

## 126 Expert Ideas for your Restaurant Business Plan (+10 Bonus Tips)

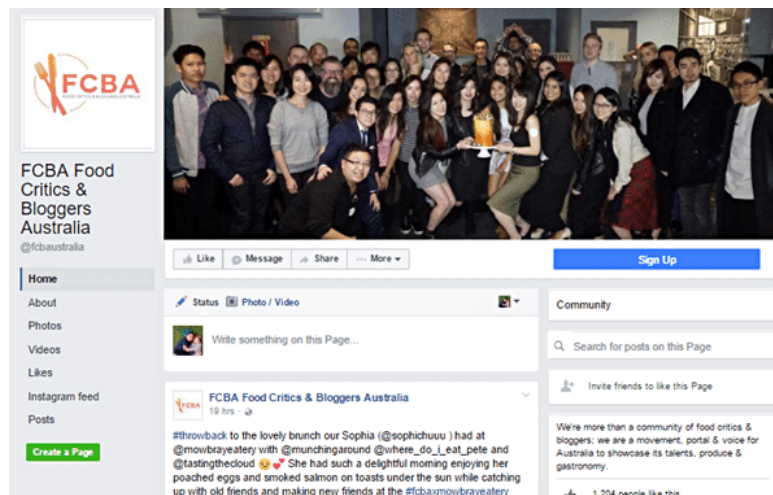
The founder of [Marketing4Restaurants.com](http://Marketing4Restaurants.com), James Eling reminds us that:

“Remember, Facebook marketing for restaurants is not about how many Likes you have, it is about *having the right objectives*, and that is usually *finding more new customers* and turning them into *repeat customers*.”

### 37. Organise blogger events

Get to know bloggers in your local city or community and invite them over to your restaurant for a special event. Bloggers can help you create a buzz around your business. Perhaps when you have a new menu, you can set a menu launch and have food and lifestyle bloggers over for breakfast, lunch, or dinner.

Aside from coming and experiencing your new menu, these bloggers would write about the whole experience on their blogs, share photos of the place and food on their Instagrams, or even tweet about your restaurant and your new menu.



[FCBA Food Critics & Bloggers Australia Facebook Page](https://www.facebook.com/fcbaaustralia) of food critics and bloggers in Australia.

### 38. Put up a food/recipe blog

Blogging about your restaurant can be a great way to spread the word around and attract more customers.

You can share a few recipes and stories such as the things that happen in your restaurant or cafe behind the scenes, how the business started, and even your staff's success stories.

You can mix it up any way you want to. Give your blog an authentic voice and it'll do wonders in marketing your restaurant/cafe.

### 39. Start a birthday club

When a customer comes to celebrate his/her birthday on your restaurant, reward the birthday celebrant with a free meal. This is a huge opportunity to get other people to celebrate their birthday party with friends and family at your restaurant.

You can also send monthly emails inviting everyone who will be celebrating their birthdays on that particular month to throw their party at your restaurant.