sphere

Brief for promotion

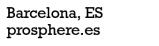| №	Questions	Answers
1.	**Business description** Concept, cuisine, location (Spanish restaurant in a residential area, gourmet restaurant in the city center, banquet hall by the sea, fast food chain)	
2.	**Previous SMM experience** Have you had experience with social media? If so, what did you like and what didn't you like? And why are you considering changing the contractor - what would you like to improve? Specify links to your resources (groups, accounts in social networks, website)	
3.	**Competitors** Who do you consider your direct competitors? (please include social media links)	
4.	**Style preferences** What commercial social media accounts do you admire (not necessarily in the food industry)? What exactly attracts them? Does your restaurant have a brand book and corporate identity?	
5.	**Competitive advantages** What are the strengths of your institution? (exclusive dishes, special cooking methods,	

	unique ingredients, non-trivial services, beautiful panoramic view, unusual entertainment program, instagrammable interior).	
6.	**The target audience** Who are your business's regular customers? What are these types? (for example, rich women / young people / managers, etc.) Why do they come to your business? (fast food / spend an evening as a couple / get a cheesecake for a promo code / for a business lunch / something else) Approximate ratio of regular and occasional visitors. Who would you particularly like to work with (for example, only those clients who come with families and book a table for 5-6 people, or with young couples)	
7.	**Promotions and events** What promotions are being held to fill the business? (discount for breakfasts, business lunches, women's Thursdays, happy hours, etc.) What activities are held in the restaurant? (concerts, Stand Up performances, children's cooking classes, etc.)	
8.	**Goals of cooperation** Please indicate your business goals. What problems do you want to solve with our help?	
9.	**How is it planned to evaluate the effectiveness**	

	What metrics and criteria for evaluating agency performance will be applied? (In quantitative and qualitative terms)	