



5 Ways to Maximize Your Marketing Spend

Marketing is too important to be an afterthought. The money a brand spends on those efforts should be one of the best investments they make.

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Next to offering great food and service, marketing its brand is one of the most important activities for restaurant operators. A well-thought-out marketing strategy helps keep your existing customer base loyal while at the same time attracting new ones.

In short, your marketing efforts are a key part of how you present your brand, and who you are to the world.

Still, in the tough times facing the industry it may be tempting to skimp on marketing programs, confining them to a few radio spots, web ads or direct mail coupons. Unfortunately, doing so can turn a smart investment into a wasted effort.

With all the challenges facing the restaurant industry today, finding a way to maximize the benefits of your marketing programs shouldn't be one of them. Working with a full-service, turn-key marketing operations partner can make that process easier.

A helping hand

Most restaurant brands have built out a marketing department, and the people in those departments work hard. The marketing team will likely always be smaller than the number of locations they have, and each location needs attention to achieve their goals.

All too often, though, those marketing teams don't always have the time, tools or experience needed to ensure their efforts deliver the best results. Add to this the ongoing issues including rising food costs and severe labor shortages, and it's easy to see why these teams are struggling to keep up!

That's where working with an expert can pay big dividends. Here are five ways restaurant executives can maximize their marketing spend by using a full-service, turn-key marketing operations partner:

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Campaign development – Restaurant brands often find themselves stuck in a rut when it comes to their marketing campaigns; kids eat free on Wednesdays, a discounted lunch special on Mondays, early bird specials for seniors and so forth. And while those types of campaigns may give your business a slight boost, chances are other efforts might attract more customers. Working with a marketing partner that knows your industry can not only provide insight on the most effective campaigns but they can also help develop and execute them.

Trade Area Analysis – Brands often have a good sense of the areas in which they operate, but what about more detailed information, such as the demographics of your operating area, the average income of those people, the makeup of those households and other information that might guide your marketing efforts? The right marketing operations partner should have access to information like local trade area data, industry intelligence on competitors and even on-the-ground information about mobile devices and traffic patterns. Do the people in your area, for example, follow high school football, making Friday evenings a good opportunity to attract new customers with a pre-game dinner special?

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Community outreach – Does your marketing plan include outreach to local influencers, or schools, and other community organizations? Do they know which local events are good opportunities for strategic sponsorships? What about churches, local businesses or other organizations? If your internal team isn't engaging with all of these, it's likely because they don't have the time or expertise to do so. That's where the right marketing partner can help. A seasoned marketing operations partner can work with each local operator to identify the best opportunities, develop marketing assets that align with key initiatives, and instruct the operator and their on the ground team how to make the most of those efforts.

Plan analysis – Although most brands engage in some marketing, many don't have a clear idea of how to measure the success of their efforts. Which campaigns are delivering the best results, and how do you duplicate those across various markets? Looking for things like a higher ticket average, or increased customer traffic, or even additional ticket add-ons that align with what you've been marketing is a solid starting point. A great marketing partner often knows what to look for, and how to go about measuring those results.

Making the right choice

Although there are a host of marketing partners who promise to deliver outstanding results, not all of them offer a truly comprehensive solution. It's



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important to work with a marketing partner who has a track record of success. In many restaurant brands marketing and operations work closely together, some responsibilities even overlap. Finding a partner that bridges the gap between those two areas can have a positive affect on how quickly your brand can scale.

[UMI Turn-Key Marketing Solutions](#) is a marketing operations partner dedicated to working with growth focused multi-unit brads. The company is a true one-stop-shop and a leader in the strategic planning and execution of marketing and operations iniatives. Its mission is to provide unique sales-driving turnkey solutions, creating time and cost efficiencies all while providing an exceptional client experience.

UMI leverages an innovative and scalable technology platform dubbed SNAP that allows multi-unit brands to empower their franchisees to drive more business. The company provides print and branded assets through an extensive supply chain with unmatched expertise, and with unparalleled fulfillment services so clients don't have to worry about the right shipments getting to the right locations.

The SNAP platform is much more than a print portal. It's a robust tool built with a brand's needs in mind. Brands can access everything from customized



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print-on-demand materials to trade area data. Each store has a unique profile page that integrates insights and performance data as well as location specific details. This resource provides a hub for the brand that unifies everything from turn-key marketing programs to HR and back of house materials, simplifying the day to day for local operators and franchisees.

UMI can have a brand’s customized portal on SNAP up and running in as little as 30 days with minimal effort from your end. They will then develop a strategic plan that brings additional functionality, capabilities, and materials to individual operators each quarter to ensure the platform is growing with the brand’s needs and goals.

Areas where UMI can help a brand increase its profits include print consolidation, menu optimization, local store marketing, customer experiences, and comprehensive trade area data.

For over 20 years, UMI has supported multi-unit brands with industry-specific demands and unique outreach methods that produce real results, and most importantly, they know how to solve a brand’s pain points. UMI serves as an extension of the clients’ marketing and operations teams – so the client can hand over projects with full confidence they will be executed on time, within scope and inside brand guidelines.



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Steps to success with the right marketing partner

Research

- Local trade area insights
- Industry intelligence
- Competitive analysis
- On the ground review

Plan

- Integrate core, local and hyper-local initiatives
- Align with national marketing calendar
- GM/Field training
- Strategic innovative solutions

Source: UMI

Execution

- Turnkey implementation
- Print production
- Media placement
- Local event and sponsorship management
- And more!

Analyze

- Track
- Analyze
- Adjust
- Update plan accordingly
- Repeat



ABOUT THE SPONSOR:

UMI is different than your run-of-the-mill agency. UMI provides growth focused brands with the marketing operations support they need to effortlessly achieve their goals. What sets us apart is the turn-key nature that we've run our business on for over 20 years. We integrate all pieces of the marketing and operations puzzle under one roof – innovative technology, production and sourcing, in-house fulfillment experts, and dedicated account support. As a true one-stop shop, the UMI team has unprecedented knowledge and experience of the multi-unit growth journey. From strategic planning to design, execution to analysis, UMI works as an extension of your team to bring innovative, results-driven initiatives to life.

