

Discuss the element of marketing mix of a fast food restaurant.

What is a Marketing Mix?

The marketing mix is what's commonly referred to as the 4P's of Marketing: Product, Price, Place and Promotion, this was identified in 1960 by Harvard professors and has stayed the standard model for developing the marketing strategy.

Here we will discuss what the 4P's means for restaurant and pizzeria as a small business operator – a simple and effective marketing plan to execute for your business.

Components of Restaurant Marketing Mix
Here are 12 marketing channels for you to consider in your marketing mix:

1. Direct Mail Marketing

Restaurants and pizzerias have used direct mail for years. Sending a postcard, brochure, or letter, direct mail is a proven approach to finding new customers in the local area. You can consider adding this to your restaurant marketing mix.

direct mail

It is effective with certain higher age groups and demographics. Consumers have come to trust it. Offering special offers and coupons are very effective way to attract new customers.

Including the restaurant website link and including images of the restaurant mobile app is a great way to integrate online marketing to direct mail campaign

With high view rates, this is a great way to stay top of mind.

The costs can range from a few cents to over 60 cents per mailer, depending on the type of mailer. This includes the postage costs.

Tracking redemptions can be a challenge, but it is important to track to be able to measure return on investment (ROI) on direct mail campaigns.

Call Campaigns

This is a very effective channel for marketing your restaurant's catering services to other local businesses. You should consider testing this method and adding it to your restaurant marketing mix

Billboard Advertising

Restaurants and pizzerias have used billboard advertising for a very long time. Billboards are expensive and can run anywhere from 3000-5000 per month. They also take a long time to capture attention. It is difficult to track responses and measure ROI.

Search Engine Optimization

It starts with a website and search engine optimization, you can hire local or overseas SEO experts that are fairly inexpensive to do this.

But the best SEO you can get is the website and social media interaction, this is obtained through a good design that is customer friendly, social media integration, content marketing, inbound marketing, etc. it is also important to have good sales copy on your websites that convert visitors into customers.