

Recommendations to improve marketing strategies of “Queen of Sheba Restaurant”

Step-by-step instruction

Create and manage customer relationships over the time by using multichannel marketing strategy which is the implementation of a single strategy across multiple channels or platforms to plan realistically.

Offline Marketing Strategies:

- Create impressive and colorful front area and entrance
- Print your logo on your front door and front window at eye level
- The front area should present the Ethiopian culture
- The front area, windows and entrance should always be clean and neat. See the below examples of Ethiopian restaurants:



- Keep your interior design clean and neat
- Leave distance between your tables
- Decorate inside of your restaurant with Ethiopian stuff and design like Ethiopian style and favorite colors. Please see the below examples:



- Print and mail beautiful takeout menus (including coupons) to every household in your local community using direct mail. It will just cost you about 33¢ per home.
- Add your social media and any online link details on the print and encourage people to join you online and use a promo code mentioned on the voucher to get discounts.
- Collect the customers' contact details when they order online, on phone or pick up food in-store. First, ask for their permission to keep their information.

- Provide adequate training for your staff and waiters/waitresses. They need to know enough about your recipes and how to behave with the customers.
- The staff and waiters/waitresses should always be clean and polite to the customers and be able to speak in English language.
- Invite celebrities to your restaurant for a special menu food. The owner or chef should take care of them and explain about one of your innovative or special foods. Take photos and make videos and share on your social media and tag their name. You will be attracted to their thousands of local fans. Please see some examples below:



- Plan for a variety of Ethiopian recipes including vegetarian and nonvegetarian.
- Think about non-Ethiopian people who would like to taste your food for the first time. You might think about less spicy foods. Explain about the existing options to the customers and ask them what they prefer.
- Provide alcoholic and non-alcoholic beverages with food.
- Plan recipes for kids
- Print your social media contacts and links on your display window and ask the customers to join you

- Partner with the other Ethiopian and non-Ethiopian stores in the same location as you are.
- Provide discounted gift cards for different occasions.
- Use calm and popular Ethiopian musics in the background of your restaurant
- Think about a side business to support your current business in difficult times.
- Serve quality, clean and fresh foods. Design the dish and plate passionately. There are some examples below:



Online Marketing Strategies

- Train yourself and your staff by learning digital literacy and digital engagement.
- Focus on using Google Campaigns such as google map, google reviews and creating google website. Google is the most powerful search engine and owns 92.1% of the search engine market. You can get your restaurant to the top of ranking while the potential customers search on google.
- Request your customers to leave feedback for you on google review. Read their comments and revise your performance accordingly.
- Print your social media contacts and links on your display window and ask the customers to join you
- Reward your customers when they order online. For example, “Free delivery for first order” or “Extra food of Sheba choice”
- Keep in mind, consumers who are engaged with your social media are more likely to order from your restaurant and be your loyal customers.
- Hire a digital marketing consultant when you need help or plan to create a unique and tailored online content for your business.

Short term

- Focus on your Facebook account to promote your restaurant
1. Take high quality photos of your foods and in and out of your restaurant. Post them on your Facebook account weekly. Please see the examples of photos on the previous pages.
 2. Create revenue through Facebook ads. Facebook ads can target people by where they live. Then you will be able to reach the customers who are living near you.
 3. Build partnership with the other Ethiopian businesses. Share and like their posts on Facebook. Then request them to do the same for you.
 4. Be available if the customers asked you to take a photo of them. They may post their memory photo on their Facebook account and check-in and add your restaurant. As you see below:



- Create accounts and join with the most popular and best food delivery and ordering apps in Melbourne. Connect with them as much as you can.

1. Menulog app
2. Deliveroo app
3. Uber Eats app

- Create your own menu and catalog online

1. Click on the link: <https://www.flipsnack.com/digital-catalog>
2. Select your catalog's page size and orientation.

3. Choose one of our free catalog design templates.
4. Use professional product images & photography.
5. Display product details and information.
6. Customize the design based on your brand colors.
7. Publish online, download or print.

