some will be very touristy. You can post these as "Our bartender Joe recommends visiting XX club on 49th. Great hours and rock music!" You can have the staff list their favorites during a staff meeting (have them list 25-30 places/things to do), and just take good notes you can reference later, or speak with them individually, or send out an email blast to all of them. You can also invite them to stop by the FB page and share a comment to your post.

10) **Live music:** Share what live music you will have playing. You may be able to pre-write these, it depends on how much advanced notice you have of who is playing that upcoming week. Share something like "This Friday night we've got musical guests Joe & Ben. They'll be playing 80's favorites from 9:30 to go along with your fish & chips. And on Saturday we'll have Dan sharing piano classics!"