

The Restaurant Marketing Checklist

The fundamentals that actually fill tables — work top to bottom.

1 - Photography (do this first)

- Get 10–15 genuinely appetising photos of your signature dishes in good light
- Shoot a few frames of the space that capture the mood / atmosphere
- Capture candid 'what an evening here feels like' moments
- Refresh your photos every season so the feed never goes stale

2 - Social presence

- Pick the 1–2 platforms that actually matter (usually Instagram + Google)
- Claim and complete your Google Business Profile (free, high impact)
- Post 3 times a week, every week — consistency beats frequency
- Use a simple rhythm: 1 hungry-making post · 1 behind-the-scenes · 1 reason-to-visit

3 - Turn attention into bookings

- Put a small ad budget behind your best-performing content (not a separate 'ad')
- Target people nearby who match your customer profile
- Push harder around weekends, events and slow nights you want to fill

4 - Reputation & being remembered

- Ask happy guests for a Google review — make it a habit, not a one-off
- Reply to every comment, DM and review like a human
- Collect a way to reach past guests (email / loyalty) so you own the audience

Want this done for you — without the DIY?

Get a free, honest audit of your restaurant's marketing. No call required.

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