

TOMAS SOTO MARKETING

Concierge-Style Marketing Services For Restaurants

"You focus on running your restaurant. We'll focus on running your marketing."

Did You Know?

Many restaurants allocate approximately **3-6%** of their gross revenue to marketing—but the key is spending it wisely. Social media has become one of the most powerful marketing tools available today, with over **4 billion people** around the world active on platforms like Instagram, Facebook, and TikTok every single day.

For restaurants, having a strong social media presence isn't just beneficial—it's essential. It increases visibility, builds customer loyalty, and drives consistent traffic through your doors. Let us help you tap into this potential and make your restaurant a daily part of your customers' lives.



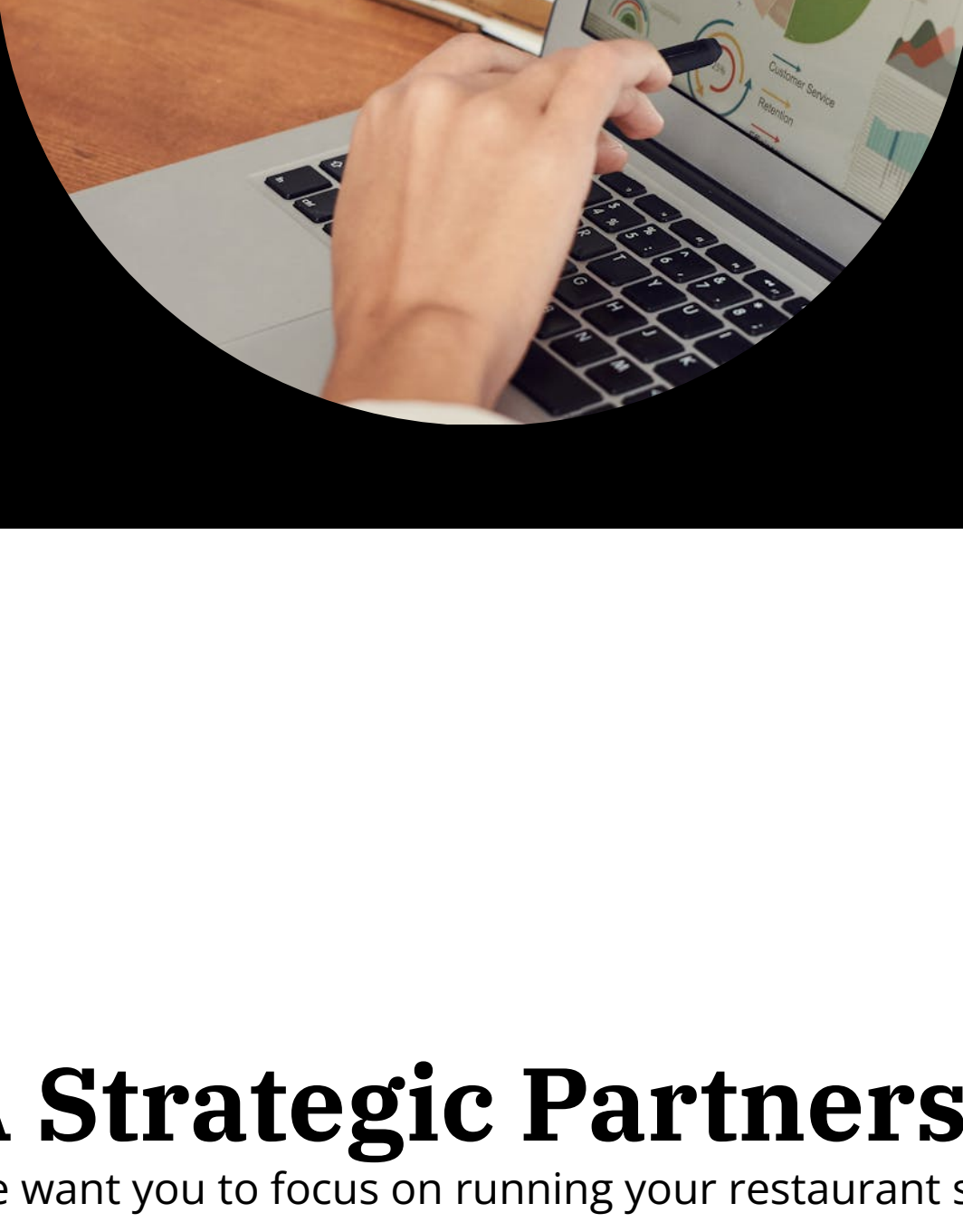
What We Do

We offer customized marketing solutions designed specifically around your restaurant's changing needs. Forget rigid plans or one-size-fits-all approaches—our concierge-style marketing adapts every month based on what will give your business the biggest boost. Whether it's eye-catching content, improved SEO, social media, or print materials, we continually adjust your strategy as your business evolves. Our goal is simple: to keep your restaurant top-of-mind, attract more customers, and help you grow consistently.



