

## Marketing Plan Checklist - June

### Communicating Message to Customer

	Needed Items - To Do	Need Date	Completed
Direct Mail to 5000 in Zip Codes	5000 flyers	1-Jun	_____
News Releases to all business media	News Release	25-May	_____
Weekly Ads in Newspaper for 30 days	Meet with newspaper	20-May	_____
	Proof of ad	27-May	_____
Personal Calls to target businesses within 1 mile	List of businesses	31-May	_____
	20 Take Out Menus for each	31-May	_____
	Business Cards	31-May	_____
	Coupon for Owner	31-May	_____

### Selling Our Product

Inform staff of plans and schedule above	Copy of Marketing Plan to Staff	1-Jun	_____
Train staff on building rapport	Ways to Build Rapport - Article	1-Jun	_____
Top high margin items to servers	List of Five High Margin Items	1-Jun	_____
	Schedule Server Meeting	29-May	_____
Daily server notes on food preparation	Prepare 30 days of Items - KM	1-Jun	_____
POS on tables about menu items	Need Picture of Item(s)	28-May	_____
	Print 30 POS Cards	1-Jun	_____
Gift Certificate reminder in check presenters	Need 2 x 4 printed label	1-Jun	_____

### Delivery of Product

Work on master plate presentation	Work with KM	28-May	_____
Create a WOW drink		28-May	_____
Server training on first impressions	Schedule server meeting	29-May	_____
Server Training on long cooking items	List from KM	29-May	_____

### Follow Up Notes;