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# 2026 UK Restaurant Marketing Plan

A data-driven revenue engine for UK operators facing rising wages, compressed margins, and shifting consumer behaviour.

- ✔ UK restaurants allocating **6-8% of gross revenue** to trackable digital marketing with closed-loop attribution are outperforming benchmarks by **2.5x-4x ROI** over a 12-month cycle.

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Made with **GAMMA**

# What This Plan Actually Means



A 2026 marketing plan is a **structured capital allocation strategy** not a promotional calendar or social media schedule. Every marketing pound is a quantifiable investment with a measurable return governed by real-time data.

- ⚠ Over **1,700 licensed premises** closed across England and Wales in 2024. Operators who survived shared one trait: attribution-driven systems that proved ROI within a single trading cycle.



# The UK Macroeconomic Context

## Consumer Squeeze

ONS: Household spending on restaurants declined in real terms across **3 consecutive quarters** of 2024.

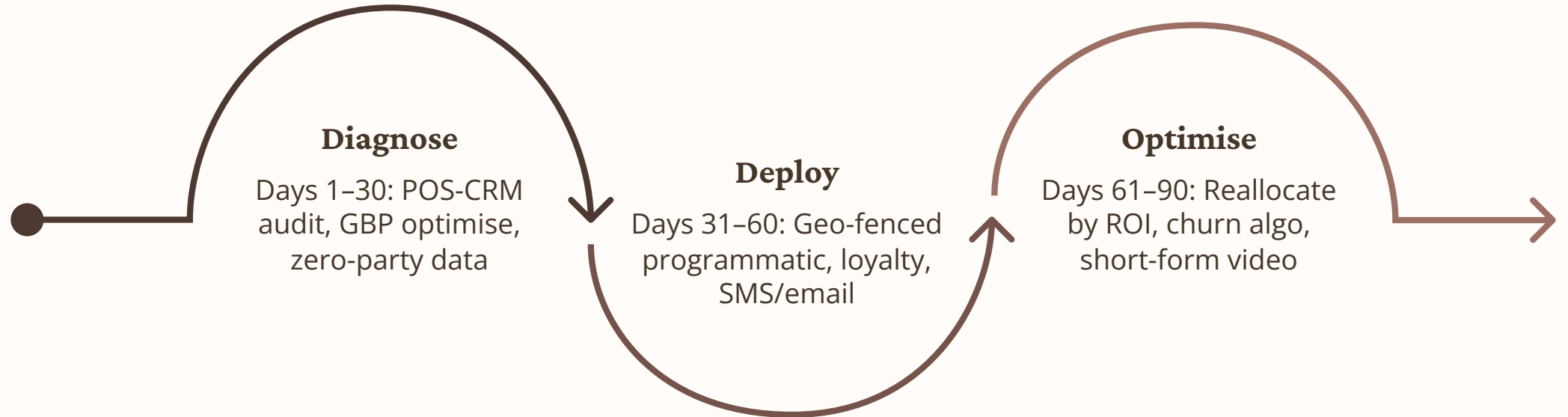
## Wage Pressure

April 2025 National Living Wage rose to **£12.21/hr**, directly compressing capital available for marketing.

## Occasion-Driven Dining

CGA Q4 2024: **62%** of UK casual dining visits are now occasion-driven not habitual. Active retention is essential.

# 90-Day Implementation Roadmap




Each phase generates reliable data before the next layer activates — ensuring attribution reflects real performance, not transitional noise.

# Hyper-Local SEO & Geo-Fenced Advertising

## Google Business Profile

Complete profiles with rich menu schema, updated photos, and consistent NAP data dominate the **Local Pack**.

 Lumina Intelligence 2024: **74%** of UK restaurant decisions by 18–34-year-olds involved a Google Maps check within 30 minutes of visiting.

## Geo-Fenced Programmatic

Deploy location-triggered mobile ads within **300–800 metres** of your venue during peak service windows — intercepting undecided diners at the moment of choice.

A London dining group targeting 500m around competing venues recorded a **14% increase in walk-in covers** and **31% reduction in CAC** over 90 days.

# Budget Allocation by Revenue Band

Annual Revenue	6% Budget	8% Budget	Recommended Channel Split
£500,000	£30,000	£40,000	50% local SEO/GBP · 30% social/video · 20% CRM
£1,000,000	£60,000	£80,000	35% local SEO · 25% programmatic · 25% CRM · 15% content
£5,000,000	£300,000	£400,000	30% programmatic · 30% CRM/loyalty · 25% SEO · 15% brand

⊗ Install closed-loop attribution **before** scaling any paid channel. Scaling spend without attribution is not growth — it is controlled capital destruction.

# Zero-Party Data & Predictive Retention



Acquiring a new UK diner costs **3-7x more** than retaining an existing one. Zero-party data willingly shared by guests is the foundation of compliant, effective retention.

## Collection Methods

Post-visit surveys, loyalty enrolment preferences, in-venue QR feedback tools.

## Predictive Churn

SevenRooms identified 340 lapsed guests; personalised SMS achieved a **22% recovery rate** and **4x ROI** in 90 days.

# Short-Form Video & Closed-Loop Attribution

## Short-Form Video

TikTok and Instagram Reels are now the **primary discovery channel** for UK diners under 40. Prioritise authentic **User-Generated Content** table card prompts, post-visit email incentives, and loyalty rewards for tagged content consistently outperform brand-produced video in reach and ROI.

## Closed-Loop Attribution

Connect every digital touchpoint geo-fenced ad, email click, GBP visit to the final POS transaction. Cloud-based POS systems (Lightspeed, Vita Mojo, Tevalis) with API integration enable a **channel-level P&L**, transforming marketing from a cost centre into a measurable profit centre.

# Build vs. Buy & Delivery Platforms



## In-House Teams

Best for operational proximity and brand consistency. Viable above **£750K revenue**; below that, full-stack expertise is rarely cost-justifiable.



## Specialist Agencies

Faster time-to-performance. Mandate **closed-loop attribution reporting** contractually — evaluate against real trading data, not platform metrics.



## Aggregator Strategy

Use Deliveroo, Just Eat, and Uber Eats as **top-of-funnel discovery**, then migrate customers to direct ordering where margin is **20–30% higher** and CRM data is fully accessible.



# Key Takeaways & Next Steps

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## **Audit First**

Complete the Agency Readiness Checklist every "No" is a Phase 1 priority.

02

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## **Install Attribution**

Connect POS to your marketing stack before scaling any paid spend.

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## **Activate Retention**

Deploy zero-party data collection and predictive churn modelling via SevenRooms, Tenzo, or Access Collins.

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## **Allocate 6–8%**

Invest gross revenue into trackable digital channels using the revenue-band framework — and measure everything.

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