



Grow Your Restaurant with Adworkshop

Start Up, Smart Up *for* Restaurants

The key to success in the restaurant industry is adapting and learning. Whether it's menus or décor, restaurant and bar owners must objectively assess the feedback from clientele, industry consultants and trends make changes that will ensure a profitable business.

Marketing a restaurant and bar is a vital ingredient into the overall success matrix. By effectively connecting with new guests and leveraging loyal patrons through strategic tactics, your restaurant will be on the right path for achieving the goals set forth.

Because we know that starting a new restaurant takes up more hours in the day than even exist, Adworkshop has created a series of cost-effective, scaled-service options to connect your establishment with guests to build and sustain a loyal following.



Adaptive Website

Imagine this: You are visiting a friend in a new town and are hungry. What is the first thing you do? Most ask a friend for a recommendation. Others still are most likely to pick up their smartphone and search the web ultimately looking for a menu and to check out the scene. Either way, you want your restaurant to be accessible and presented well on a small screen winning their business.

The template-based website is a modern Content Management System framework with a responsive design that supports a range of screen sizes, e.g. smartphones, tablets within a defined layout. Create pages, upload photos to galleries, and swap menus with ease. The website's pre-defined functionality includes:

- Pages
- Featured photos
- Photo galleries
- Menu system
- Promoted content
- Visitor email collection
- Flexible listing data
- On-site search
- Directions
- Social sharing
- Analytics tracking
- Contact form spam protection

The presentation (i.e. color palette, fonts, appearance) will be provided based on client-provided logo and branding guidelines if available. The package also includes a training guide and consultation.

Custom Template-Based Website	\$5,000
Annual Website Hosting Fee and Security Updates.....	\$625-650

LOCAL SEARCH MARKETING

"30% of restaurant searches are on mobile devices."

Google

The online local arena is an essential space for restaurants that are looking to be found online by their customers. Optimizing these listings manually is very time consuming and frustrating. Adworkshop partners with a technology company that enables us to directly edit over 50 local data publishers through a single platform without the hassle of individual verification. Updates are made in real-time ensuring that your customers are finding your most relevant information and promotions across the web. This annual package includes 3rd party fees, verified listings in Google



My Business and 50+ additional publishers, quarterly listing clean up, and platform training on additional features offered through this partnership.

First-Year Subscription Service\$2,500
Subsequent Years.....\$1,000 / year

SEARCH MARKETING AUDIT & COACHING SESSION

The organic search audit will assess your website and current optimization to identify areas of improvement. This will include a review of on and off site optimization, site architecture, Google Analytics review and basic configuration, and a written report outlining all optimization suggestions. If, after the completion of this audit and consultation, you decide to retain Adworkshop for an ongoing organic search marketing program, we will waive 50% of the audit and consultation fee.

First-Year Subscription Service\$2,500

PRINT COLLATERAL

Print continues to be a staple of the restaurant industry — signage, menus, and rack cards to name a few. Typically restaurants manage menus internally yet they need additional print resources to assist in the promotion. A table tent and rack card puts the restaurant’s message in front of a receptive audience and provides advertisement / special offers at the point of sale. A custom designed rack card provided the opportunity to hand out and display at offsite locations as a means to drive traffic and increase business (i.e., visitor centers, chamber office, hotel/ motel lobbies). The design will be consistent with the website and content based on the needs of the restaurant.

Rack Card.....\$400-550 plus printing

Includes one concept design and layout, with or without special offer or map locator. Standard 8” x 4.5”, two-sided four-color process on 14pt coated 2 sided gloss, quantity 500.

Table Tent.....\$450-550 plus printing

Includes one concept design and production, 4” x 6” (either horizontal or vertical) table tent printed on sturdy cardstock with slits to form an easy-interlocking base. Two-sided four-color process on 14pt coated 2 sided gloss, quantity 500.

PUBLIC RELATIONS



Adworkshop will help establish or revitalize the buzz of your restaurant with local reporters, regional media, and bloggers. Whether it is an initial push for a grand opening or fueling new recognition, public relations will help create a proactive and positive impression in your market. Consultation with our experts will give you the tools to implement an on-going campaign at your discretion.

PR services including in this solution package include:

- Client meeting
- High-level PR strategy
- One press release to include link optimization, keyword research and insertion with two rounds of revisions
- Press release distribution
- “Top ten” targeted press list development for ongoing

Public Relations.....\$1,500

SOCIAL MEDIA STRATEGY & COACHING

Our social media team will provide a two-hour strategy and coaching session to build or enhance your existing social presence on select channels. We will focus primarily on two channels from among many (Facebook, Twitter, Instagram, Google+, Pinterest, YouTube, Foursquare, or Vine) that make the most sense to establish or grow an existing presence. In addition, we will offer strategies for optimizing profiles and leveraging today’s popular social networks to build awareness for the client. The session will cover basic administration, engagement and execution tactics, as well as specific brand and industry recommendations, to further the client’s particular business goals and communication needs.

Social Media.....\$1,700

ADDITIONAL SERVICES

Other services that may benefit your restaurant include new or refreshed branding, including logo design and strategic messaging to further position your business from the competition. You may also choose additional design work for the creation of interior or exterior signage.

Total Package..... \$13,925-14,250