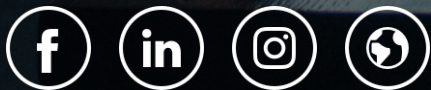




The 2021 Digital Marketing Playbook For Restaurants



Since the restaurant industry has been decimated by Covid-19 and lock-down restrictions around the world, coupled with the rapid growth of technology to level the playing field, marketing in today's highly competitive restaurant industry requires accurate, reliable and comprehensive digital marketing strategies.

We've built a digital marketing strategy playbook for the restaurant industry to give you the tools and techniques to grow your brand.

— THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

01

Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

02

Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

03

Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

04

Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

01

Brand Identity + Creative

Memorable, captivating and cohesive branding in the hospitality industry is necessary when trying to build a loyal base of patrons that will dine, engage and order online with your restaurant time and time again. To do this effectively, your digital footprint must emulate the ambiance, concept and experience equally as it does when someone walks through your doors and dines in your establishment. Of course there's no experience quite like being served a world-class (or quick serve) meal accompanied by memorable service, but it starts online and continues through every point of engagement.

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Customer Journey Design](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Strategy](#)
- ☐ [Brand Naming](#)

02

Web Design + Development

Restaurant web design not only has to be beautiful, but it also needs to be functional and effective. Many factors play into the design of a website including how easily you can extend your physical experience to your digital presence, how accessible your menu is communication, how easily it is for a customer to book a reservation and if they can't make it to your establishment, how simple it is to place and order for deliver online. Color, easy to read content, and the ability to capture reservations and online ordering are just a few crucial items that cannot be overlooked when focusing on restaurant web design.

Click on an item for a full definition page with tools and helpful links.

- | | |
|--|---|
| <input type="checkbox"/> <u>Website Developmentcommerce</u> | <input type="checkbox"/> <u>CRM Integration</u> |
| <input type="checkbox"/> <u>Development</u> | <input type="checkbox"/> <u>Martech Integration</u> |
| <input type="checkbox"/> <u>Online Bookings</u> | <input type="checkbox"/> <u>Schema Markup Development</u> |
| <input type="checkbox"/> <u>Online Delivery</u> | <input type="checkbox"/> <u>Technical SEO</u> |
| <input type="checkbox"/> <u>ADA Accessibility Compliance</u> | <input type="checkbox"/> <u>Performance Optimization</u> |

03

Digital Marketing

Whether you're a taco stand, a food truck or a white coat, Micheline star rated restaurant, digital marketing is absolutely essential to your growth, staying power and success. Reaching guests and patrons via email, maxing out your visibility in local search engines, and connecting with potential new customers (as well as existing ones) on various social channels are just a small sampling of tactics restaurants should be considering to continuously develop and expand on their revenue and operations. Digital marketing is crucial, as it ensures ongoing engagement with customers in your immediate vicinity and beyond.

Click on an item for a full definition page with tools and helpful links.

- | | | |
|--|--|--|
| <input type="checkbox"/> Organic SEO | <input type="checkbox"/> PPC / Display Ads | <input type="checkbox"/> Lookalike Audiences |
| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> Influencer Marketing | <input type="checkbox"/> Channel Development |
| <input type="checkbox"/> Content Marketing | <input type="checkbox"/> Integrated Marketing Stacks | <input type="checkbox"/> Blogging |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Database List Acquisition | |

04

Strategy + Analytics

The ability to process every data point related to your restaurant marketing efforts is and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your google my business page, all the way to the moment they book a reservation online, through to when they've paid for dinner or placed an online order for delivery? POS integration, CRM integration and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how customers are interacting with your business, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- | | |
|--|--|
| <input type="checkbox"/> <u>Strategy Development</u> | <input type="checkbox"/> <u>Competitive Research</u> |
| <input type="checkbox"/> <u>Analytics + Tracking</u> | <input type="checkbox"/> <u>Capabilities Assessment</u> |
| <input type="checkbox"/> <u>Martech Stack Auditing</u> | <input type="checkbox"/> <u>Vendor Review</u> |
| <input type="checkbox"/> <u>Customer Profiling</u> | <input type="checkbox"/> <u>ROI Tracking + Reporting</u> |

— SO HOW'S IT GOING?

Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)

— SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

Brand Identity + Creative

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

Web Design + Development

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

Digital Marketing + Advertising

The days of “If you build it, they will come” are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

Strategy + Analytics

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)