

{Digital *Dining Room*}



[B&L] Plan the Details

Or, How to Apply Dinner Party Planning Rules to
Your Next Marketing Campaign

Story  Bistro

Question!

- ▶ When was the last time you hosted a sit-down dinner? And how much did you stress out beforehand?

Typical Dinner Party Checklist

- ▶ Pick a theme
- ▶ Plan the menu, décor, guest list
- ▶ Send out invites, confirm your numbers
- ▶ Plan the shopping list
- ▶ Clean and decorate the house
- ▶ Plan the cooking
- ▶ Do the cooking, etc...

Three Weeks Before

- ☐ **Choose a theme, if you want one.**
Decide whether it will be an elegant soiree or a cozy supper, then think about a theme in season, occasion, and guest list. Make, buy, or borrow any related decorations you might need.
- ☐ **Extend invitations.**
Mail, phone, and e-mail invites are all acceptable; the more formal the dinner, the more appropriate a written invitation, perhaps tied into the theme. Include such details as the date and time (typically 7 p.m., which allows an hour for cocktails, appetizers, and mingling), the dress code (RSVP (a week before party day), your address, and suggested attire if formal).
- ☐ **Plan the menu.**
Keep it fairly simple, including make-ahead dishes if possible (so you don't spend too much time running in and out of the kitchen), and take the weather into consideration.

Two Weeks Before

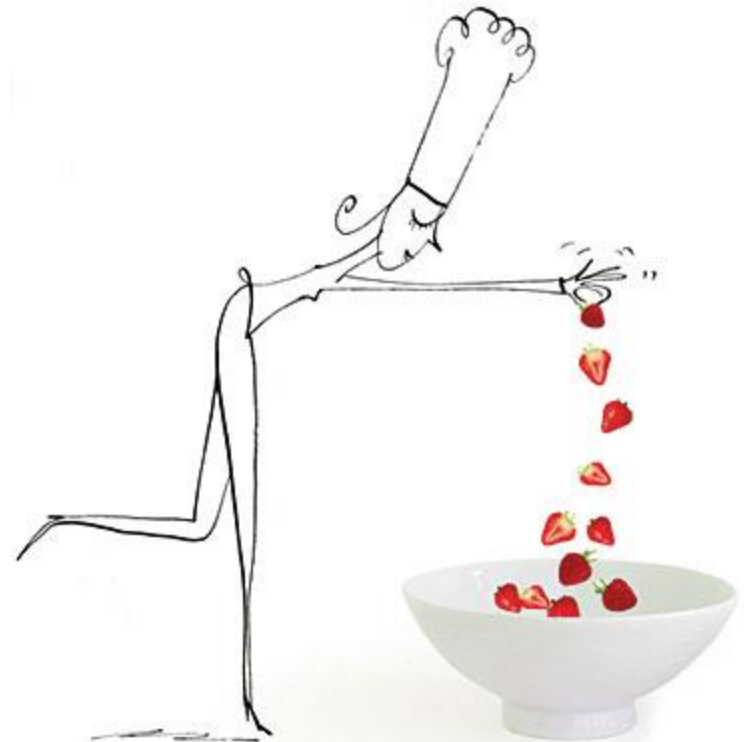
- ☐ **Come up with a playlist.**
It should be long enough to last for the duration of the dinner, coordinate with the party's theme if there is one, and be kept at a level that doesn't hinder conversation.
[Related: Create a Dinner-Party Playlist](#)
- ☐ **Clean any crystal, china, and silverware you'll be using.**
And launder and iron linens.

One Week Before

- ☐ **Clean the house thoroughly.**
To maintain it for the rest of the week, do a quick daily routine.
- ☐ **Take inventory of tableware, cookware, and serving dishes.**
If you don't have enough for every dish you're serving, consider purchasing inexpensive pieces from a discount or thrift store or borrowing—don't be afraid to mix compatible patterns. Assign a serving dish for each menu item, and label the dish with a Post-it note.

