THE "WHY"

What are you trying to accomplish?

- Book More Reservations
- Grow Email List
- Introduce New Menu Item
- Showcase Weekly Specials

THE "WHO"

Who is your targeted, ideal customer?

Does gender matter?

How old are they?

Where do they live?

What is their income level?

SUCCESS

Is the advertising working?

Increase in sales by "X" percent

Positive reviews online have increased

"X" number of new people join the mail list

What are the "Markers of Success"?