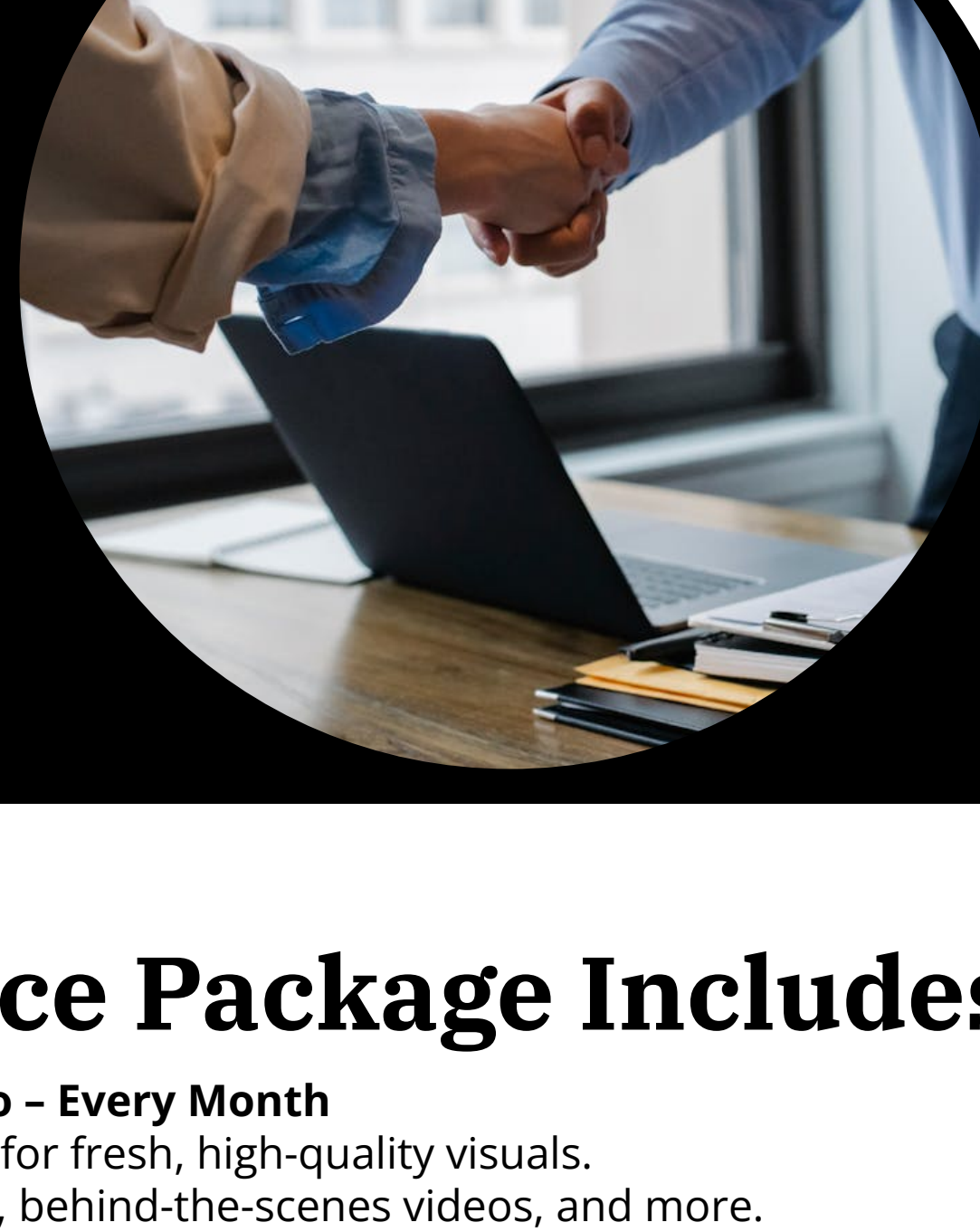
Our Approach is Different

Most marketing agencies lock you into rigid, pre-set plans, offering the same services month after month—even if they're not what your restaurant needs at the moment. This one-size-fits-all approach often wastes your valuable resources on strategies that don't match your current priorities. At Tomas Soto Marketing, we take a different approach. We constantly evaluate and fine-tune your strategy, focusing on exactly what your restaurant needs most, when it needs it.



A Strategic Partnership

We want you to focus on running your restaurant smoothly every day, while we handle all your marketing needs. Our job is to ensure your business gets the right exposure online and remains top-of-mind for customers. We manage everything—from creating professional photos, videos, and engaging posts to handling your social media, posting regularly, responding daily to comments and messages, and professionally managing your Google and Yelp reviews, turning feedback into opportunities. No more logging into complicated dashboards, picking images, captions, or dealing with any of that tedious work—we take care of it all. You do your part; we'll do ours.



Our Full-Service Package Includes

Professional Photography & Video - Every Month

- Monthly on-site content sessions for fresh, high-quality visuals.
- Food photography, staff portraits, behind-the-scenes videos, and more.
- Short-form video content (Reels, TikToks, Stories) to increase engagement.

Complete Social Media Management

- 5 posts per week (Instagram, Facebook, TikTok).
- Daily audience engagement—we respond to messages, comments, and inquiries.
- Strategic ad campaigns (Facebook & Instagram) to target and grow your audience.

Reputation & Review Management

