

ENTRÉE MarketingSM

Six Critical Principles
for the Overworked Restaurateur

Menu

Starters

1. Let's Get This Pre-Shift Meeting Underway

Pre-Shift as a Metaphor * Why Focus on Marketing?

2. Top Nine Excuses for Failure ("Whine List")

Too Much Competition * Too Much *Chain* Competition *
Not Enough Time * No Budget * Stuck in a Bad Location *
Unmotivated and Undependable Employees *
Customers Couldn't Recognize Quality Food and Service *
Changing Demographics * Burdensome Government Regulations

3. Appreciated? No... how about invisible?

If Someone Treated You This Way You Wouldn't Come Back Either *
It's Called Payback

4. Marketing Trends: Embrace or Expire

Media Fragmentation * Clutter * Lifestyle Issues *
Generational Marketing * Technology * Media Industry Consolidation

Entrees

5. ENTRÉE MarketingSM: Six Critical Principles

What is ENTRÉE Marketing?

6. 'E' - *Entice* Your Customers

Design Your Restaurant to Entice * Food Taste *
Menu Design, Table Settings and Server Uniforms *
Presentation * Greeting Area, Waiting Area, and Bar Area *
Cleanliness and Rest Rooms *
Lighting, Sound and Artwork * Brand Image

ENTRÉE MarketingSM

7. 'N' – *Near-Perfect Service Brings Them Back*

Perfect Service is Impossible – Near-Perfect Service is Achievable *
Recruiting * Interviewing and Testing * Training *
Necessary Server Traits

8. 'T' – *Top-of-Mind is Prime Real Estate*

What is 'Top-of-Mind'? * Reach and Frequency *
Recency Theory

9. 'R' – *Rewards are an Essential Motivator*

Motivating by Rewarding * Restaurant Rewards

10. 'E' – *The Eighty-Twenty Rule Can Make Life Simpler*

Pareto's Principle / The 80 – 20 Rule *
Applying Pareto's Principle to Restaurants *
Operations and Employees * Marketing and Media Choices *
Revenue and Profitability

11. 'E' – *Email Marketing is a Necessary Foundation*

Permission Versus Interruption Marketing *
Obtaining Permission to Market *
Data Entry, Maintenance and Security * Email Design: Graphics,
Copywriting and 'Housekeeping' * Is "Email" Really Critical?

Desserts

12. *Ego Boosting Media Versus Revenue Boosting Media*

Your Unique Marketing Needs * Ego Versus Results *
General Recommendations * Television * Radio * Newspaper *
Magazine * Outdoor Billboards * Phone Book Directories *
Mass Coupon Mailers * Public Relations * Web Sites *
Search Engine Marketing * Permission-Based Email

APPENDIX A

Join Your Restaurant Association * State Association Directory