

Marketing Readiness Action Guide

Solutions to the gaps your diagnostic surfaced. Summer of Soccer · June 11 - July 19



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Need Support?

PRESENTED BY:



Brookhaven
Chamber of Commerce



Circle 4
MARKETING

Section 1: Your Digital Footprint

Customers are asking: are you open and easy to find, do they see something they want, can they actually get in and get served, and do they trust it won't suck?

Your digital footprint is how customers decide before they arrive. If it's unclear or inconsistent, your special event plans won't matter.

● FIX FIRST — Start now. Complete within the next 2 days.

These are quick fixes. These directly cost you guests. Your website is your source of truth — start there, then update every other platform to match.

- (Q1) Information is inconsistent across platforms** → Update your website first, then mirror it on Google Business Profile, social bios, and reservation platforms. Add special hours across all platforms
- (Q3) Menu is not accurate everywhere it lives** → Whatever menu format you're using, confirm it's accurate on your website, Google, Yelp, OpenTable, and any third-party listings. Accuracy first. Format upgrade comes later.
- (Q5) Guests don't know how to plan their visit** → State your policy clearly: walk-ins welcome, reservations recommended, or wait expected. Link your booking or waitlist tool. Make sure Google and third-party platforms match.

● FIX NEXT — Complete this week.

These require more time and coordination, but they help you stand out. You'll impact whether a first-time guest chooses you over the place next door.

- (Q2) Location, parking, and MARTA distance unclear** → Update your Location page with MARTA distance, any parking fees, or entry points. Add highlights to your Google description and a one-line summary to social bios.
- (Q3) Menu is posted as a PDF only** → Add a text Menu page with clear section headers. Keep the PDF if you love it — text has to be there too for mobile scanning. POS integrations make it easier (Toast, SpotOn, Square)
- (Q4) Identity is unclear to a first-time guest** → Define what you're known for in one sentence. Reflect it on your website homepage, Google description, social bio, and pinned posts.
- (Q6) Google Business Profile is incomplete** → Write a complete description, confirm categories are accurate, remove outdated information, and add recent photos that reflect the real guest experience.
- (Q7) Event expectations not clear before arrival** → Define event experience in specifics, not vibes. Update details on your homepage, Google posts, and pinned social. A dedicated events page supports a full program.
- (Q8) Reviews and messages aren't being monitored** → Assign daily review Socials, Google, Yelp, DMs. Respond to both positive and negative feedback. Share weekly with the team.

Section 1: Your Digital Footprint contd.

● LONG GAME — Strategic work. Build over time.

This is how Brookhaven businesses get chosen by hotel guests, Chamber neighbors, and locals deciding where to spend.

- ❑ (Q9) **Partners can't confidently recommend you** → Ask 3 nearby business owners or hotel front desk staff what they'd say if a guest asked where to eat. Invite them in. Leave behind BOGO cards. Any gaps point back to your brand identity, your biz information, or the relationships themselves.

🔄 Once fixed, build an operational rhythm and keep it working

- ✓ **Daily** — Reviews and messages across Google, Yelp, and social
- ✓ **Weekly** — Refresh event-specific posts and offers
- ✓ **Monthly** — Audit info and menu accuracy across all platforms
- ✓ **Quarterly** — Re-test neighbor relationships, update recommendations and refresh photos



Section 2: Your Menu Does the Selling

Is your menu guiding guests toward what you want to sell? Once a guest is in the door, your menu does the work. If everything looks equal, guests choose randomly — *and your kitchen and bar pay for it.*

● FIX FIRST — Start now. Complete within the next 2 days.

High-stakes problems with quick fixes. These directly drive what guests order and how much they spend.

- (Q1) No clear starting point on your menu** → Identify 1–3 items you’re known for (or want to be known for). These aren’t promotions — they’re permanent anchors with good margins. Label them visually: “start here,” “guest favorite,” or “known for.” A simple call-out box or bold header is enough. Mirror the placement on your website and online menu. Brief your staff to recommend them by name.
- (Q6) No bundles or pairings during high-traffic events** → Build one simple bundle that combines existing food and beverage items — a beer bucket and a shareable plate, a cocktail and a starter. No new inventory, no new prep. Feature it prominently during busy periods on your menu, online, and at the table. Bundles speed up decisions and can increase perceived value and average spend without taxing your kitchen.
- (Q7) Featured offers not visible before guests arrive** → Most guests decide before they walk in. Publish your event offers on your website, Google posts, and social before the event window. Make sure the same offers are clearly visible at the table on event day. Keep them simple — complexity slows decisions and creates problems under pressure. An offer that lives only on a table tent is too late.

● FIX NEXT — Complete this week.

Real investment in time, money, or coordination. These shape what guests order and what you actually make on each ticket.

