

PROVantage

RESTAURANT MARKETING
SERVICES



Provided By

FoodPRO

fpro-marketing@foodprocorp.com

301-663-3171 EXT 293

myfoodpro.com

PROvantage

RESTAURANT MARKETING SERVICES



RESTAURANT REPUTATION MANAGEMENT

We provide an Online Review based Reputation Report to give you a better understanding of your online presence.

Standard Monitoring Only Services
~~\$149 / Month~~ - \$99 / Month

Pro Services
~~\$199 / Month~~ - \$149 / Month

MARKETING CONSULTING

We offer a consulting service to zoom in on your needs and recommend Marketing Strategies designed specifically for you.

Initial Consultation
~~\$149 / Hour~~ | NOW \$99

Subscription Based on Needs

CONTACT



Marketing Manager
MITU ZENAYE
fpro-marketing@foodprocorp.com
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MARKETING PROGRAMS

Our Goal is to offer Marketing support to FoodPRO's Independent Restaurant Customers, that are sure to help the success of their brands.

SOCIAL MEDIA MANAGEMENT

1. Consulting and Setup

We will train your in-house Marketing Team in one session

One time Flat Fee - ~~\$349~~ | NOW \$299

2. Setup and Ongoing support

We will train your in-house Marketing Team Monthly

Subscription - \$199 / Month | NOW \$149 / month

FOH | BOH TRAINING / SERVSAFE

Service Training Flat Fee - \$150

In Person or Virtual Training - 3 hours class

Bar Service Basics Flat Fee - \$150

In Person or Virtual Training - 3 hours class

SERVSAFE Manager Class \$100 / person

In Person Class plus Exam 8am - 3pm class - Lunch provided.

BOH Training with our Corporate Chef, Dustin Stone available by request.

MENU DESIGN & PRINTING

We will design your menu to be aesthetically pleasing yet highly functional.

\$500 - up to 3 revisions.

printing available for an additional fee.

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RESTAURANT MARKETING
SERVICES



PRICING

Standard Monitoring
Only Services
~~\$149~~ / Month - \$99 /
Month

Pro Services
\$199 / Month - \$149 /
Month

RESTAURANT REVIEW/ REPUTATION MANAGEMENT

We provide an Online Review based Reputation Report to give you a better understanding of your online presence. We will give you a tool to track your online reviews across 128 platforms and be able to respond to all incoming feedback with the click of a button. Our system is also capable of posting widgets of your latest reviews directly to your social media pages and website. In addition, our system will allow you the ability to ask for feedback from your guests using text or email once they depart.

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REVIEW / REPUTATION MANAGEMENT SERVICE

Standard Monitoring Only

Monitoring

- Monitor review sites per business location from selection of over **600 review sites**
- **Location Management** - Identify which locations drive positive sentiment and which detract from a brand.
- **Listing Verification:** Verify business name, address, URL, and phone number for each location.
- Centralized report of all public and private reviews collected – updated daily, weekly or monthly (price varies)
- Sort and view reviews by date, review site, or business location
- **Response Generator:** Create thousands of unique review responses in seconds. Respond to Facebook & Google thru the platform, 1-click to other reviews.

Reports & Alerts

- Charts, Graphs, Trending Reports
- Weekly and Daily email reports Email Alert when new reviews
- appear on review sites

Social Media

- One click sharing of public reviews on Facebook, LinkedIn, Google Maps, and Twitter
- HootSuite Integration to share positive reviews across all the major social media sites

Pro Service

Includes everything in the “Standard Monitoring Only” package but with higher limits on review sites per location (depending on your service level)

Review Collection

- Customized private review collection service with your business logo Route “happy” reviewers and track click-through to public review sites
- Campaign for reviews via automated email, bulk email, SMS to
- mobile phones, kiosk, web links, embedded forms, QR-Code and Facebook.
- Optional time-stamped coupons with every review
- Customized thank you page and email with option to add a thank you video, graphics, and other custom content
- Automated review request service with override options.
- Add and track custom survey questions to your review service Customize review collection forms at the individual location level
- with customized survey questions
- Instant alerts when receiving a private negative review
- Links to your other social media such as Facebook, Twitter, Google+, Pinterest, LinkedIn, YouTube, website, blog and more.
- One-click sharing of testimonials on Facebook, Twitter, and HootSuite Facebook application to add review collection and testimonials to your Facebook page
- No limits on reviews collections and review campaigns (subject to fair use policy)

Website Components

- Live updating testimonial feeds of collected reviews. Available as a button, embedded in your website, a scrolling testimonial “widget” or a small cross-fade widget.
- Review Collection QR Code for each location
- Review collection buttons
- Embeddable review collection forms
- HTTPS forms available for Facebook embedding

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MARKETING CONSULTING

We provide a Consultative Service, customized to your business needs. We will recommend a Marketing Strategy designed specifically for your restaurant.

Some of Our Areas Of Expertise

- Inventory Management
- Sourcing
- Menu Development
- FOH and BOH Operations
- Service
- HACCP
- Branding
- Social Media

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SOCIAL MEDIA MANAGEMENT

1. Consulting and Setup

We'll train your in-house Marketing Team in 1 session

- Learn the strengths and opportunities with your current setup
- Set up your branding.
- Create content creating process.
- Come up with a posting schedule.

Your team will be trained to follow up with the day to day on going management of your platform

2. Setup and On going support

We'll train your in-house Marketing Team Monthly

- Learn the strengths and opportunities with your current setup
- Set up your branding.
- Come up with a posting schedule.
- Assist with Content Creation
- Assist with generating reports to track growth your audience and engagement.

Our specialist will meet with your Marketing Team Monthly to evaluate the trends and recommend what Content Strategy to implement.

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PRICING

Service Training
\$150

Bar Training
\$150

ServSafe - Class & Exam
\$100 / Person

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FOH | BOH & SERVSAFE TRAINING

SERVICE TRAINING

- A 2-3 hour class
- Review the 10 steps of service
- Upselling
- Suggestive Selling
- Turning Tables
- Reading the guest

BAR TRAINING

- A 2-3 hour class
- Review the basics of Bar steps service
- Pour Test
- Inventory Management
- Time Management
- Service Bar
- Basics of Mixology
- Basics of Wine tasting and service

SERVSAFE MANAGER CLASS & CERTIFICATION EXAM

- ServSafe manager course through the National Restaurant Association.
- Class & Exam covered in one full day 8am - 3pm
- Video based training with Q&A session after each segment.
- Study guide provided prior to taking the class.
- Fee includes course book, exam and lunch

BOH Training with our Corporate Chef, Dustin Stone available by request.

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PRICING

UP TO 3 REVISIONS

\$500

Includes Digital Copy
of Menu + QR Code

Printing available for an
additional fee. Fee will be
based on sizing and
material.

MENU DESIGN & PRINTING

We will design your menu to be aesthetically pleasing yet highly functional. Once you approve, we will deliver the draft digitally in an editable format in addition to QR code.

The total price includes up to 3 reviews/edits during the process.

If you require printing, we will for an additional price based on needs.

Types of Menu Designs we offer

- Standard Menu for tables
- Table Tents
- Menu Boards
- Window Menu
- Food Truck

Prices may vary.

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