



THIS DOCUMENT WAS PREPARED AS A CLASS ASSIGNMENT.

MARKETING STRATEGY PROPOSAL

David's Barbeque

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Business Overview

David's Barbeque is a local barbeque joint in Arlington, Texas. The multi-generational DFW barbeque legacy serves high quality barbeque at a reasonable price. Customers look to David's for a homey, familiar feeling and an opportunity to support a family business. The menu is simple and timeless, and the excellent food is a bonus, too.

Value Proposition

Customers flock to David's Barbeque for the best tasting barbeque in town. David's has perfected their recipes over four generations and offers their tried-and-true menu items at a competitive price. The restaurant provides a unique opportunity for people nationwide to engage with local Texas charm.

David's provides locals a place to gather and enjoy delicious food together, which is especially appreciated following the COVID-19 pandemic. David's offerings of meat by the pound are perfect for family get-togethers, while their sandwiches and dinners are perfectly suited for individual orders.

Revenue Model

David's current revenue model is based on sales from dine-in, catering, and to-go orders. The restaurant generates revenue by selling their products for more than it costs to make them. Since there is no waitstaff, David's is able to save on labor costs. Their offerings of meat by the pound encourage people to buy larger quantities of barbeque, which also leads to higher sales.

Market Opportunity

SWOT ANALYSIS

The following are strengths to capitalize on, weaknesses to work on, opportunities to take advantage of, and threats to look out for.

STRENGTHS:

- Recipes perfected over four generations
- Competitive prices
- High ratings on Google and Yelp

WEAKNESSES:

- No online marketing or e-commerce
- Poor search engine optimization
- Website is not mobile friendly or accessible

OPPORTUNITIES:

- There is a growing market for online ordering, according to Business Insider
- Movement to support local businesses who might have suffered due to COVID-19
- Customers are looking to spend more on merchandise for their favorite brands, according to Forbes

THREATS:

- Larger barbeque restaurants that are more well known
- Lower revenue in the restaurant industry because of COVID-19, according to CNBC

SEGMENTATION

David's Barbeque should segment its audiences based on demographics, psychographics, and geographics. They should focus on parents looking to enjoy an affordable meal with their families. An average member of the target audience would have the following qualities and characteristics:

- Age: 38 years old
- Gender: Male
- Education: High school diploma, some college
- Household income: \$80,000 per year
- Family: Married with two kids under age 12
- Location: Lives in Arlington and grew up in the DFW area
- Religion: Christian
- Interests: Texas Rangers, NASCAR, rodeos

DIFFERENTIATION

To separate itself from competitors, David's Barbeque should use both service differentiation and product innovation. Their service could be improved upon by checking on customers throughout their meal and offering to get refills or anything else that the customer needs. They could also greet customers at the door, demonstrate menu knowledge when needed, be as attentive and flexible as possible, and go out of their way to make the experience personal for each and every customer. Finally, they could ask for customer feedback and regularly review it to make improvements.

Offering vegan products, such as jackfruit "pulled pork," will help meet specific dietary needs, allowing everyone to eat together. Most barbeque restaurants lack these options, and since 35% of Americans are trying to reduce meat consumption (according to Food Business News), David's can put itself one step ahead of its competitors by selling such innovative products.

COMPETITIVE ENVIRONMENT

David's Barbeque must compete with most restaurants in town, along with the option of eating at home. However there are a few primary competitors to focus on:

- **Dickey's Barbeque Pit:** Based in Dallas, Texas with more than 550 restaurants in 44 states; founded in 1941
- **Spring Creek Barbeque:** Founded in 1980 in the DFW area; now has 42 restaurants
- **Hurtado Barbeque:** Founded in 2018 in Arlington; only open Wednesday through Sunday

David's competitive advantage lies in its rich history and ties to the local community. Founded in 1910, David's Barbeque has been around longer than all of its competitors. It is well known amongst Arlington natives. It is also open 7 days a week, unlike Hurtado Barbeque.

Marketing Strategy

Since David's Barbeque gets most of their customers through word of mouth and has very few marketing assets, it's important that they use traditional and online marketing strategies to raise awareness of their brand and increase the number of loyal customers. Implementing the following marketing strategies will allow David's Barbeque to harness the potential of internet marketing and strengthen their brand image.

