



THE CATERING GROWTH CHECKLIST

The 10-Step Guide to Turn Your Restaurant Into a Catering Powerhouse

This checklist combines proven marketing strategies with operational best practices to help you attract, close, and retain high-volume catering clients—without disrupting your current service model.

SECTION 1: FOUNDATIONS

☐ **Is your catering menu clearly defined and profitable?**

Trim complexity. Feature high-margin, easily prepped items. (D.S.P. 101: Build for scale, not ego.)

☐ **Do you offer online ordering or a simple inquiry form?**

If customers need to call or email, you're already losing volume. Use Appfront, Lunchbox, or a simple Google Form to start.

☐ **Do you have a dedicated catering page on your website?**

Not a buried tab—an actual landing page with packages, photos, and a clear CTA.

☐ **Have you considered using EZ Cater or similar platforms?**

Yes, they take a cut—but they can drive consistent volume. Think of it as a volume play, not a margin play.

SECTION 2: DISCOVERY & DEMAND

☐ **Are you running paid ads targeted at local office admins and event planners?**

Most restaurants run generic ads. Smart ones run lead gen campaigns that capture actual catering buyers.

☐ **Are you tailoring your messaging to specific occasions and use cases?**

Instead of just saying "We cater," run campaigns for office lunches, training days, team celebrations, etc.

☐ **Are you running limited-time offers (LTOs) just for catering?**

Seasonal promos, package upgrades, or short-term offers can drive urgency and volume.

☐ **Are you using your customer database for email/SMS catering promos?**

Past guests are your best future clients. Segment and trigger campaigns tied to holidays, meetings, and company milestones.

☐ **Are you visible in search when people Google "[catering] + [your city]"?**

If you're not ranking for catering-related keywords, you're invisible. SEO matters—especially for corporate buyers who plan in advance.

☐ **Have you explored acquiring a local corporate contact list?**

With the right filters (employee count, location, industry), you can use this list for cold outreach via email, CRM automation, and ad retargeting.

SECTION 3: CONVERSION & FOLLOW-UP

☐ **Do you follow up with every catering lead within 15 minutes?**

Speed = trust. Use automation, AI bots, or assign someone. But don't let leads sit cold.

☐ **Do you have a recurring order offer or pitch script?**

Every first-time office order is a door-opener. Make it easy to convert them into weekly or monthly repeat clients.

SECTION 4: ON-PREMISE & GUEST-FACING MARKETING

☐ **Are you promoting catering inside the restaurant and across every guest touchpoint?**

Every touchpoint is an opportunity to drive awareness—without being tacky. Done right, it blends seamlessly into the guest experience.

Touchpoints to consider:

- Menus (insert or back page mention)
- Table tents or host stand signage
- Check presenters or printed receipts
- Verbal mentions by hosts/servers
- In-store digital signage or posters
- Delivery bags with flyers or QR codes
- To-go packaging stickers or inserts
- Email receipts with a catering CTA
- Wi-Fi login splash page

(D.S.P. says: "Every touchpoint sells—but only if your team is trained to deliver the message consistently.")

☐ **Is your entire team trained to support and fulfill catering orders?**

Marketing means nothing if ops can't deliver. Ensure portioning, packaging, timing, and service standards are documented and practiced.

NEXT STEPS

Check off what you already have in place—and highlight what still needs work.

Once you've filled this out, book a call with us and we'll walk you through how to close those gaps and turn your restaurant into a predictable catering revenue machine.

[Book a Free Catering Growth Strategy Call]