



# Full-Service Restaurant Marketing Package

By Tomas Soto Marketing

“Have peace of mind knowing your restaurant’s marketing is taken care of.”

At **Tomas Soto Marketing**, we know how important it is for your restaurant to have a strong and consistent online presence. That’s why our **full-service marketing package** covers all the essential tools you need to give your restaurant the **professional exposure it deserves**.

From **high-quality content creation** to **social media management**, **online reputation management**, and **targeted paid advertising**, we handle it all — so you can focus on running your restaurant while we focus on growing it.

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## Monthly Professional Content Creation

In today's digital world, visuals are your restaurant's first impression — and we make sure it's unforgettable. Each month, we craft high-quality photo and video content that captures the heart of your food, space, and brand — designed to convert views into visits.

- One professionally shot and edited **Hero Video** (30–60 seconds) — perfect for your website, YouTube, and social channels
- 12 custom **short-form videos** (Reels, TikToks, YouTube Shorts) — showcasing menu items, drinks, or promotions, optimized to post 3x per week for a month
- **Professional photography** of dishes, drinks, and restaurant ambiance — to elevate your visual brand across all platforms
- **Custom scriptwriting** to highlight your best offerings, stories, or events
- **AI voiceovers** in English or Spanish — polished, professional narration for video content
- **Licensed background music** to increase engagement and emotional connection
- **Top-grade filming equipment** used at every shoot for crisp, high-quality results
- **Organized delivery** of all content, ready for easy posting, reuse, or archiving
- **Restaurant feature across Tomas Soto Marketing's channels** — additional exposure via our website, Instagram, and WhatsApp
- **Influencer outreach** — we help coordinate visits from trusted local food influencers to review your food and share it with their audiences (*Some charge, some are free*)

High-quality content builds brand authority, grabs attention, and keeps your restaurant top of mind — both online and in your community.

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## Social Media & Online Presence Management

Great content is only part of the equation — it must be **shared strategically and consistently** across the right platforms.

We fully manage your social media presence by:

- Posting **3–4 times weekly** across Instagram, Facebook, and Google My Business, maintaining active and engaging profiles.
- **Engaging daily** with your audience: We respond to comments, direct messages, and mentions and encourage community interaction.
- Designing **custom graphics** for promotions, events, special nights, new menu launches, and holidays. No templates — everything is customized to match your brand.
- **Managing your Facebook Business Page and YouTube Channel**, keeping them updated with fresh videos, content, and essential business information.
- **Regularly updating your Google Business Profile** with photos, offers, and updated information to maximize search visibility.

A consistent, well-managed online presence builds customer trust, increases discoverability, and turns casual browsers into loyal guests.

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## Online Reputation Management

Your online reputation can make or break your restaurant's success, yet it's often overlooked because it requires time and effort.

We take complete responsibility for your online reputation by:

- **Monitoring all reviews** across Google, Yelp, and Facebook — daily, not just once in a while.
- **Responding professionally** to every review — both positive and negative. Thanking happy customers and addressing concerns tactfully and proactively when needed.
- **Turning negative feedback into opportunities** — showing the public that you care, listen, and improve when necessary.
- **Enhancing your public image**, building customer trust, and creating loyalty through consistent, thoughtful online interaction.
- **Tracking review trends** so you understand what customers love most and where minor improvements could drive paramount loyalty.

Restaurants actively managing reviews often see **better ratings, higher rankings, and more frequent customer visits**.

We take the stress and emotion out of handling reviews — giving you peace of mind that your brand's public reputation is in expert hands.

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## Paid Advertising Management

Organic reach is essential, but **paid advertising** is the real growth engine for driving **serious traffic and new customers**.

We expertly manage paid advertising campaigns by:

- **Creating, managing, and optimizing ads** across Facebook, Instagram, Google, and TikTok — wherever your customers are.
- **Strategically allocating your ad budget** based on campaign performance — investing more where you get the best returns.
- **Testing, monitoring, and adjusting ads in real time** to ensure you're not wasting a dollar.
- **Developing custom promotions and campaigns** that fit your restaurant's goals — whether it's boosting reservations, promoting new menu launches, or holiday specials.

Your ad spend is fully separated from the marketing management fee, giving you **clear control** over your total investment.

**We can suggest an amount to spend per platform to** drive consistent new traffic and measurable growth. This is a suggestion, and it is not included in our management fee.

Advertising is no longer optional—it's essential for restaurants that want to **stand out in crowded markets** and consistently fill their dining rooms.

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## Why Tomas Soto Marketing?

- ✓ Full-service marketing without the cost and complexity of hiring and managing an in-house team.
- ✓ A dynamic marketing strategy that **evolves as your restaurant grows and shifts.**
- ✓ Professional photography, video production, and **consistent daily social media engagement.**
- ✓ Proactive and professional management of your **online reviews and reputation.**
- ✓ **Paid advertising expertise** to amplify your brand visibility and drive real traffic.
- ✓ No long-term contracts — stay with us because you **see real results.**

We become your marketing department — without the salaries, benefits, headaches, or hidden costs.

**Total Monthly investment: \$1,500**

Trust Tomas Soto Marketing and have the peace of mind of knowing your restaurant's marketing is in expert hands.

Let's give your restaurant the professional touch it deserves and show the world the great food you serve.

Tomas Soto  
857-407-8474  
tomas@tomassotomarketing.com  
[www.tomassotomarketing.com](http://www.tomassotomarketing.com)

**WWW.TOMASSOTOMARKETING.COM**