

DIGITAL MARKETING STRATEGY

FOR RESTAURANT



Boosting Your Restaurant's Success through Online Presence, Engaging Content, and Local Marketing.



Increase Visibility



Attract More Customers



Build Customer Loyalty

DIGITAL MARKETING STRATEGY **OVERVIEW**

OVERVIEW – Key Strategy Elements

- ✓ **Objectives** - Define clear business goals to increase restaurant visibility, customer footfall, and online orders.
 - ✓ **SWOT Analysis** - Analyze strengths, weaknesses, opportunities, and Threats to understand market position and improve competitive advantage.
 - ✓ **Target Market** - Identify primary audience segments such as families, professionals, students, and food lovers in nearby locations.
 - ✓ **Budget Allocation** - Plan marketing investment strategically across advertising, content creation, and promotional activities for better ROI.
 - ✓ **Competitor Analysis** - Study local restaurant competitors, pricing strategies, offers, and online presence to build differentiation.
 - ✓ **Marketing Channels** - Utilize Google Search, Maps, Social Media, and food delivery platforms to reach potential customers.
 - ✓ **Marketing Tools** - Use advertising, analytics, and content creation tools to improve campaign performance and engagement.
 - ✓ **Conclusion** - A structured digital marketing approach focusing on local visibility, engaging food content, and targeted promotions will help the restaurant achieve consistent growth, stronger brand recognition, and
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DIGITAL MARKETING STRATEGY – OBJECTIVES

OBJECTIVES – *Business Goals*

- ✓ **Increase Brand Awareness** - Improve restaurant **visibility** through Google search, social media presence, and local online platforms.
- ✓ **Increase Customer Footfall** - Attract more dine-in customers through targeted promotions and location-based marketing.
- ✓ **Boost Online Orders** - Increase delivery and takeaway orders through digital campaigns and food platform visibility.
- ✓ **Improve Customer Engagement** - Build strong relationships with customers through social media content, offers, and regular interaction.
- ✓ **Enhance Online Reputation** - Encourage positive reviews and ratings to build trust and credibility among new customers.
- ✓ **Increase Repeat Customers** - Create loyalty through offers, seasonal promotions, and consistent customer engagement.





DIGITAL MARKETING STRATEGY – SWOT ANALYSIS

SWOT ANALYSIS – *Strategic Insights*

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STRENGTHS

- ✓ Prime location in a busy area
- ✓ Unique and popular menu offerings
- ✓ Established brand and loyal customer base

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WEAKNESSES

- ✓ Limited online presence and outdated website
- ✓ Inconsistent social media activity
- ✓ Dependence on foot traffic for sales

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OPPORTUNITIES

- ✓ Growing demand for online ordering and delivery services
- ✓ Partnership with food delivery platforms
- ✓ Local events and seasonal promotions

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THREATS

- ✓ Rising local competition from newer restaurants
- ✓ Negative reviews impacting reputation
- ✓ Changes in food costs and supply chain disruptions





DIGITAL MARKETING STRATEGY – TARGET MARKET

TARGET MARKET – *Customer Segments*



Families

- ✓ Prefer comfortable dining atmosphere and hygienic food
- ✓ Interested in weekend dining, celebrations, and combo meals
- ✓ Value kid-friendly menus and family offers



Working Professionals

- ✓ Prefer quick service, lunch offers, and evening dining
- ✓ Interested in quality food and relaxing ambience after work
- ✓ Likely to order online during weekdays



Students & Young Adults



- ✓ Attracted by affordable pricing and trending food items
- ✓ Engage actively with social media promotions and reels
- ✓ Likely to order online during weekdays



Food Lovers & Explorers

- ✓ Interested in new dishes, special menus, and food experiences
- ✓ Influenced by online reviews and food content
- ✓ Likely to share food experiences on social media

Targeting Factors:

-  Location-based targeting (3–7 km radius) |  Age group: 18–45 years |  Online food
-  Interests: Dining-food blogs, cafes, weekend outings |  Online food ordering users



DIGITAL MARKETING STRATEGY – BUDGET ALLOCATION

Budget Distribution Overview



Focus efforts on attracting these customer segments for effective marketing.



DIGITAL MARKETING STRATEGY – COMPETITOR ANALYSIS

Competitive Analysis – Local Restaurant Market

	 MAIN RESTAURANT	 COMPETITOR A	 COMPETITOR B	 SPECIALTY C
 Strengths	Trend-Based Restaurant	Budget-Friendly Restaurant	Budget-Friendly Restaurant	Specialty Cuisine Restaurant
 Weaknesses	<ul style="list-style-type: none"> • Strong social media presence with regular food content • Attractive ambience and modern interior 	<ul style="list-style-type: none"> • Affordable pricing and combo meal offers • High footfall due to value-for-money menu 	<ul style="list-style-type: none"> • Affordable pricing and combo meal offers • High footfall due to value-for-money menu 	<ul style="list-style-type: none"> • Known for specific cuisine or signature dishes. • Loyal customer base and repeat visitors
 Menu & Pricing	<ul style="list-style-type: none"> • Mid-range pricing • Local, international and innovative dishes 	<ul style="list-style-type: none"> • Quick service and takeaway-friendly operations 	<ul style="list-style-type: none"> • Strong presence on food delivery platforms 	<ul style="list-style-type: none"> • Good ratings on Google and food review platforms
	<p> Our Restaurant Competitive Advantage</p> <ul style="list-style-type: none"> • Better food quality and presentation • Strong focus on customer experience and ambience • Limited digital advertising for local audience 			

Understanding competitor strengths and gaps helps position our restaurant effectively and create strategies that attract more customers and improve market



MARKETING CHANNELS



Utilize these channels to build a strong online and local presence that drives traffic and increases reservations.



DIGITAL MARKETING STRATEGY – MARKETING TOOLS

Marketing Tools for Business Growth

Advertising & Lead Generation Tools



Google Ads

Target local customers searching for restaurants and dining options



YouTube Ads

Promote food videos, ambience, and special offers



Meta Ads Manager (Facebook & Instagram Ads)

- Run targeted campaigns based on location, age, and interests



YouTube Ads

- Promote food videos, ambience, and special offers



Content Creation & Design Tools



Canva

Social media creatives, posters, and promotional designs



CapCut / InShot

Reels and short video editing for engaging food content



Google Analytics

- Track website traffic and customer behavior



Meta Insights

Measure engagement and ad performance



Google Business Insights

- Monitor search visibility and customer actions

Utilize these channels to build a strong online and local presence that drives traffic and increases reservations.



CONCLUSION

A structured digital marketing strategy focused on local visibility, strong social media presence, and performance-based advertising will help the restaurant increase customer footfall, improve brand recognition, and build long-term customer loyalty.

- ✓ Consistent food content, targeted promotions, and customer engagement will ensure sustainable growth, higher online orders, and strong market presence.

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THANK YOU

