

RESTAURANT COACH

Restaurant Coach

The Marketing Department You Need.

The Budget You Have.

Complete 360° Marketing Solutions for Restaurants in Delhi NCR & North India

14+

Years Experience

21

Stores Managed

₹5Cr+

Budgets Handled

The Marketing Trap Most Restaurants Fall Into

Social media isn't enough to fill your tables

✗ You Hire a "Social Media Agency"

₹15-25k/month for pretty food photos, some likes, and maybe a few comments. But your tables stay empty.

✗ But Sales Don't Move

Because social media is just 15% of restaurant marketing. The other 85%? Nobody's handling it.

What's Actually Missing in Your Marketing?

✗ Aggregator Optimization (Zomato/Swiggy Rankings)

✗ Strategic Event Marketing

✗ Customer Database & Retention

✗ Influencer ROI Strategy

✗ Local Partnerships

✗ Review Management

✗ Email/SMS Campaigns

✗ Website Conversion Optimization

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Your Complete Marketing Department

Without the ₹24-40 Lakh annual cost of building an in-house team

Dedicated Marketing Manager

Your single point of contact who knows your brand inside out. Available on WhatsApp for quick decisions.

Complete Specialist Team

Designers, photographers, content creators, ad experts - all working exclusively for you.

Every Channel Covered

Social media, aggregators, events, influencers, email, SMS, website, and review management.

Results That Matter

More footfall, higher orders, better ratings, and real revenue growth you can measure.

One Monthly Retainer = Complete 360° Marketing Coverage

Marketing that works while you focus on creating amazing food and experiences

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Why Trust Restaurant Coach?

Nitin Kapoor - 14+ Years of Proven Restaurant Marketing Expertise

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Years In Restaurant Marketing

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Stores Managed

₹5Cr+

Annual Marketing Budgets

🏆 Proven Track Record

✓ 18% YOY revenue growth consistently

✓ Expanded brands from 2 to 21 stores

✓ Launched 6 successful restaurant brands

✓ Managed 8 franchise expansions

✓ Built customer databases of 100,000+ contacts

✓ 30% growth in social media engagement

🏡 Premium Brands We've Worked With

✓ Corianders (5 locations - New Zealand)

✓ Punjab Grill (Fine Dining Chain)

✓ Barbeque Nation

✓ Sumesh Night Club

✓ Omny Kitchen by Chef Vicky Ratnani

✓ Plaka by Chef Ajay Chopra

✓ Lite Bite Foods Portfolio

✓ DLF CyberHub Retailers

Not learning on your budget. Already an expert from day one with restaurant-specific knowledge built in.

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Choose Your Growth Path

All packages include 6-month minimum commitment for real, measurable results

Launch Pad

For New Restaurant Openings

₹6L

One-Time Project (3-4 months)

✓ Complete brand identity

✓ Website development (WordPress)

✓ Logo & menu design

✓ Pre-launch buzz campaign

✓ Grand opening event

✓ Professional photography

✓ Zomato/Swiggy setup

✓ 40+ launch content pieces

✓ Influencer preview night

✓ Media outreach & PR

✓ Email/SMS setup

✓ Transition to retainer

🔥 MOST POPULAR

Growth Engine

For Established Restaurants

₹65K

Per Month 6-Month Minimum

✓ 20-25 social posts/month

✓ 4-6 videos/reels per month

✓ Aggregator optimization

✓ 2-3 influencer collabs/month

✓ Email/SMS campaigns

✓ Review management

✓ Event planning (1-2/month)

✓ Analytics & monthly reports

✓ Ad campaign management

✓ Database growth strategy

✓ Quarterly photoshoots

✓ + Website: ₹50K (WordPress)

Domination

For Multi-Outlet Growth

₹1.2L

Per Month 6-Month Minimum

✓ Everything in Growth Engine

✓ Senior marketing manager

✓ Bi-weekly strategy calls

✓ 2 professional shoots/quarter

✓ Monthly PR outreach

✓ 5-7 influencer collabs/month

✓ Video content series

✓ Customer behavior analysis

✓ Menu engineering

✓ Multi-location coordination

✓ Brand evolution strategy

✓ + Website: ₹50K (WordPress)

Note: Website development available as add-on for Growth Engine & Domination packages at ₹50,000 (WordPress). Launch Pad includes website development. Ad spend budgets (₹30-50K/month) are separate and billed directly by platforms.

