

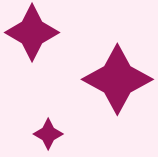


MARKETING BEST PRACTICES

Zero Budget Marketing Checklist

Get the word out without
breaking the bank





Times have changed for the restaurant industry. Before COVID-19, restaurants commonly asked how much they should spend on marketing. Now, it's more a question of what marketing you can do to keep guests coming back without eating up revenue. Luckily, there are practical ways you can market your restaurant - even on a zero dollar marketing budget.

Get the word out you're open

- ☐ [Post "we're open" signs](#) and new hours of operations in your windows and on your website.
- ☐ Change your voicemail to reflect your new hours and remind guests they can book a table or order takeout from your website.
- ☐ [Send emails and create social posts](#) to announce that you're open.
- ☐ Update your online business profiles, including OpenTable, Google, Facebook, and Yelp, to reflect your new hours, capabilities, and offerings.
- ☐ Go the extra mile on your [OpenTable profile](#) to increase the likelihood guests book. Select all applicable cuisine types, keep [menus](#) up to date, and [upload photos](#) of new menu items and interior shots, as well as any shots of any outdoor dining you have.

Communicate your safety measures

- ☐ Capture behind-the-scenes photos and video that show how you're going above and beyond to keep employees and guests safe.
- ☐ Reinforce your safety measures on interior and exterior signs at your location.
- ☐ Post your safety measures on your website. Add a pop-up message on your homepage.
- ☐ Highlight the [safety precautions](#) you're taking on your OpenTable profile.
- ☐ Arm your staff with talking points to respond to commonly asked safety questions from guests.
- ☐ Remind guests of all the ways they can support your business - [takeout](#), [delivery](#), [groceries](#), [gift card](#), or [fundraising](#) options.

Bring your regulars back

- ☐ Reach out to loyal guests who love you and are yearning to see you again through personalized emails.
- ☐ Identify your big spenders by [integrating your POS system](#) - at no additional cost - and reach out to them with personalized messages and offers that make them feel extra special.
- ☐ Integrate your [email marketing platform](#) with OpenTable and export your guestbook to expand your loyal subscriber base.
- ☐ Re-engage your regulars with targeted “We miss you” email campaigns designed to welcome them back.
- ☐ Connect with guests through [post-dining surveys](#) to deepen relationships.

Get seen online

- ☐ Open up your [online availability](#) so people can discover your restaurant when they’re searching for a specific date, time, and party size.
- ☐ Offer your [waitlist online](#) and attract walk-in guests on your restaurant website and OpenTable.
- ☐ [Aggregate, manage, and respond to reviews](#) to maintain a high average rating, which factors into your search results.
- ☐ Manage your Google My Business account to control how you appear in Google Search and Maps.
- ☐ Make your website SEO friendly. Optimizing your website can help drive organic traffic from search engines to your website.
- ☐ Highlight the occasions you do best, so guests can find you when they’re ready to celebrate a missed graduation, birthday, or anniversary, and promote your [private dining](#) space.
- ☐ [Showcase your unique experiences](#), whether it’s an outdoor happy hour or bottomless brunch.

Welcome neighbors and locals

- ☐ Create a cross-promotion with neighboring businesses that motivates people to dine and shop locally.
- ☐ Offer bounce-back deals or specials for locals.
- ☐ Get to know residents by canvassing your neighborhood.
- ☐ Host a reopening celebration day to welcome locals back to your restaurant.

Share your story

- ☐ Inspire and build connections with guests by sharing your unique story on your website and social channels.
- ☐ Get your employees and regulars involved. Encourage them to share or repost your stories with their friends and family too.
- ☐ Tap into social conversations that align with your brand using relevant hashtags to increase your discoverability. Aim for 5-7 hashtags per post in the comments section.
- ☐ Keep an eye out on geotags and @mentions about your business to know when people post about your restaurant.
- ☐ Take advantage of user-generated content (UGC). Repost great things people say. Thank and tag the original poster to show your appreciation.



Learn more about Marketing
Management at OpenTable at
restaurant.opentable.com

