

The marketing mix is the commonly referred to as the 4P's of Marketing: Product, Price, Place and Promotion.

Here are some possible marketing objectives for the restaurant:

- **generate awareness** – Be visible locally and let people recognize your brand.
- **increase repeat visits** – Get some regulars coming in the doors.
- **increase average check** – The better relationships you establish with customers the more they will spend.
- **competitive differentiation** – Letting people know what makes your business special.
- **building the brand** – Making sure people know what your business represents.
- **be top of mind** – If you can be the first on your customers' mind you will always succeed.
- **improve value perceptions** – Letting people know what your business is about

Components of Restaurant Marketing Mix

Direct Mail Marketing

Call Campaigns

Billboard Advertising

Search Engine Optimization

Local Search Optimization

Email Marketing

Social Media Marketing

Mobile Marketing

Pay-Per-Click (PPC) Ads

Deals Marketing

Community Marketing

Online Marketplace Hubs