

Creating a Marketing and Promotional Strategy

New Location
184th & Maple Street

Name: _____



Scenario:

You have been hired to create a marketing and promotional strategy for a new fast food restaurant called Burger Detour.

It's not a franchise it's the owners own concept featuring great burgers, three different styles of french fries, dipping sauces, and tasty malts!

It's slightly modeled after an In-N-Out Burger which are very popular in the Western United States.

Please go to our IG and Facebook Page and Like/Follow us @BurgerDetourOmaha

Where are Burger Detours?

The first location is on 184rd and Maple Street with an opening date of December 1st, 2023. The other two locations are opening next summer, at 204th & Pacific and 120th & L St.

Your JOB: is to design and create a marketing and promotional strategy that will drive sales and create brand recognition for Burger Detour.

Budget: Don't worry about it, just don't go too crazy. But remember everything you do has a cost to it.

Tips to coming up with a FANTASTICALLY CREATIVE PLAN!

- Use at least one activity from each of the different types of promotion.
- Identify the geographics and demographics of your target market. This will play a huge role in where you decide to advertise and sponsor community activities. .
- Digital and Social Media is a vital part of your strategy.

Questions that need answers:

- Which social media accounts should Burger Detour create and why?
- Do different social media accounts have different target markets?
- Who's going to produce the content and what's it going to be?
- Should SWAG be a part of your strategy?
- What print media idea would be the best and why? (Think Geographics)
- Can you think of a contest that would be fun for high school students? How would you get them to participate.
- Do you think any broadcast media's are a good idea?
- How does a new business magically just appear on Google?
- Which category does me being here today fall under?

Marketing and Promotional Strategy



Promotional Strategy	Recommendations and Descriptions
Digital & Social Media Social Media & Content Development	
Print Media	
Broadcast Media	
Community Relations	
Sales Promotions	
Specialty Media	
Creative Ideas (Sizzle)	

Looking for a great Job Opportunity?

Join our Team at Burger Detour!
Start at \$15 per hour plus college assistance program available
Positions include: cashier, drive-thru, cook, and management
Apply now at www.burgerdetour.com

Marketing and Promotional Strategy



Creating an Advertising/ Promotion Campaign

What's your Campaign Objective: Sales, Awareness, Branding

Identify the Demographics, Geographics, Psychographics of your Target Market

Selecting a Budget

Selecting your Advertising/ Promotional Mix

Different Types of Promotion

Different Types of Promotion

Publicity/ Public Relations

- Community Involvement
- Publicity Stunts
- Press Releases

Print Media

- Magazines
- Newspapers
- Outdoor Billboards
- Transportation
- Direct Mail

Broadcast Media

- TV- Broadcast (ABC,CBS,FOX,NBC)
- Cable (Cox)
- Streaming Services
- Direct TV, HULU, ESPN
- PLUS, YOUTUBE, HBO MAX
- Radio- Local
- Streaming Pandora/Online

Digital & Social Media

- Website
- You Tube Channel- Video
- Linkedin

Social Media& Content Development

- Tic Tok, Snap Chat, Instagram, Facebook, Twitter
- YouTube TV
- Podcasting
- Use of Influencers

How does your Business show up on Google?

Google My Business

Google Maps

Sales Promotions

- Contests/Sweepstakes
- CO-Promotions
- Special Events
- Coupons
- Free Samples

Specialty Media

- SWAG-Hats, Shirts T and Hoodies
- Buttons/Magnets
- Value Cards-T-Bird Smart Card
- Match Books