- (Q2) You don’t know your highest-margin and highest-demand items** → Pull sales data. List your top 5 items by margin and your top 5 by volume. The overlap is your stars. Feature stars at the top of each menu section or call them out visually — box, bold, photo, label. Mirror placement online.
- (Q3) Food descriptions don’t justify the price** → Review your top sellers first. A description worth ordering answers at least one of: quality (hand-cut, house-made), ingredient (Havarti, brioche, San Marzano), brand (Brasstown beef, Springer Mountain chicken), or technique (wood-fired, smoked in-house).
Before: “Cheeseburger and fries, \$12.”
After: “Grass-fed beef burger with Havarti, brioche bun, hand-cut fries, \$15.99.”
- (Q4) Your bar program identity is unclear** → Treat your bar like your kitchen. Define what it stands for: cocktail-forward, draft-led, wine-focused, spirit-driven. Identify 3–5 signature drinks or brands that anchor the program year-round. Separate signature from rotating specials so guests understand what’s permanent. Reflect this on your menu, website, social, and in how staff talks about the bar.

Section 2: Your Menu Does the Selling contd.

FIX NEXT — Complete this week.

- ☐ (Q5) Beverage descriptions don't justify the price → Same standard as food. Review your top sellers first. A description worth ordering names at least one of: brand (Casamigos, Hendrick's), ingredient (fresh lime, house-made syrup), technique (shaken, smoked, hand-muddled), or finish (sea salt rim, fresh herbs).

Before: Margarita with tequila, triple sec, lime \$9.

After: Casamigos Margarita with Casamigos Blanco, fresh lime, Cointreau, agave, sea salt rim \$12

Once fixed, build an operational rhythm and keep it working:

- ✓ **Weekly** — Confirm featured offers and bundles are live and visible on website, Google, and social
- ✓ **Monthly** — Pull menu sales data. Confirm your stars are still your stars. Reposition if needed
- ✓ **Quarterly** — Refresh menu and bar descriptions. Test new bundles during high-traffic periods



Section 3A: Hosting Watch Parties

Tournament runs June 11 – July 19. For operators hosting matches in their space — watch parties, group bookings, full-volume match days. The operators who plan around specific match windows convert traffic. The ones who treat every day the same can't grow.

! COMPLIANCE FIRST — Know this before you publish anything

You CAN use: Country flags and team colors. Generic soccer or football themes. “Match day specials,” “game day offers,” “soccer celebration.” Your own photos and guest moments.

You CANNOT use: FIFA logos, official World Cup wordmarks, or slogans. FIFA enforces this aggressively.

BEFORE JUNE 11 — Foundation work. Has to be live before June 11

Six weeks of new traffic with no infrastructure equals a great June and a quiet August. The work below is focused on growing your business beyond July.

- (Q2) Map the matches that matter** → Identify your highest-opportunity windows: group round matches for USA plus high-following nations (Mexico, Brazil, England, Germany, Argentina, Spain), knockout rounds, Atlanta's stadium matches, and the Final (July 19, 3pm ET Sunday). *One nation designating your space as its watch party HQ creates a unique spike worth planning for.*
 - (Q3) Set up your guest capture system** → Add an email sign-up to your website with email and zip code as required fields. Offer a small incentive (free app, 10% off next visit) to drive sign-ups. Tag entries as local or visitor by zip. Confirm online ordering is live and visible. Add a QR code to your check presenter so guests can sign up themselves — faster than asking your servers to enter data on a busy match day. Without this, every match day is a one-time transaction.
 - (Q4) Define and publish your group offer** → Groups planning for semifinals and the Final are deciding in May and early June. Define your group offer — dedicated space, minimum spend, bundle, or VIP package — and price it before the tournament starts. Publish on your website with a clear booking path. Every pre-purchase gives you name, email, and zip code before they walk in.
 - (Q8, Q9) Build your team brief and channel rules** → Pre-shift meetings are not a plan. Build a weekly match day brief: what's showing, what to sell, how to handle the door.
- **Run a pre-tournament walkthrough**
— screens visible from every section, sound levels tested. Decide now what each delivery channel looks like during a match (on, off, or modified) so your team isn't making it up at kick off.

Section 3A: Showing Matches contd.

DURING THE TOURNAMENT — Weekly rhythm. Update every Monday.

Most operators publish their match-day plan once and let it go stale. The ones who update weekly get the second visit.

- ❑ **(Q5) Publish what to expect each week** → Specifics, not vibes. "Watch Party — 12 screens, sound on, walk-ups welcome, \$20 beer buckets" VS "Come Watch with Us." State which games you're showing (specific teams), sound on or off, atmosphere, and walk-in or reservation rules.
- ❑ **(Q6) Build your match-day menu** → Identify your highest-margin, fastest items and feature them during match windows. Build one simple bundle — a shareable plate and a drink — that's easy to order and fast to execute. Remove or de-emphasize anything that slows your kitchen during peak periods. Bundles are the easiest lift: no new inventory, no new prep.
- ❑ **(Q7) Make match offers visible before guests arrive** → Guests are deciding on their phones before they leave the house. Publish offers on your website, Google posts, and social before each match window. Match table-side signage to what's published online. Confirm online ordering reflects match-day offers for the pre-kickoff grab-and-go crowd.

