



Local Marketing Plan

Restaurant Model

**A Sample Version Of One Of Our Plans-The Details Have
Been Omitted To Protect Our Intellectual Property.**

Local Marketing Team

The management and implementation of this local marketing plan will be conducted by the following individuals.

| Role | Name | Phone # | E-Mail Address |
|--------------|---------------|----------------|-----------------------|
| Owner | Jose Martinez | 513-513-0000 | |
| | | | |
| | | | |
| | | | |
| | | | |

| | |
|-----------------------------------|---|
| Location(s) | 665 Batavia Pike, Los Angeles, CA 45245 |
| Phone | (513) 688-0000 |
| Franchise Y/N | Y |
| Chain Account Y/N | N |
| Older Than 1 Year Y/N | Y |
| Onsite Visit Conducted Y/N | Y |
| Website | |
| Individual Site Y/N | N |
| Comprehensive Plan Y/N | Y |

TABLE OF CONTENTS

PROPRIETARY

STRATEGIC PLAN

Background

PROPRIETARY

Objectives

- Create **PROPRIETARY**
- Generate **PROPRIETARY**

Overview

This plan begins with strategy and from that strategy we develop a tactical plan with tools that needs to be followed. The implementation will be directed by IntriMarketing.

The IntriMarketing LSM model examines three **PROPRIETARY**

3 FUNDAMENTALS OF LSM

PROPRIETARY

1 Community Marketing

- Coupon drop/replenish **PROPRIETARY**
- Corporate- **PROPRIETARY**
- Medical / Reps.- **PROPRIETARY**
- Hotels- **PROPRIETARY**

AND 15 MORE KEY CATEGORIES!

2 Internet Marketing

- Email Marketing- **PROPRIETARY**
- Website Creation and Optimization- **PROPRIETARY**
- Paid Search- **PROPRIETARY**

3 Media Marketing

PROPRIETARY

- 3.1 Local Newspapers
- 3.2 Local Magazines
- 3.3 Shopper Coupon Magazines
- 3.4 Billboards
- 3.5 Shared Mailing Envelopes
- 3.6 New Homeowner Programs
- 3.7 Direct Mail Postcard Programs

LSM Marketing Schedule

This involves.... **PROPRIETARY**

Monday

Your scheduled Monday blocks will be from _____ to _____.

Record LSM Numbers
PROPRIETARY

Check LSM Calendar
PROPRIETARY

Prepare LSM Materials
Get your route planned for **PROPRIETARY**

Instruct Staff On LSM In Store
Go over **PROPRIETARY**

Make Your LSM Calls To Database
Work on **PROPRIETARY**

Tuesday
PROPRIETARY

Wednesday
PROPRIETARY

Thursday
PROPRIETARY

Friday
PROPRIETARY

Remember- LSM involves building a presence within a 5 mile radius of your location.

Sectors to consider

- Oil Change Businesses
- Tire Stores (limited Auto Repair)
- Used Car Lots
- Auto Detailing Shops
- Body Shops
- Retail Stores
- Larger Companies
- Schools
- Churches
- Non Profits
- Hair Salons/Barbers
- Towing Companies
- Salvage Yards
- Auto Parts Stores
- Government Offices
- Police Departments
- Fire Departments
- Chamber of Commerce

Media to consider

- Newspapers (local)
- Magazines (local)
- "Shoppers Magazines"
- Business telephone directory
- Residential telephone directory
- Chamber of Commerce directory
- Billboards
- Bounce back coupons

Direct Mail

- Letters
- Newsletters
- Pamphlets
- Postcards
- Coupons
- Bill stuffers

Teleprospecting

- Prospecting for strategic alliances
- Cleaning up our database

Interior Selling

- Staff Training
- Displays
- Surveys
- Follow up calls
- Follow up emails
- Capturing emails
- Upselling (suggestive)

DRILL DOWN QUESTIONS

Please fill in the information below to the best of your ability. We will discuss in more detail before implementation. The zones below are broken into routes that can be consistently serviced and contacts can be called and visited regularly.

Residential Zones

These are **PROPRIETARY**

ZONE 1

ZONE 2

ZONE 3

ZONE 4

Notes: **PROPRIETARY**

Area Business

Zone 1

PROPRIETARY

Area Business

Zone 2

PROPRIETARY

**Area
Business**

Zone 3

Choose another **PROPRIETARY**

Notes:

**Area
Business**

Zone 4

PROPRIETARY

Local Store Marketing Investment:

| Plan | Cost | Terms | Notes |
|---------------------------|------|--------------------|--------------------|
| Year 1 | | PROPRIETARY | PROPRIETARY |
| Year 2 and after | | PROPRIETARY | PROPRIETARY |
| Materials and Extra Costs | | PROPRIETARY | PROPRIETARY |
| | | | |

AGREEMENT / ACCEPTANCE

I have read... **PROPRIETARY**

CLIENT: _____ DATE: __/__/__
(for acceptance)

ACCEPTED: _____ DATE: __/__/__
(for release)

COMPETITIVE ANALYSIS

Competitor A

Competitor B

1Location

1Location

1110 Washington St

Manager is Bill Jones

2Product/Service/Niche Description

2Product/Service/Niche Description

PROPRIETARY

3Strengths

3Strengths

PROPRIETARY

4Weaknesses

4Weaknesses

PROPRIETARY

5Strategy

5Strategy

PROPRIETARY

Initial Questions / Restaurant

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**Subject: Jones & Smith Mexican Restaurant
(Corporate managed and Franchisee model)**

Situational Analysis

1. When did your location open? (m/d/yr)
2. What were your gross revenues last year?
3. What is your current weekly sales average?
4. What is your best **PROPRIETARY**?
5. What is your worst day for sales?
6. Mon-Fri.. What is your **PROPRIETARY**?
7. Mon-Fri.. What is your least productive hourly period?
8. Do you have a database system for following up with existing customers (CRM)?
9. If not, are the customer records **PROPRIETARY** financial data file?
10. Do you have a database **PROPRIETARY**?
11. What is your competition doing to steal customers away from you?
12. What can your suppliers **PROPRIETARY**?

13. On a scale of 1-10, with 10 being the best, rate your
PROPRIETARY

14. If we need someone to devote 10-15 hours per week specifically to Local Store Marketing tactics keeping
PROPRIETARY

Trade Area

15. Choose the one below which best describes your area:

- Major Metro/Downtown
- Inner City
- Suburban
- Mall
- Small Town
- Rural
- Interstate
- Other _____

16. Please collect and gather the following information/items within a **PROPRIETARY** (Use the local Chamber of Commerce, Welcome Centers, etc. to help you access information on and offline)

- City/area map (find out where and how to acquire this)
- PROPRIETARY** Manufacturers
- Major Employers (100 or more employees)
- Malls
- PROPRIETARY** List of Middle Schools
- List of High Schools

17. Visual of people in your immediate trade area:
Drive or walk your trade area, residential neighborhood and observe. Do you see tricycles, basketball hoops and mini vans (family), or maybe BMW's and Volvo's (professionals).

- Senior citizens
- Kids and families
- Couples
- Professionals
- Blue Collar
- Mixture _____

18. Go to the LSM PROPRIETARY

19. Now, add any PROPRIETARY

20. Complete the Competitive PROPRIETARY

Thank you for reviewing some of the details of our
IntriMarketing System of Local Store Marketing.

Please understand that we must protect many of our trade
secrets from our curious competitors in the marketing field.

The brief example above only scratches the surface of our
detailed implementation and customized marketing systems
that we provide.

Hopefully you gained some insight into what makes our firm so
unique.

Best Regards,

Scott Mader
Founder

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