

SUPERIOR

SEATING

Restaurant Marketing Checklist

Pre-Opening Marketing Checklist

- Claim and verify Google Business Profile with categories, hours, and photos.
- Launch social handles (IG, TikTok, FB, YouTube Shorts) with 3–5 preview posts.
- Announce soft opening via local press and community groups.
- Invite influencers for preview tastings and opening week coverage.
- Design a one-page landing site with menu, reservations, and location map.

Monthly Promo Calendar Template

- Plan seasonal promotions: Valentine's prix fixe, summer patio happy hour, holiday catering specials.
- Keep content mix balanced: menu reveals, UGC reposts, staff stories, events, and reservation posts.

Google Business Profile Audit Checklist

- ✓ Correct categories selected (primary + secondary).
- ✓ Menu uploaded and updated regularly.
- ✓ Hours of operation and holiday hours accurate.
- ✓ At least 20+ high-quality photos and 1 video.
- ✓ Weekly posts published to GBP.
- ✓ Review replies within 48 hours.

Learn more: [Restaurant Marketing Guide 2025](#)