

RESTAURANT BRANDING CHECKLIST!

BUILDING YOUR RESTAURANT'S FOUNDATION.

Check off the brand components you have already created for your business. See what other brand components and marketing materials could enhance your company.

RESTAURANT ESSENTIALS

- | | | | |
|---|---|--|---|
| <input type="checkbox"/> Rebranding Package | <input type="checkbox"/> Table Tents | Types of Menus | Interior Signage |
| <input type="checkbox"/> Logo Design | <input type="checkbox"/> Social Cards | <input type="checkbox"/> Plastic | <input type="checkbox"/> Acrylic |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> Catering Folders | <input type="checkbox"/> Booklets | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Stationery | <input type="checkbox"/> Branded Napkins,
Cups, Coasters | <input type="checkbox"/> Laminated | <input type="checkbox"/> Window and Floor |
| <input type="checkbox"/> Email Signatures | <input type="checkbox"/> Promo Items | <input type="checkbox"/> Takeout | <input type="checkbox"/> Light Box |
| <input type="checkbox"/> Gift / Loyalty Cards | <input type="checkbox"/> Stickers | <input type="checkbox"/> Course Specific | Exterior Signage |
| <input type="checkbox"/> Gift Card Holders | | | <input type="checkbox"/> Feather Displays |
| <input type="checkbox"/> Uniforms / T-shirts | | | <input type="checkbox"/> Cafe Barriers |
| | | | <input type="checkbox"/> Sandwich Boards |
| | | | <input type="checkbox"/> Outdoor Banners |
| | | | <input type="checkbox"/> Light Box |

SOCIAL MEDIA

- Strategy Development
- All Social Account Setups (Facebook, Twitter, Google, Yelp, FourSquare, Instagram, Pinterest, etc)
- Custom Facebook Business Page
- Branded Social Header Designs

MARKETING

- Direct Mail / E.D.D.M.
- Newspaper / Magazine Ads
- Email Newsletter
- Online Local Directory Setup
- Search Engine Optimization
- Paid Search Ads PPC (Google, Bing, etc)
- Social Ads (Facebook, Twitter, Pinterest, etc)

ONLINE

- | | |
|---|---|
| <input type="checkbox"/> Website Design | <input type="checkbox"/> E-Commerce |
| <input type="checkbox"/> Mobile Website | <input type="checkbox"/> Mobile App |
| <input type="checkbox"/> Responsive Website | <input type="checkbox"/> Web Banners |
| <input type="checkbox"/> Landing Page | <input type="checkbox"/> Blog (Wordpress) |
| <input type="checkbox"/> Web Management | <input type="checkbox"/> Web Ads |
| <input type="checkbox"/> Web Development | <input type="checkbox"/> Online Ordering |

NOTES:
