

Welcome to Leading Restaurant Strategy- BMGM6001

I will begin the Lecture at **9:30am**, so use this as an opportunity to grab a beverage, access required documents or ask me any questions that you have. Please ensure that once we begin the lecture you have access to Moodle with your module handbook open.

Please ensure that during this lecture your camera **remains on at all times**.

BMGM6001

International Gastronomy Management

Leading Restaurant Strategy

Week 6 – Marketing and advertising



Agenda

What is marketing?

- Campaign techniques
- Marketing mix & segmentation
- How to effectively launch a restaurant

Recap of last week



- Menu design
- Establishing the restaurant concept
- Sourcing & supply chain planning

What is marketing?

What is marketing?

- Identifying, creating, communicating and delivering
- Value for customers, clients, partners and society
- Involves market research, branding, advertising, sales and customer management



Restaurant Marketing – an overview

- Attract, engage & retain customers
- Consider: branding, menu, overall dining experience
- Create a strong and lasting connection with your target customer base



Key Marketing Tools

- Market Research
- Branding
- Advertising
- Social Media Promotion
- Loyalty Programs
- Partnerships
- Special Offers





Activity – 20 mins

Marketing Pitch

You are tasked to present a marketing plan for a new American Diner restaurant.

- Who is the target market?
- What is your USP (Unique Selling Point)?
- What is the name? Why?
- How will you promote the restaurant?



Campaign Techniques







Let's discuss...

What are your thoughts on the campaigns? Would any of these approaches suit your concept?

Utilising campaign techniques effectively

- Create content – social media with relevant hashtags for visibility
- Offer incentives to increase engagement
- Approach local influencers
- Utilise email marketing
- Consider paid advertising



Restaurant Campaign Suggestions

- Behind the scenes cooking/setup videos
- Meet the staff
- Specials
- Loyalty programs
- Themed events
- Online reviews



The Marketing Mix

The 7Ps of Marketing

4 core elements:

- Product
- Price
- Place
- Promotion



The 7Ps of Marketing

3 extended elements:

- People
- Process
- Physical



Market Segmentation

Market Segmentation

The process of separating a large customer base into smaller, more specific groups that share characteristics.

Vital for your business to ensure you are targeting the right people with your marketing.

Heightens your competitive advantage as you can meet specific customer needs and improve customer satisfaction and engagement.



Market Segmentation Types

- Demographic – personal characteristics
- Geographic – location
- Psychological – why are customers buying?
- Behaviour – purchasing habits



Key points for Market Segmentation

- Helps to tailor a business to market effectively
- Can lead to higher sales
- Can increase customer engagement
- Can heighten competitive advantage





Break time

How to effectively launch a restaurant

Key Components

- Careful planning
- Strong marketing
- A great customer experience



Ideas for launch

You have:

- developed your concept
- secured your funding
- obtained relevant licences & permits
- designed your brand
- Promoted ahead of opening

NOW WHAT?

Soft Launch

Invite only preview for:

- Friends
- Family
- Local influencers
- Media & business contacts



Opening

Host a memorable launch with:

- Special offers
- Entertainment
- Incentives





GRAND RESTAURANT OPENING **SUCCESS**

STEP 1
CREATE AN EVENT PAGE

STEP 2
DO A **????????????????**

STEP 3
????????????????

Assignment Deadline Reminder!!

Assessment One – Thursday 26th February at 23:59pm

Assessment Two – Upload slides Wednesday 4th March at 23:59pm

Presentation – Live, Thursday 5th March during class



Next Week

Recruitment & Onboarding

Discussion of topics covered in previous weeks



Reference List

Dineline. (2024) 3 EASY STEPS to Make Your Restaurant's Grand Opening a Huge SUCCESS!, [online], available at: [3 EASY STEPS to Make Your Restaurant's Grand Opening a Huge SUCCESS! - YouTube](#)

Hummus, S. (2023) What Is Marketing In 3 Minutes | Marketing For Beginners, [online], available at: [What Is Marketing In 3 Minutes | Marketing For Beginners – YouTube](#)

Starbucks Coffee. (2022) Starbucks: Looking to the Future, [online], available at: [Starbucks: Looking to the Future – YouTube](#)

The Lounges. (2022) Why Do Our Customers Love Lounging? | Lounge Café Bars, [online], available at: [Why Do Our Customers Love Lounging? | Lounge Café Bars - YouTube](#)