

01. TOUCHPOINT AUDIT | **INSIGHTS, ANALYSIS, & RECOMMENDATIONS - MARKETING & BRAND TOUCHPOINTS**



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MARKETING & BRAND TOUCHPOINTS

Role and importance of this touchpoint...

Venue marketing and physical touchpoints are essential for restaurant branding, creating memorable experiences that attract customers. Promotions encourage immediate visits, while everything from placemats to staff uniforms reinforce the brand identity. Together, they enhance customer loyalty and drive sales through increased foot traffic and repeat visits.

Improvement recommendations...

- Synergize design and tonality of digital and tangible touchpoints to deliver a consistent and authentic brand experience across the customer journey - aim to 'bring a smile to the mind' every time someone engages with a brand touchpoint.
- Strategically revamp all venue marketing based on the role and functional requirements of each touchpoint - ensure promotions are vibrant, engaging, on brand, on message, and legible.
- Implement a digital asset management (DAM) and content calendar to strategically plan, operationally align the venue marketing and social media strategy, create content, and manage timely and consistent implementation.