



# leverage

*Launching Brands, Products, and Ideas.*

*Restaurant Branding  
Success Guide*

# 4 Things Your Restaurant Needs For Success



**FOOD**



**BRANDING**



**OPERATIONS**



**MARKETING**

If you want to achieve success as a restaurant owner, you can't ignore any one of these four areas. If one of these zones is lacking, the other three will have to compensate for its shortcomings. That's not ideal, and it definitely doesn't help your restaurant to run efficiently or profitably.

Is your restaurant struggling in one of these areas? Let's look at how you can achieve success!

## NO. 1 - FOOD



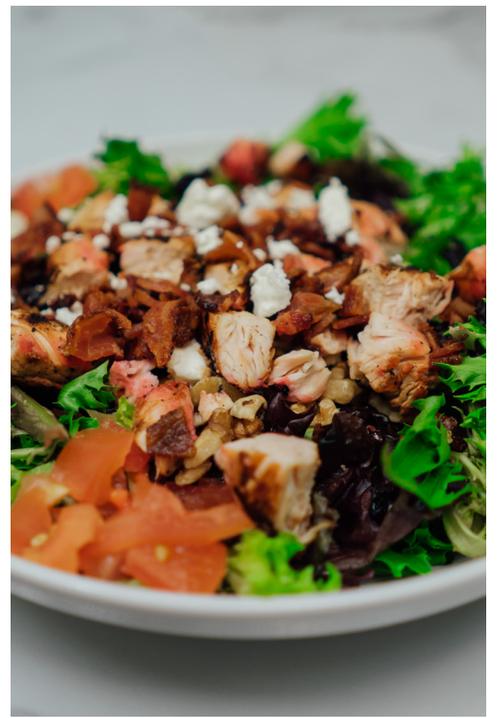
*The food needs to be stellar, and the presentation has to be even better.*

Let's be real. People go to restaurants for great food. If it's lacking that element, no business or marketing strategy can help you. If you are opening a restaurant, and you're unsure of what should be cooking in the kitchen, you better partner with someone who does. No matter what your concept is, a chef should be hired who can create culinary magic and has a passion for using quality ingredients.

Dining out is an immersive experience that connects people. They're looking for something to impress their taste and appeal to eyes. A meal can be delicious, but being Instagram-worthy will make people share it with their friends! It needs to look mouthwatering to take things to the next level. You can have an incredible space and all the best marketing, but if people sit down at your tables and aren't impressed with their meal, you can bet they won't be back. (And they'll likely tell more than one friend!) Delicious food, however, is what makes your restaurant the talk of the town.

Creativity is key when it comes to cuisine. If you offer a unique recipe nobody else can replicate, people will travel miles just to treat themselves to a tasty sensation. Do you want your eatery to be a local attraction? Start whipping up something great!





## NO. 2 - OPERATIONS



### *Your business mind has to be mindful.*

Behind your business operations, there are a multitude of factors that come into play to contribute your restaurant's success. We're really talking about your service, the customer experience, and the day-to-day logistics that make your business profitable. There have been instances where companies had to cut marketing costs because their operations were inadequate, leading to a low profit. Don't make this mistake!

If your operations are chaotic, your service will suffer, and the experience will fall flat. We can promise you – it won't go unnoticed by customers. Many yelp reviews mention how they can sense that the staff is stressed! Customers want a dining experience that is timely and efficient. Food costs, staffing, and ordering options should be carefully planned and considered. BE MINDFUL.

You don't want to spend all of your money on exquisite, fancy to-go bags if no one is ordering food to-go from your restaurant! If you don't have a user-friendly takeout ordering process, your dollars are going to waste away. Why spend money on those to-go bags when it's cumbersome for your customer to order online?

See where we're going with this?

We're not saying you should be cheap by any means, but you should carefully consider how you are investing every single dollar. Ask this question: "Will this enhance my customer's experience AND my profitability? Where does it lie on the list of priorities?"

Then, you've really got to make sure your staff shines. Take care of your team, so your team takes care of your customers. An unhappy employee doesn't provide good service! Ensure that everyone on staff understands that customer experience is a priority, and create systems that make expectations for each encounter known to your team.

Bottom line: Create an experience at every customer touchpoint that's backed by operational systems that can easily be replicated by each and every employee.



## NO. 3 - BRANDING



*Now that we've got your food and operations on the track, it's time to dive into our secret recipe for branding.*

One scan through your social media newsfeed and you'll see that increasingly, customers are demanding to be immersed in a dining experience. From your menu to your restaurant's interior, every touchpoint is an opportunity to connect the customer to your brand.

In order to create this connection with your customers, you've got to first define what it is you're offering and why it matters.

Once you have laid this out, you can begin to develop your brand messaging, define your attributes, and create a visual direction. It's only when you have this foundation firmly in place that you can create brand support that connects with your customers. And by brand support, we're referring to anything and everything that a person may physically encounter related to your restaurant.

The obvious starters are your logo, website, menu, and restaurant materials. But you also have to consider each and every element of the interior of your space. From the parking lot to the bathrooms, and everything in between. Anything that hints at a disconnect will create loose threads in the customer experience which will start to unravel the perception of your restaurant in the minds of your customers. Brand consistency is non-negotiable.

Does this whole branding thing seem like a lot? Well, it is, but don't worry...

If you can handle #1 and #2 - we've got #3 and #4 covered!



# NO. 3 - MARKETING



## *It's what we do best.*

Marketing is what brings people in. It's the voice of your brand and is what turns a casual customer into a loyal supporter. It's more than just image and dressing up your business – it's finding a way to deliver your brand's message to consumers in a way that is engaging and feels authentic.

Let's tell your brand's story.

This is where we create more stickiness and emotional bonding with your customer.

Our marketing services include:

Social Media Management

Copywriting

Packaging

Graphic Design

Website Development

Promotional Items

Photography

Print Collaterals

## The Next Step

We know this isn't easy, and that's why we love to work with restaurateurs to completely manage and develop their branding and marketing. The restaurant business is chaotic enough without having to worry about graphics and maintaining social media.

Our process for restaurant branding and marketing is seamless. It has been proven time and time again to allow our clients to focus on what they know – which is typically the food and the operations – and leave the rest of the work to us. We maintain a highly personal relationship with clients and are prompt with updates and menu changes.

If you're looking for a team of restaurant branding and marketing experts to tackle your project, reach out to us and we'd be happy to discuss your vision!

**Leverage Marketing has a proven process for creating memorable and fun restaurant brands that people like! Ready to take the next step?**

**Call us at (616) 414-1075 or email [hello@leverageadvice.com](mailto:hello@leverageadvice.com)**



