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GUIDE FOR LOCAL STORE MARKETING (LSM)

Goal: To get a better understanding of the local market and target potential guests within your community so they become loyal patrons.

UNDERSTANDING YOUR MARKET

Assessing Your Location

- **Your Area:** What type of neighborhood are you located in?
 - Downtown, Suburbs, College Town, Retail-Area/Mall, Tourist Trap/Seasonal, Residential/Apartments, Commuter, etc.
- **Local Attractions:** What drives people to your area?
 - Parks, Museums, Entertainment Venues, Sport Venues, Parking Garages, Apartments, Hotels, Schools/Colleges, Shopping Centers, Cinemas, Military Bases, Airports, etc.
- **Customer Demographics:** Who frequents your business?
 - Gender, Age, Income, Family Size, Occupation(s), Culture, etc.
- **Competition:** Who is your competition?
 - Similar businesses that can take potential guests away from you.
 - How are they similar/different?

Opportunities & Challenges / Strategies & Goals

- **Identify Opportunities and Challenges**
 - **Examples:** Underperforming location, poor visibility, a lot of competition, lack of brand awareness, need to drive lunch sales, etc.
- **Identify Strategies to Meet Goals**
 - **Examples:** Build awareness, support local charities/groups, be active in the local community, create a lunch promotion, advertisement.

TOOLS

- **Google**
 - **Maps** – Using the NEARBY feature on Google Maps will help you research competitors or the types of businesses or groups you are looking to target.
 - **Events** – Can use Google Events to search for specific events by category, location, and date.
- **Facebook**
 - **Groups** – Follow local community Facebook groups to see what is going on in the area and what people may be saying about your brand. (**Don't respond to negative comments**)
 - **Events:** Can use Facebook to search for specific events by category, location, and date.

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- **LSM Packets**
 - Informational packets to give out during LSM.
 - Menus, Vouchers, Business Cards, and any other promotional materials that will drive people to your location.

WHO TO WORK WITH & PLACES TO VISIT/CONTACT

Chamber of Commerce/Business Associations:

- Chambers are a form of business network whose goal is to help promote the businesses within their communities.
- An active chamber can help build brand awareness.
 - **Active Chambers:**
 - Post often on social media
 - Share new menu items/promotions
 - May have advertising/sponsorship opportunities
 - Provides a list of members for you to reach out to
 - May have Dining Deals discounts
 - Very involved in their communities
 - Host frequent events
- **Potential Chamber Events/Offers**
 - **Business Expos** – Networking events. Sometimes you can purchase a vendor table and sample food to attendees.
 - **Business After Hours** – Smaller networking events typically hosted by restaurants and can help bring in business leaders who may not have heard of our brand.
 - **Restaurant Weeks** – Restaurants offer a discounted pre-fixed menu.
 - **Community Festivals** – Vendor events (typically no food samples). Helps bring brand awareness through community interaction, handing out information and vouchers.
 - **“Taste Of” or Food Vendor Events** – Serve samples of a menu item to attendees. Sometimes voting for favorites is involved.
 - **Business Listings** – Many chambers can provide a list of other businesses that are members. This can be helpful when trying to build your catering or private dining sales.
 - **Dining Deals** – Some chambers offer local Dining Deals, providing discounts to members of the community.

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Other Groups & Organizations

- **Non-Profits/Charities:**
 - Habitat for Humanity, Boys and Girls Club, Food Banks/Pantries, YMCA, YWCA, Rotary Clubs, Churches, etc.
 - Event Sponsorships or Donations (Food or Gift Cards)

- **Other:**
 - **Tourist Centers**
 - Advertising – Information/Menus place in key locations

 - **Athletic Clubs**
 - Sponsorship/Advertising (potential trade deals – food for sponsor/ad fee)
 - Targets youth to adult athletes, teams, and families

 - **Networking Groups/Young Professional Groups**
 - Hosting – Bring in new guests
 - Attending – Raise brand awareness

Government Departments

- **City Hall & Parks and Rec Departments**
 - Annual Town Events
 - Potential local advertising/sponsorship at local parks

- **Fire & Police Departments**
 - Food Drop Off
 - National First Responder Day (October 28th)

- **Schools/Colleges**
 - Target faculty, students, and families
 - Move In Days and Family Weekends
 - Annual Events
 - Athletic Sponsorship/Advertising opportunities

- **Military Bases**
 - Potential “in uniform” discount

Entertainment & Sport Venues

- Stadiums, Fields, Rinks, Theatres, Museums, Cinemas, Indoor Complexes, Out-door “Fun Centers”, Wedding Venues, etc.
- Advertising/Sponsorship/Partnership opportunities

Businesses

- Doctor & Dental Offices, Hospitals, Lawyers, Realtors, Office Parks, Etc.
- Catering, Holiday Parties, Offering Discounts to Healthcare workers.
- **Visit with menus** and vouchers
- Call ahead if to see if they are interested in having your team donate a promotional lunch

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Hotels & Apartments/Condos

- **Hotels**

- Within walking distance or 5-minute drive
- **Better to call** before visiting to speak to a manager
- Bring menus for hotel lobbies and vouchers for hotel employees
- Leave a business card so they can contact you when they run out of menus
- Potential discount to those who stay at nearby hotels

- **Apartments & Condos**

- Within a 10-minute drive
- **Better to visit apartments** with materials in hand
- **Better to call condo** management before visiting
- Offer menus and vouchers for move-in packets
- Provide a business card so they can contact you when they run out of materials
- Sometimes they will hold **Renter Raffles** – See if they would be interested in a GC donation for the raffle.