One page marketing plan: venue, restaurant or hotel

Fill it in, review it monthly

YOUR GOAL FOR THE NEXT 90 DAYS

1. What to fill

Dates and offers to fill	Why it matters	Target per month
Quiet nights		
Peak dates or events		
Groups, parties or weddings		

2. Where enquiries will come from

Channel	What you will do	Monthly budget
Google Ads (tonight, groups, events)		
Meta Ads (events, inspiration, retargeting)		
Direct booking page		
Google Business Profile and reviews		

3. Track and follow up

Tracking

Calls and forms counted once. Booked work recorded. Who is responsible: _____

Follow up

Reply within: _____ minutes. Call task: _____ Reminder after ____ days.

4. The numbers to review each month

Number	Last month	This month	Action
Bookings, covers or tickets			
Cost per booking			
Direct bookings against commission			
Return on ad spend			

Tip: Build the plan around the calendar and raise spend before busy periods. Use the break-even ROAS calculator for the return you need.