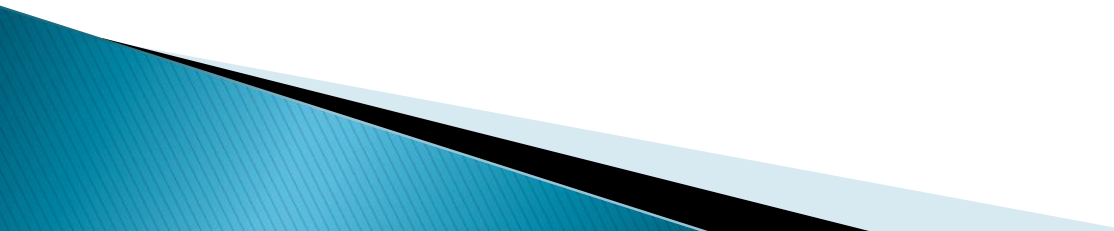
Question!

► How Do You Plan the Cooking?



Dinner Parties = a Lot of Math

Number of guests determines...

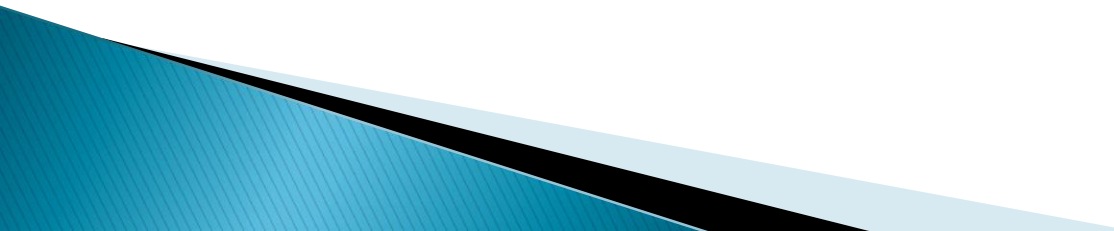
- ▶ Invitations
 - ▶ Seating
 - ▶ Shopping List
 - ▶ Food Preparation (times & schedule)
 - ▶ Food Storage
 - ▶ Décor and table settings
 - ▶ Etc., etc.
- 

How to Plan Your Marketing

- ▶ Know your numbers (CEO Time!)
- ▶ Know your audience (food allergies?)
- ▶ Know the length of your sales cycle
- ▶ Know your resources
- ▶ Know where to get help



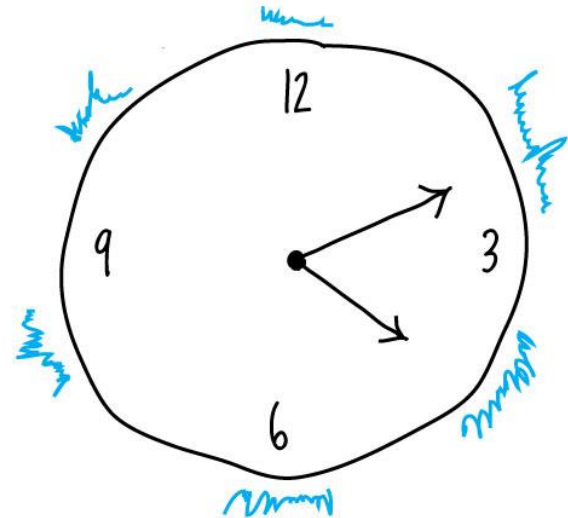
Start with a Revenue Goal

- ▶ I'd like to make \$30,000 this quarter
 - ▶ = \$10,000 per month
 - ▶ = \$2,500 per week
 - ▶ = \$500 per day
 - ▶ = X number of sales/clients
-
- ▶ How many clients or sales do you need to make to reach your goal?
- 

Time Needed Depends On...