ESTABLISH A BRAND IDENTITY

Creating a style guide will help form a cohesive brand identity across all David's Barbeque online and offline marketing tactics. The style guide should include a logo, fonts, colors, and guidelines for the usage of these visual elements. It should also include recommendations for tone, voice, and brand personality. David's branding should focus on their long history, ties to the community, time-honored barbeque recipes, and inclusivity with options for those with dietary restrictions. A cohesive brand identity that emphasizes these strengths will set David's apart from the competition and help foster a strong connection with customers.

DIGITAL MARKETING

SEARCH ENGINE OPTIMIZATION

Good SEO will drive more traffic to the David's Barbeque website, which will likely result in increased e-commerce sales. Making sure that David's Barbeque appears in searches for things like "barbeque near me" will ensure that people click on David's Barbeque's website before competitors' sites. Good SEO will also help increase brand awareness and place David's Barbeque at the top of potential customers' minds.

PAID SEARCH ADS

Locally targeted paid search ads will work hand-in-hand with search engine optimization to draw in customers who might not otherwise consider David's Barbeque. Segmenting audiences based on demographics and geographics will ensure that the ads are only displayed to people who might be interested.

OTHER ADVERTISING

Ads on forums where people discuss topics related to Arlington businesses and culture, such as local news websites and the Nextdoor app, will target people who live in the area around David's Barbeque. Additionally, David's will place a few print ads in school newspapers and other small online, local publications to appeal to families.

E-COMMERCE

ONLINE ORDERING

Building an online ordering system, or using an online ordering platform like DoorDash or GrubHub, will lead to an increase in takeout sales. According to Business Insider, smaller restaurants who use GrubHub grew their takeout revenue by an average of 50%. Additionally, the ability to order online is an important factor for nearly one third of adults

and over 40% of millennials, according to Business Insider. If David's Barbeque uses an online ordering system, they will be able to reach new customers that otherwise might not have considered the restaurant.

ONLINE MERCHANDISE SALES

Selling t-shirts, bottles of David's signature barbecue sauce, stickers, and other merchandise will create an additional revenue source for the restaurant. These items provide an opportunity for David's customers to show their support for the restaurant. The sauce allows customers to bring the classic barbeque flavors they love into their own homes, and T-shirts, stickers, and other branded merchandise will let loyal customers spread awareness of the restaurant themselves and do their own word-of-mouth marketing.

DIGITAL MARKETING

EMAIL MARKETING

Email marketing is one of the best ways to deliver promotional messages to loyal customers. Since people would have to sign up to receive emails from David's Barbeque, they would be interested in the content of the email. Promotional emails could include things like discounts, sales, business updates, and new product offerings.

SOCIAL MEDIA MARKETING

Like email marketing, social media marketing is great for encouraging customers to return to David's Barbeque. Tailoring messages for loyal followers can help create a sense of community with them. Posting a variety of content, including pictures of food, employee highlights, behind the scenes content, important news, promotions, and customer-generated content, will create a professional online presence that customers will trust. It will

also help to drive traffic to David's Barbeque's website.

Website Features

The following features are recommended to facilitate the suggested marketing strategies. The site will implement a mobile-first design approach.

BUILT-IN ONLINE ORDERING

The site will have a page that allows users to place online orders for pickup or delivery. It will also have buttons for DoorDash and GrubHub orders.

SOCIAL MEDIA INTEGRATION

Social media icons that link to sites like Instagram, Facebook and others will be in the footer on each page. There will also be a section where recent posts on social media are embedded on the site.

NEWSLETTER SIGN UP

The site will include a section where users can input their email to sign up for an email newsletter.

EMBEDDED MAP AND LINK FOR DIRECTIONS

The site will contain an embedded Google Map and a button that links to Google Maps directions to make it easy for people to find the restaurant's physical location.

REVIEWS

The site will have a page that allows users to There will be a review section on the site where positive feedback from customers can be highlighted.

ONLINE STORE

In the online store, people will be able to buy merchandise sold by David's Barbeque.