- We respond to every review on Google & Yelp, ensuring your restaurant maintains a strong, positive online presence.
- Negative feedback? We handle it professionally, turning concerns into opportunities.

Website & Digital Marketing

- Constant website updates.
- SEO optimization for better search rankings and visibility.
- Online ordering & menu integration to make it easier for customers to order.
- Email marketing campaigns & promotions to retain loyal customers.

Print & Branding Materials

- Exclusive discounts on menus, flyers, business cards, table tents, banners, and more.
- Graphic Designs to promote specials.
- Digital menu boards & signage for a modern, engaging in-store experience.

Local, Fast, and Responsive Support

- Call, text, or email us anytime—we're local, accessible, and always ready to assist.
- No automated systems—real people, real support.

A Complete Marketing Team for Less Than the Cost of One Employee

Most restaurants allocate 3-6% of their gross revenue to marketing. Others spend \$60,000+ per year on in-house marketing staff—plus payroll taxes, benefits, sick days, and vacation time. And that's just for one employee.

For just \$1,500 a month, you get the expertise of an entire marketing team without the overhead.

- ✓ No salaries, payroll taxes, or benefits to worry about
- ✓ No paid sick days, vacations, or HR headaches
- ✓ No hiring, training, or managing employees
- ✓ Just one flat fee that delivers measurable results

No Contracts, No Risk

We don't believe in locking you into long-term commitments.

We believe in earning your business every month by delivering real, measurable results.

If you ever need to pause or stop, just let us know a month in advance—no strings attached.



Tomas Soto

Your Personal Marketing Specialist

857-407-8474

@tomassotomarketing

tomassotomarketing@gmail.com

www.tomassotomarketing.com