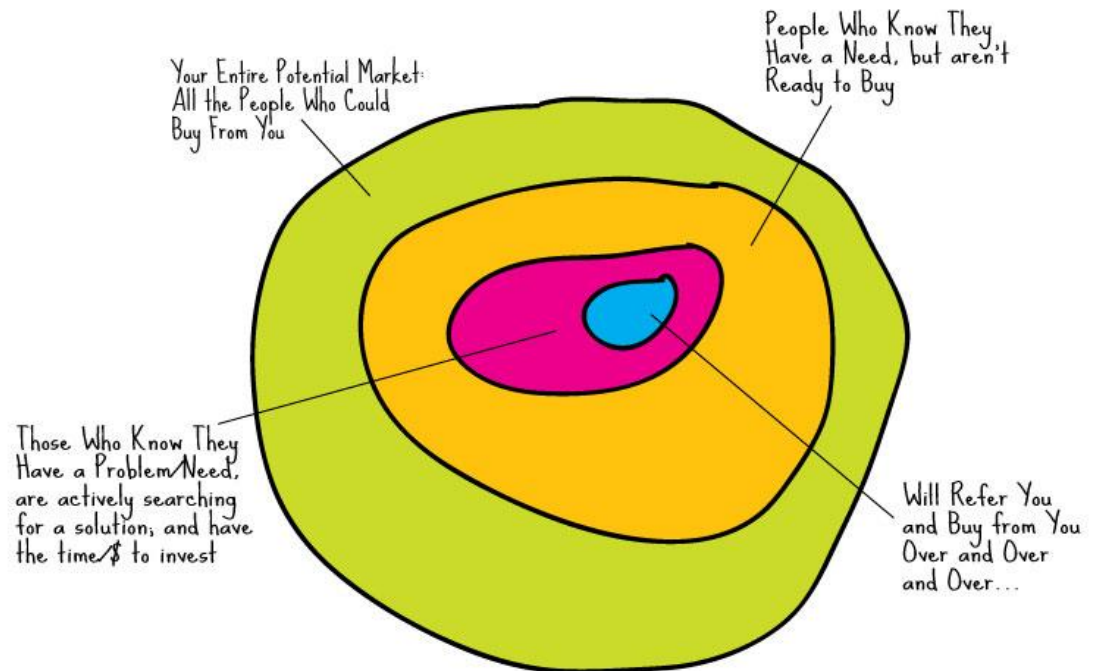
- ▶ How engaged your audience (list) is...
- ▶ How long your sales cycle is...
- ▶ How much money you have to invest...
- ▶ How much footwork you're able to do...

Success Requires Time!



The Rule of 7

- ▶ Each new customer needs to **see** or **hear** about you/your product **at least 7 times** before they even **remember** they can buy from you.



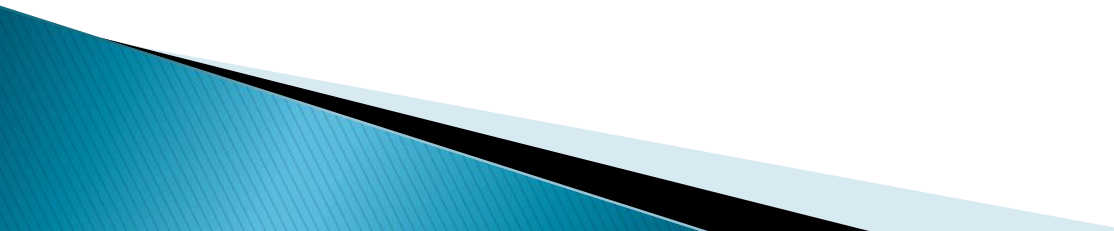
Response Rates Matter

- ▶ Typical response rates to “cold” or “luke warm” lists are 1 to 2%
- ▶ So if your goal is to sell 10 items, you need to reach a minimum of 1,000 people...and you need to do so a minimum of 7 times.

Reverse Engineer Your Goal

$$\text{Goal} = \text{Open Rate} \times 7 + 3$$

What will you do over a period of weeks, months to reach those people?

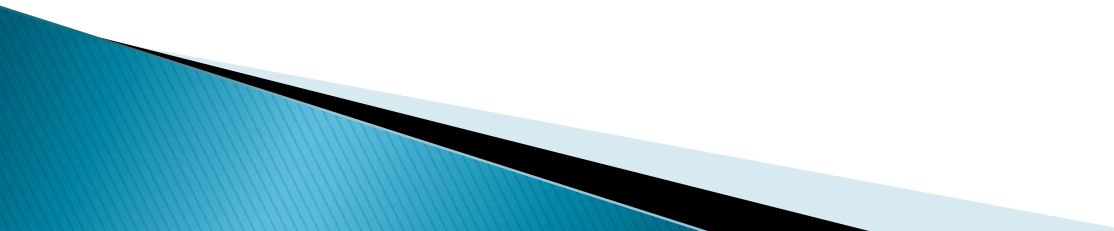


Menu Planning

- ▶ What channels will you use?
- ▶ How will you follow up?
- ▶ Create your shopping list of needed resources

