



30 Day Marketing Plan

Overview

The following marketing plan is an initial roadmap of activities and strategies based off of research, their current online presence, and my own experience at the restaurant



Opportunities

- Increase foot traffic for lunch and dinner services for Taco La Barra
- Increase overall sales

Brand Information



#2e645a

#fdc43a

#9b392d

#517d8f

Budget

Total Budget: max \$8,000

Email Marketing: \$600-\$900*

Social Media Marketing: \$2,500

Content Creation: \$2,100

Advertisement: \$2,500

*Pricing varies based off Constant Contact Pricing

SWOT Analysis

Strengths:

- Locally-Owned and Operated
- Good Location
- Emphasis on Freshly Made Food
- Emphasis on Locally Sourced Ingredients
- Good Taco Specials
- Fun Atmosphere
- Emphasis on Latin Cuisine

Weaknesses:

- Inconsistent Branding Across Social
- No Clear or Established Brand Voice
- Low Brand Awareness
- Busy Menu: Difficult to Read
- Mixed Customer Reviews
- Ineffective Email Marketing

SWOT Analysis

Opportunities:

- Room for Growth
- Good Location
- High Exposure Opportunities
- Grow Customer Loyalty/Retention
- Improve Customer Experience
- Build Awareness
- Build Out Mailing List & Email Marketing
- \$2 Taco Nights

Threats:

- Strong Existing Competitors*
- Poor Reviews Online
- Not Using Resources to Full Capability
- Competitors are well known brands

Competitors

Tipsy Taco*

La Parilla*

Sabroso Mexican Grille*

Sr Salsa Mexican Restaurant*

White Duck Taco Shop

* restaurant is located on Woodruff Road

Taco La Barra's Current Strategy

Social Media (organic posting)

Located on Woodruff rd (visibility)

Taco Specials*: 1/2 half off regular tacos Monday-
Thursday

*Specialty tacos not included

Current Theme Nights

Saturdays: Karaoke Nights

Sunday: Brunch with Bottomless Mimosas

Monday-Thursday: Half-Priced Tacos from
4pm-7pm

E-Club Email Marketing

"Be in the know always on what's happening in our cantina.
Who knows what kind of taco deals may come your way.
We're excited you're wanting to hear more. We promise it
will be worth it :)"

Currently, their email marketing is a missed opportunity

Ideal

“Lip-Smackin Good”

Build out Loyalty Program

Improve Social Media Posting

Improve Email Marketing Use

Word of Mouth Marketing

Revamp Website

Paid Advertisements

30 Days

Short-term implementations:

Optimize Website for Mobile Use

More Consistent Social Posting

Email Marketing

Run Paid Advertisements



"Serving Lip-Smackin Good Latin Cuisine"

Ways to Raise Brand Awareness

Social Marketing

Target Foodies in the Area

@gvlfoodbro
@gvl_eats
@gvl.eats
@gvlfoodieadventures
@girlseatcarolina
@goodeatsgvl
@gvlfood
@theupstatefoodie
@eatdrinkcarolinas
@dineoutupstate

Hashtags to Use

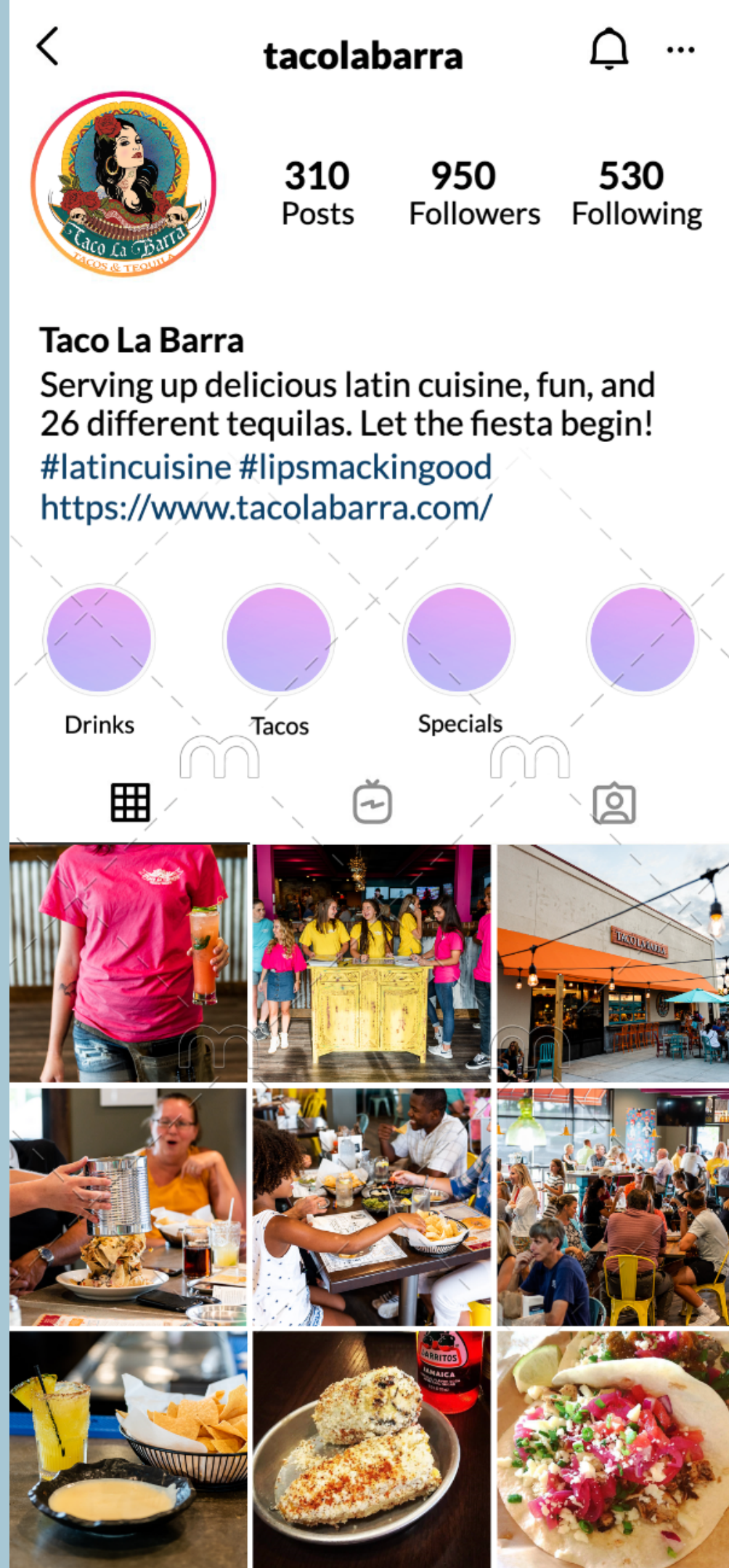
#gvl
#yeahthatgvl
#greenvillefood
#gvltacos
#864
#upstatesc
#discoversc
#offthegridgreenville
#eatercarolinas
#neighborhoodrestaurant
#instayum

