



NEW MENU MARKETING GUIDE

A new menu launch is a perfect topic to celebrate with your members via social media, email, and marketing channels. Here are the basic marketing and communication expectations for what your club should accomplish when you are launching a new menu. Let's dig in!

Coordinate with your Chef on your Marketing Plan

Make sure your Chef is aware that you are wanting to create "teaser" content for new menu items so he can order the necessary ingredients for the items in advance of the launch date.

Menu Content Shot List/Inspiration

Just a few ideas to get your gears turning.

- How a feature dish is made.
- Ingredients as a "tease" before the full dish is plated.
- Multiple items on a dining table. Plates being placed on a fully set table.
- Food and drink pairings.
- Members cheers-ing with a fully set table.
- Chef explaining a new menu item / bartender talking about a new cocktail.
- A drink or dish sizzling/smoking – any action!
- Highlight local vendors or ingredients.
- Call out any gluten free, vegetarian, vegan, non-dairy options.
- If an item is perfect for golfers making the turn, tell that story. Perfect for sharing with friends or family after work, tell that story.

Timeline

1 MONTH OUT

Begin spreading the new menu news through word of mouth during casual conversations with members. Tell all new members and prospective members about the new menu. Make sure staff is informed of the new menu coming.

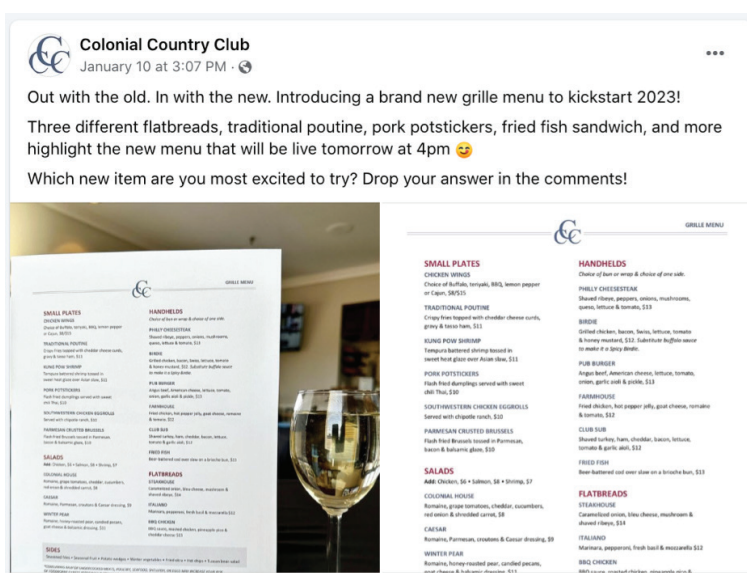
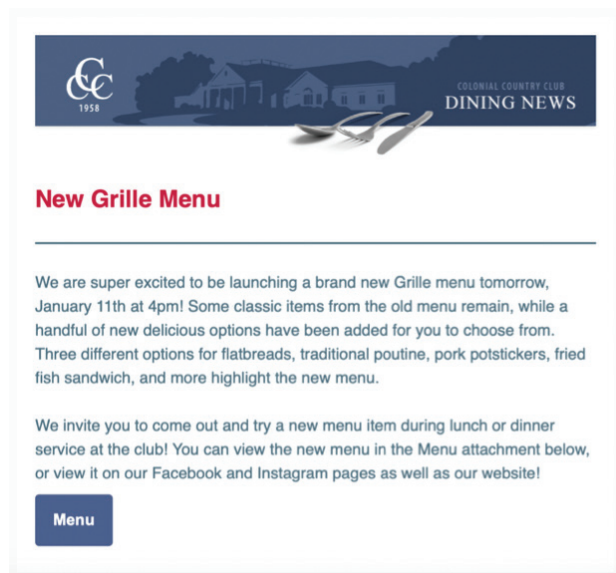
2 WEEKS OUT

Have your Chef prepare one or two (or more) of the new items. Pick one of the dishes you are most proud of. Stage the dish with an intentional background. Post a picture of the new item to your social media accounts. In the caption, include that the new menu will be emailed out the following week.



1 WEEK OUT

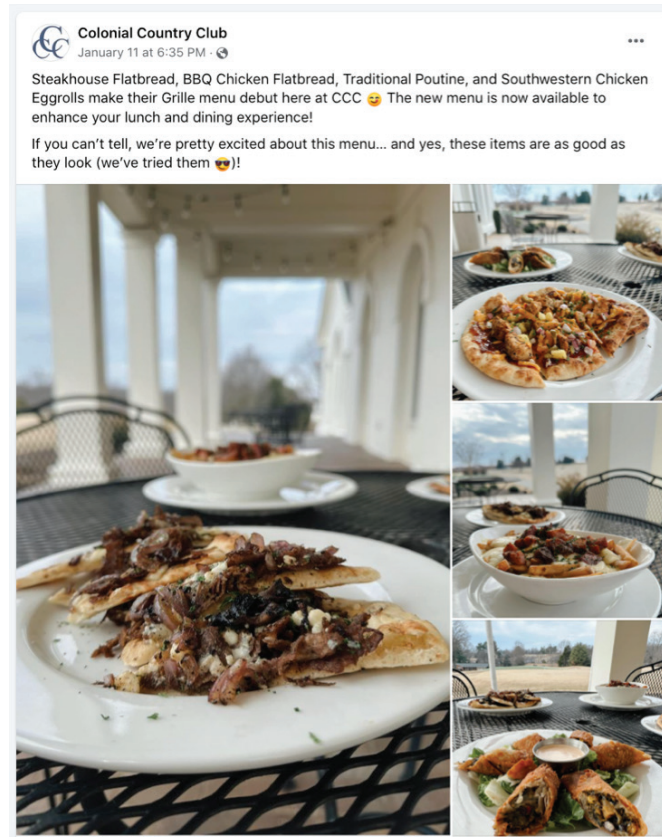
Send the finalized menu file to the membership via email.



Post the new menu to social media in a creative way (not just a screenshot).

1 DAY PRIOR

Send membership an email reminder that your new menu is going live tomorrow. Create a social media post to remind members as well.



DAY OF LAUNCH

Upload the new menu file to your member website and any other digital placements (e.g. club's Facebook).

1-3 WEEK(S) AFTER

Continue to take photos/videos of menu items to share on social media. Review your POS data to understand member responses to certain dishes. Some ideas:

- Highlight favorites and/or focus on dishes that need some extra attention.
- Suggest beer/wine pairings with certain dishes.
- Celebrate local or special ingredients or cooking techniques.
- Create insider tips so members feel like they're "in the know" – e.g. ask for buffalo sauce on this chicken sandwich next time.

1 MONTH AFTER

Create a social media post asking members what their favorite new menu item is. Include in the post what your staff has been enjoying most.

Conclusion

If you've found success with any of these- or different- communication strategies at your club, please share them with the BJL Marketing Team. Going above and beyond is always encouraged!