

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

- If you're only starting up, you can interact with your future customers even before opening your restaurant.
- Keep people up-to-date on the latest in your restaurant.
- Get your customers engaged by having them vote on things like menu items, specialty dishes, as well as cocktails.
- You can also throw in contests and reward those who will share about your restaurant on their social network.

43. Work with influencers

Work with “Influencers” such as bloggers, instagrammers, and youtubers with huge followings on social media as they can serve as a great channel to reach your target customers. Come up with creative ways to get these “digital celebrities” to talk about you or publish content on their blogs or YouTube channel about your business.



Lorraine Elliott gets up to \$9000 for a sponsored post Photo: Instagram/@notquitenigella

Kochie's Business Builders tips to keep in mind [when working with influencers to get customers](#).

- Focus on building relationships and ambassadors
- Don't just look for celebrities
- Involve your influencer's followers
- Trust the influencer

44. Create an email marketing campaign

This is one of the most power tools you can use to retain customers and attract new ones. Make the most of it too as opportunities are going to increase over time with interactivity and technology resources growing each year.