GVL Accounts to Tag

@gvldaily
@gvl360
@greenvillewordofmouth
@visitgreenvillesc
@cityofgreenvillesc
@gvltoday
@itsgreenville
@bestofgreenvillesc
@thelocal.greenville
@exploregvl
@upstatebiz

Ideal Visual Aesthetic for TLB





Social

Create Reels/TikToks that highlight the experience of eating there, focus on the staff, or how food/drinks are made

Post stories and include interactive elements such as polls, questions, quiz, and add yours

Set up the current Instagram Account to be a Business Account

Start running advertisements on social

Services to Highlight

Pronto Lunch (15 min)
Monday-Friday
11:30am-2:00pm



Perfect to advertise as many people
need a quick service when they get
lunch during the work day

\$2 Taco Night
4pm-7pm



New title sounds more
appealing and highlights the
price point

E-Mail Marketing

According to Constant Contact (Taco La Barra's current platform), Email Marketing has an average return of \$36 for every \$1 spent

Implement a thorough E-mail Marketing Campaign
Set up automated emails to promote weekly specials, personalized happy birthday emails, and more

Source: Litmus, The ROI of Email Marketing



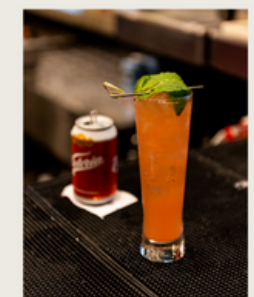
Welcome to the TLB Family
We're so glad you've joined!

Enjoy a free order of guacamole or Queso Blanco

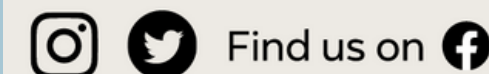
(Offer Expires 2/15/22)



Taco La Barra is a locally-owned and operated Latin Cantina. We're proud to use locally sourced and fresh ingredients in our kitchen. Whether you're in the mood for some delicious food or looking to quench your thirst, Taco La Barra has just what you need.



Home of Lip-Smackin' Latin Cuisine



Taco La Barra | 1298 Woodruff Rd,
Greenville, SC 29607

KPIs and ROIs

KPIs

Increased Sales
Increased Number of Accounts
Reached
Increased Amount of Followers
Higher Engagement Rate

ROIs

Increase foot traffic by at least 10%
Increase sales by 15%
Grow to 950 Followers

Resources

<https://thedigitalrestaurant.com/restaurant-email-marketing-strategies/>

<https://www.thanx.com/9-ways-to-increase-foot-traffic-to-your-restaurant-2/>

<https://www.buzztime.com/business/blog/walk-this-way-simple-ways-to-increase-foot-traffic/>

<https://www.zoomshift.com/blog/restaurant-marketing/>

<https://www.fastcasual.com/blogs/12-creative-restaurant-marketing-strategies-for-increasing-revenue/>

<https://aaronallen.com/blog/restaurant-marketing->

[plan#:~:text=Knowing%20all%20you%20need%20to,proportionally%20to%20your%20sales%20volume.](#)

<https://pos.toasttab.com/blog/on-the-line/grow-restaurant-reviews>

<https://restaurant.eatapp.co/blog/restaurant-marketing-strategies>

<https://www.netsuite.com/portal/business-benchmark-brainyard/industries/articles/retail/top-7-benchmark-kpis-every-restaurant-owner-should-measure.shtml>