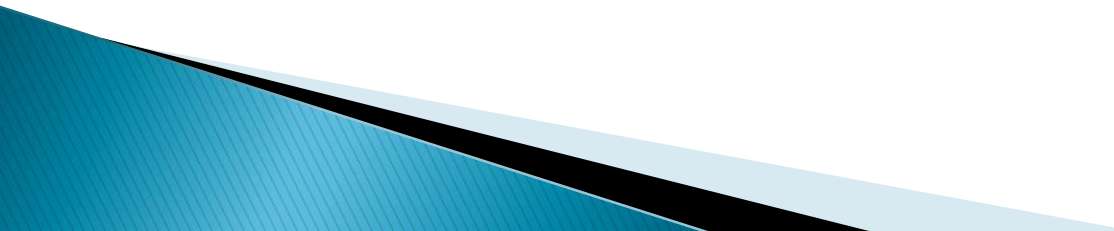


Dishes = Channels

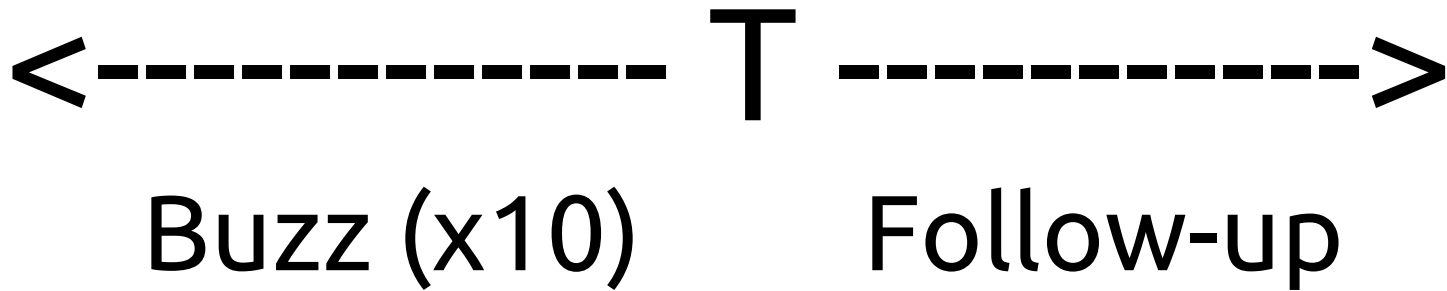
- ▶ Appetizers = Social Media Posts
 - ▶ Salad = Ads
 - ▶ Drinks = Emails
 - ▶ Main Dish = Free Call, Sample
 - ▶ Side Dishes = Networking
 - ▶ Dessert = Fun
- 

Details Matter

Keeping all your “dishes” cooking and timed to arrive means knowing...

- ▶ How long it takes to “cook” each item
 - ▶ What can be prepped ahead of time
 - ▶ How much help you have to plate and serve
- 

Start with Your Calendar




Your Marketing Calendar

- ▶ Who, What, Where, How, Why - **By Date**
- ▶ Includes any prep work (not just launch)

MONTH: {Theme/Goal for the Month: Example – Father's Day}

DONE?	DATE/TIME	EVENT/ACTIVITY	MESSAGE	TEAM MEMBER RESPONSIBLE	NOTES	BUDGET
	6/1	Update all social media channels	Father's Day promotion – 25% off	Julie		\$0
	6/3	Google Adwords campaign	Father's Day promo	Janice	See suggested copy	\$200
	6/4	Attend Chamber mixer	Announce Father's Day promo	Janice	Bring flyers	\$50
	6/5	Email newsletter	FD promo plus article on spending more quality time with Dad	Julie		\$0
	6/8	Reach out to new FB fans individually	Welcome; let them know about the sale	Julie		\$0
	6/9	Print Ad – Newsletter	Father's Day promo	Janice	Make sure ad includes tracking code	\$150
	6/12	Postcard Campaign	Father's Day promo	Janice	Need to get approval on designs	\$500

Your Assignment

1. Using your revenue goal for July, plan out and **calendar** your marketing efforts for June/July.
 2. Tell us the ideal number of people you need to reach for conversions.
 3. Tell us how you will reach them (10x) over the course of one month.
 4. Tell us how you will follow-up.
 5. Tell us what secondary goal you need to work on most (as a result of this exercise).
- 

For More...

▶ DigitalDiningRoom.com

{Digital *Dining Room*}