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The REAL Cost of Restaurant Marketing

Building an in-house team vs hiring Restaurant Coach

Resource/Service	In-House Team Annual Cost	Restaurant Coach
Marketing Manager	₹6-10 Lakhs/year	Included ✓
Social Media Executive	₹3-4.8 Lakhs/year	Included ✓
Graphic Designer	₹3.5-5.4 Lakhs/year	Included ✓
Photographer	₹1.8-3 Lakhs/year	Included ✓
Digital Ads Specialist	₹4.2-6 Lakhs/year	Included ✓
HR, Recruitment & Training	₹1-2 Lakhs/year	₹0
Software & Marketing Tools	₹0.6-1.2 Lakhs/year	₹0 (All included)
Benefits & Infrastructure	₹2.5-3.5 Lakhs/year	₹0
Leave Coverage & Sick Days	Lost productivity	100% Coverage
TOTAL ANNUAL COST	₹24-40 Lakhs	₹7.8 Lakhs

YOU SAVE ₹16-32 LAKHS EVERY YEAR!

For the price of ONE Marketing Manager, you get an ENTIRE Marketing Department

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Your 6-Month Success Journey

What to expect month by month - realistic timelines, proven results

Month 1-2

Foundation & Quick Wins

What We Do:

- Deep marketing audit & analysis
- Aggregator optimization begins
- Social content rhythm established
- First influencer collaborations
- Database building starts

Results You'll See:

- Aggregator rankings improve 5-10 positions
- Social engagement up 40-60%
- 300-500 new contacts in database
- 10-15% increase in online orders

Month 3-4

Momentum Building

What We Do:

- Consistent content machine running
- First promotional events executed
- Customer retention campaigns active
- Local partnerships activated
- Review ratings improving

Results You'll See:

- 20-30% increase in overall footfall
- 1000-1500 engaged customers in database
- 4.2+ star ratings across all platforms
- Brand mentions increasing organically

Month 5-6

Sustainable Growth Phase

What We Do:

- Data-driven campaign optimization
- Menu optimization based on insights
- Loyalty program showing results
- Predictable traffic patterns established
- Strong online reputation solidified

Results You'll See:

- 30-40% sustainable revenue increase
- 3,000-4,000+ customer database
- 4.2+ star ratings across all platforms
- ₹12-18 return on every ₹1 marketing spend

Why 6 Months Minimum? Month 1-2 = Foundation building (heavy investment from our side) • Month 3-4 = Algorithms recognize you, traction builds • Month 5-6 = Results compound, ROI becomes crystal clear. Less than 6 months = You pay for setup but leave before the harvest.

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The Real Question

Can you afford NOT to invest in proper marketing?

✗ Without Restaurant Coach

✗ Tables stay empty on weekdays

✗ Competitors get YOUR potential customers

✗ You work IN the business, not ON it

✗ Marketing feels like throwing money away

✗ Every month = lost revenue forever

✗ Growth feels impossible

✗ Always reacting, never planning ahead

✗ Your best days were 6 months ago

✓ With Restaurant Coach

✓ Consistent footfall all week long

✓ You become the category leader

✓ Marketing runs 24/7 while you sleep

✓ Every rupee tracked, measured & optimized

✓ Predictable, sustainable growth

✓ Focus on food & service (your passion)

✓ Strategic advantage over competitors

✓ Your best days are ahead of you

Stop Treating Marketing as an Expense

Start Treating It as Your Most Profitable Employee

One that works 24/7, never calls in sick, and pays for itself many times over

Every month you wait = ₹2-5 lakhs in lost revenue. Your competitors aren't waiting. Why should you?

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Ready to Transform Your Restaurant Marketing?

Here's exactly what happens next

1

Free Marketing Audit

45-minute deep dive call

✓ Analyze your current marketing

✓ Identify your 3 biggest opportunities

✓ Show what we'd do differently

✓ Zero obligation. Pure value.

2

Custom Proposal

Tailored to your restaurant

✓ Specific to your type & location

✓ Clear deliverables & timeline

✓ Transparent pricing breakdown

✓ Expected results projections

3

Launch Within 7 Days

Fast onboarding process

✓ Marketing manager assigned

✓ Platform access granted

✓ Strategy session completed

✓ First campaigns live by Week 2

SPECIAL OFFER: Sign Up Within 7 Days & Get

✓ FREE Professional Photoshoot (₹25,000 value)

✓ Priority Onboarding (Start in 3 days, not 7)

✓ FREE Complete Brand Audit Report

✓ First Month Bonus Strategy Sessions

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Every Month You Wait = ₹2-5 Lakhs in Lost Revenue

Without Proper Marketing

Your competitors are filling their tables with YOUR potential customers. Every day without strategic marketing = customers you'll never see. Revenue you'll never recover. Tables that stay empty while others thrive.

With Restaurant Coach

Predictable growth. Full tables. Happy customers returning week after week. Marketing that works while you focus on what you do best - creating amazing food, memorable experiences, and building your legacy.

Your Competitors Aren't Waiting.

Why Should You?

Book Your Free Marketing Audit Today

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Serving Delhi NCR • Gurgaon • Noida • Ghaziabad • Faridabad & Major North Indian Cities