- Set Up a Business Account on Instagram

1. Go to your profile and tap in the upper right corner.
2. Tap Settings.
3. Tap Account.
4. Tap Switch to Professional Account.
5. Tap Business.
6. Follow the steps to connect your business account to a Facebook Page associated with your business.
7. Add details, like your business category and contact information.
8. Always post your best images of your foods, restaurant and events on your social media to attract more customers.
9. Post weekly on your social media accounts.
11. Add relevant hashtags to the end of your posts
#injera #habesha #ethiopianfood #ethiopia #ethiopian #africa #eritrea #addisababa

- Create a WhatsApp Business Group

1. Creating a WhatsApp group in your personal WhatsApp account.
2. Press the three dots in the top right corner.
3. Select New Group.

4. Select the people you would like to add to the group.

- Create your Email Marketing Campaign

1. Create, personalize, and optimize your marketing emails easily and free
2. Click on: <https://www.hubspot.com/products/marketing/email>
3. Follow the instruction
4. Reach your target audiences

- Build relationship with your customers through SMS marketing

1. Start collecting your customers' mobile numbers and send
2. With their permissions, send the relevant marketing communications.

Long term

- Set up a website for your business for free

1. Click on this link: <https://www.google.com/business/website-builder/>
2. Customize a template or get a website made for you. Choose your starting point.
3. Drag and drop 100s of design features.
4. Get ready for business.
5. Publish your website and go live.
6. Drive traffic to your site.

Learn from your competitors

Queen of Sheba Ethiopian Restaurant

224 Nicholson St, Footscray VIC 3011

4.9 stars (For 10 Google reviews (from 6-12 months ago))

Opened: Dec 2019

New management: July 2020

Delivery: doordash

Top 6 competitors in Footscray area

No.1: Ras Dashen Ethiopian Restaurant

247 Barkly St, Footscray VIC 3011

4.7 stars (291 Google reviews (from 3-12 month ago))

Online presence: Google website and Facebook

Use beautiful photos from foods and restaurants on social media and the website.

Delivery: doordash.com

No.2: Abesha Restaurant

327 Barkly St, Footscray VIC 3011

4.5 Stars (For 110 Google reviews (from 2-7 months ago))

Working hours: 11 am- 12 pm everyday

Delivery: doordash.com, deliveroo.com.au, menulog.com.au

No.3: Sheger Cafe Bar And Restaurant

83 Irving St, Footscray VIC 3011

4.9 stars (30 Google reviews (from 1- 12 months ago)

Working hours: 9 am- 11 pm everyday

Use beautiful and attractive photos of foods and restaurant on Facebook

No delivery company joint

No.4: Konjo Ethiopian Restaurant & Craft

89 Irving St, Footscray VIC 3011

4.7 stars (34 Google reviews (from 1-12 months ago))

Working hours: 9 am- 9 pm

No delivery company joint

No.5: Awash African Restaurant & Bar

64/82 Hopkins St, Footscray VIC 3011

4.4 stars (for 33 Google reviews (from 1- 12 months ago)

Delivery: doordash.com, menulog.com.au, deliveroo.com.au

No.6: Selam Restaurant

127 Nicholson St, Footscray VIC 3011

4.6 stars (11 Google reviews (from 6-24 months ago)

Working hours: 10 am -10 pm everyday

Logan: good for kids, good for group

No delivery company joint

SWOT for “Queen of Sheba Restaurant”

Strengths: Popularity of Ethiopian restaurants and local African communities in Footscray and Maribyrnong, located in the high traffic Footscray mall, easy to access and a free 2 hours car parks close to the restaurant.

Weaknesses: High startup cost and high operating expenses for marketing, decoration, food ingredients and high salary for good chefs and staffs

Opportunities: expanding the target market to the larger potential customers, offer specialized catering services so that larger orders are placed

Threats: Other active Ethiopian restaurants located in Footscray and Maribyrnong areas such as Ras Dashen, Abesha, Sheger, Konjo, Awash and Selam as competitors, customers pull back from eating out according to the crisis.