CONCEPT

Restaurant Marketing and F&B Branding: Delivery Apps, Loyalty and Guest Growth

1 – 5 November 2027
Barcelona - Eixample district four-star



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Ref: 594_17782 **Date:** 1 – 5 November 2027 **Location:** Barcelona - Eixample district four-star **Fees:** 23500 SAR

Introduction:

Many restaurants and hotel outlets rely on discounts and occasional social media posts, yet struggle to fill tables on quiet days, keep regular guests returning or know which promotions actually pay back. Restaurant marketing that works starts from a clear concept, defined guest segments and a consistent brand across the dining room, delivery apps and online reviews. This Core Concept course gives owners, F&B managers and marketing staff the positioning, channel, loyalty and measurement methods to grow covers and spend per guest, and ends with a 90-Day Restaurant Marketing Plan for a case restaurant.

Course Objectives:

- Position a restaurant concept against competitors using a positioning map and occasion-based guest segments
- Build a brand identity and brand story that stay consistent across the dining room, menu, social media and delivery listings
- Use menu presentation, descriptive labels and pricing psychology to steer guests toward higher-margin dishes
- Run local-area, social media, map listing and delivery-app campaigns that bring in new guests at a known acquisition cost
- Design review response, loyalty and CRM routines that raise repeat visits and win back lapsed guests
- Produce a 90-Day Restaurant Marketing Plan with channel budgets, owners and weekly KPIs

Target Audience:

- Owners and partners responsible for the growth of independent restaurants, cafes and small chains
- Managers accountable for the sales and guest numbers of food and beverage outlets
- Marketing staff who plan content, promotions and campaigns for restaurant brands
- Hotel outlet managers who must fill restaurants, lounges and cafes with in-house and outside guests
- Managers who run delivery, takeaway and virtual brand channels for food businesses

Course Outline:

Day 1: Restaurant Marketing Foundations, Concept and Guest Segments

- Extended Marketing Mix for Food Service: Product, Price, Place, Promotion, People, Process and Physical Evidence
- Concept Positioning Map: Cuisine, Occasion, Price Tier and Atmosphere
- Guest Segmentation by Dining Occasion, Daypart and Visit Frequency
- Guest Persona Cards and Diner Interview Guide
- Restaurant Marketing Audit Checklist: Footfall, Channel Mix and Share of Wallet

Day 2: Brand Identity, Storytelling and the Menu as a Sales Tool

- Restaurant Brand Identity System: Name, Visual Identity, Tone of Voice and Signature Dishes
- Brand Story Framework: Origin, Chef, Ingredients and Hospitality Promise
- Menu Engineering Overview for Marketers: Stars, Plowhorses, Puzzles and Dogs
- Descriptive Menu Labels, Dish Photography and Menu Layout Choices
- Pricing Psychology on Menus: Charm Pricing, Round Pricing, Anchor Items and Price Order

Day 3: Local-Area, Social Media and Delivery-App Marketing

- Local-Area Marketing Plan: Trade Zone Map, Neighbour Partnerships and Community Activations
- Social Media Food Content Calendar: Short Video, Food Photography and User-Generated Content
- Map Listing and Local Search Profile Optimisation for Restaurants
- Delivery App and Aggregator Marketing: Listing Content, Sponsored Placement and Commission Trade-Offs
- Virtual Brands and Delivery-Only Menus: Positioning and Cannibalisation Checks

Day 4: Reviews, Loyalty, CRM and In-Restaurant Selling

- Online Review Management: Monitoring Routine, Response Templates and Fake Review Handling
- Loyalty Programme Design: Points, Digital Stamps, Tiers and Subscription Models
- Guest CRM Database: Data Capture Points, Segments and Win-Back Campaigns
- Promotions and Events Calendar: Seasonal Menus, Themed Nights and Limited-Time Offers
- Service Staff Upselling Scripts, Suggestive Selling Drills and Incentive Rules

Day 5: Case Study: 90-Day Restaurant Marketing Plan

- Case Restaurant Brief: Trading Data, Guest Reviews and Competitor Set
- Marketing ROI Worksheet: Cost per Acquired Guest, Promotion Uplift and Redemption Rate
- Channel Budget Allocation Across Dine-In, Takeaway and Delivery
- 90-Day Plan Build: Objectives, Actions, Owners and Weekly KPIs
- 90-Day Restaurant Marketing Plan Presentation and Peer Challenge

Skills You Will Gain:

- Restaurant Concept Positioning
- Guest Segmentation
- Restaurant Brand Storytelling
- Menu Pricing Psychology
- Local-Area Marketing
- Delivery Platform Marketing
- Online Reputation Management
- Loyalty and CRM Campaign Design

Why Attend This Course:

- Return with a 90-Day Restaurant Marketing Plan that sets channel budgets, owners and weekly KPIs
- Stop relying on blanket discounts and choose promotions by the guest segment and daypart they serve
- Show owners which campaigns, delivery listings and loyalty offers paid back, using a simple ROI worksheet
- Compare approaches with peers from standalone restaurants, cafes, hotel outlets and delivery-led brands

Conclusion:

Restaurants grow when guests understand what the concept stands for, find it easily and have a reason to return. The course moves from positioning and guest segments, through brand identity, storytelling, menu presentation and pricing psychology, to local-area, social media, map listing and delivery-app marketing, then to reviews, loyalty, CRM, promotions and upselling by service staff. The final day applies this to a case restaurant and produces a 90-Day Restaurant Marketing Plan with measured targets.