

Restaurant Holiday Marketing Planner

Use this worksheet to turn a food holiday or seasonal occasion into a measurable restaurant campaign.

CAMPAIGN FOUNDATION

Holiday / Occasion	
Featured Item or Experience	
Offer	
Primary Audience	
Campaign Goal	

CONVERSION PLAN

Landing Page / Menu URL	
Primary CTA	
Ordering / Reservation Path	
Promo Code or Tracking Method	
Conversion Goal	

PROMOTION CHANNELS

Website	
Google Business Profile	
Organic Social	
Email	
SMS	
Paid Search / Social	
In-Restaurant	

TIMELINE

Planning Start Date	
Creative Ready	

Landing Page / Menu Ready	
Promotion Launch	
Reminder / Retargeting	
Campaign End	

RESULTS

Reservations	
Orders	
Catering Inquiries	
Revenue	
Promo Redemptions	
New Email/SMS Contacts	
Ad Spend / CPA or ROAS	
What We Learned	

12-Month Opportunity Planning Sheet

Month	Occasion / Opportunity	Offer Idea	Launch Date
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

Planning reminder: Small impulse offers may need days. Reservation events need weeks. Catering, private dining and major holiday commitments may need several weeks or months.

PICK → PACKAGE → PREPARE → PROMOTE → CONVERT → MEASURE

Need help building the campaign? releasedsolutions.net/contact-us/