BUILDS ON ITSELF — Compounds across six weeks.

- ❑ **(Q10) Capture and reuse what's happening online** → Assign one person to capture content every match day — photos, video, guest moments, full tables. Real moments outperform any graphic. Save and re-share guest-generated content (tags, stories, posts) — it costs nothing.

TOURNAMENT RHYTHM — Repeat through July 19.

Run a 30-min Monday review every week of the tournament: what sold, what didn't, what content performed. Use last week's data to adjust this week's plan.

Local guests are now your repeat customers.

- ✓ **Daily** — Capture content. Respond to reviews and DMs. Brief shift on what's showing.
- ✓ **Weekly (every Monday)** — 30-min review. Update Google, social, match schedule. Refresh team brief.
- ✓ **Post-tournament (early August)** — Send your captured email list a thank-you offer. Track redemptions.



Section 3B: Operating Around Matches

For operators who aren't hosting matches. Your guests are hotel visitors planning their day, locals deciding where to spend, and house parties placing online orders for the watch.

Visibility is everything — if a guest can't find you before kickoff, you don't exist.

⚠️ COMPLIANCE FIRST — Know this before you publish anything

You CAN use: Country flags and team colors. Generic soccer or football themes. “Match day specials,” “game day offers,” “soccer celebration.” Your own photos and guest moments.

You CANNOT use: FIFA logos, official World Cup wordmarks, or slogans. FIFA enforces this aggressively.

● BEFORE JUNE 11 — Foundation work. Has to be live before kickoff.

A visitor planning their Atlanta day, a hotel concierge making a recommendation, or a local choosing where to spend is making the decision in May and early June. If your offer isn't published, you're not in the conversation.

- (Q3) Set up your guest capture system** → Add an email sign-up to your website with email and zip code as required fields. Tag entries as local or visitor by zip. Confirm online ordering is live and visible. Brief every server on enrolling guests at the check presenter. Without this, every match window is a one-time transaction.
 - (Q2) Map peak windows for Brookhaven traffic** → Pull the full match calendar. Identify when visitors are most likely passing through Brookhaven — pre-match (2 hours before kickoff) and post-match (90 min after final whistle) are your surge windows. Hotel guest peaks are the semifinals (July 14, 15) and the Final (July 19). Don't forget local demand for weeknight matches.
 - (Q4) Define and publish your pre or post-match offer** → Give a visitor or local a reason to plan around your space. Define a pre or post-match offer, publish on your website with a clear booking path, and link from Google Business posts and social. Build a “tell the concierge” one-liner a hotel front desk can repeat without thinking. Every reservation gives you name, email, and zip code before they walk in.
 - (Q8, Q9) Build your team brief and channel rules** → Map your floor for efficient turns during pre and post-match surges. Brief your team on welcoming international visitors who may speak English as a second language.
- ✓ **Decide in advance how each ordering channel runs during match windows — dine-in, pickup, online, third-party delivery. Make the call now so your team isn't figuring it out in the middle of a shift.**

Section 3B: Operating Around Matches contd.

DURING THE TOURNAMENT — Weekly rhythm. Update every Monday.

These shape whether visitors and locals choose you over the place next door. Pre-arrival visibility is how you compete with hosting venues.

- (Q5) Publish hours and reason to stop each week** → Publish your hours during match windows, not your standard hours. Give guests one clear reason to stop before or after the action. Make sure your “what to expect” matches what a hotel concierge would say about you. Update Google Business profile weekly through July 19.
- (Q6) Build a match-window menu** → A guest with 40 minutes before kickoff doesn’t read menus. They scan. Identify your highest-margin items that move fast. Feature them prominently for the match-window crowd — top of the menu, called out visually. Build one pre-match bundle that gets them in and out without friction.
- (Q7) Make pre and post-match offers visible** → The hotel concierge is your distribution channel. Publish your offer on your website and Google before high-traffic match days. Get a one-liner version into the hands of nearby concierges. Confirm online ordering is visible for residents hosting watch parties at home. Update Google posts weekly with the upcoming match window offer.

BUILDS ON ITSELF — Compounds across six weeks.

- (Q10) Capture and reuse what’s happening online** → Assign one person to capture content during match windows — photos, video, guest moments, the pre-match dinner crowd, the post-match landing spot. Real moments outperform any graphic. Re-share guest-generated content to your active channels same day. Show love while telling your story.

TOURNAMENT RHYTHM — Repeat through July 19.

Run a 30-min Monday review: what sold, what didn’t, what brought guests in. Use last week’s data to adjust this week’s plan.

- ✓ **Daily** — Capture content. Respond to reviews and DMs. Brief shift on what's showing.
- ✓ **Weekly (every Monday)** — 30-min review. Update Google, social, match schedule. Refresh team brief.
- ✓ **Post-tournament (early August)** — Send your captured email list a thank-you offer. Track redemptions. Local guests are now your repeat customers.

NEED ADDITIONAL SUPPORT?



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