

Challenges and Opportunities for Restaurant Marketers

On the Rise

Restaurant marketers are answering the call to rise up and lead their brands through challenging pandemic days. From tackling digital transformation and off-prem ordering to maintaining customer loyalty in a crowded marketplace; it's clearly marketing's time to shine.

Top 5 Challenges

Taming the Data

- Unify data sources for single source of truth
- Get actionable insights from data
- Learn from data to better understand guest behaviors

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Top 5 Opportunities

Using the Data

- Test and learn using the data you have
- Take small steps towards personalization & 1:1 outreach
- Track ROI through every touch point

"It's time to shift from channel-driven to data-driven marketing"

Alan Magee, VP of Marketing & Technology, Church's Chicken

Integrating Systems

- Activate new systems, like curbside
- Integrate new tech to POS & Apps
- Keep up with new technologies
- Improve your digital tools

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Embrace Digital & New Technologies

- Invest in new technologies & digital-forward people
- Grow your digital acumen



Translate the Heart & Soul of the Brand to the digital consumer

- Managing the break points with digital orders, esp 3rd party delivery
- Streamlining the end-to-end process without losing brand integrity

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Take Advantage of New Channels & Revenue Streams

- Engage in ghost kitchens and new virtual brands to expand reach
- Develop new partnerships for revenue generating opportunities
- Make 3rd party delivery work financially; or shift to first-party
- Find new ways to drive growth and innovation

"We created a ghost kitchen brand called Burritos Locos to cast a wider net on the communities we serve."

Matt Smith, CMO at Tocaya

Navigating Uncertainty & Constant Evolution

- Managing brand amid pandemic uncertainty and changes
- Staying growth-minded & forward-thinking in slow-growth period
- Keeping teams and employees motivated

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Demonstrate the Power of Marketing and its ability to impact the full experience

- Optimize programs at the intersection of Marketing, Tech & Ops
- Understand every aspect of the business
- Redefine loyalty > from points to surprise & delight

"This is marketing's time to shine"

Mark Mears, CMO, SaladWorks

Managing Time, Resources, Focus

- Prioritization is difficult with many competing focus areas
- Cut through the clutter
- Take the time to innovate

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Lift Up Your Guests, Communities & the Industry

- Embrace your culture, brand & communities
- Give-backs focused more locally
- Be sympathetic to what guests are going through; speak to the emotional side
- Inject humor in your marketing
- Come together as an industry and do a better job of working together

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Shining a light on the brilliant Restaurant Marketers behind our favorite brands. Get inspired with innovative brand building, guest engagement, and revenue-driving strategies.