# Restaurant Opening Marketing Checklist

A week-by-week timeline from 12 weeks out to opening day. Check each box as you go. From LXP Consulting, lxpconsulting.com

## 12–10 weeks out: lay the foundation

- ☐ **Claim and verify your Google Business Profile.** Verification can take 2–3 weeks. Set a specific category and your opening date.
- ☐ **Launch a website or landing page** with address, hours, concept and a preliminary menu (not just a logo).
- ☐ **Set up listings** (Yelp, TripAdvisor, OpenTable, directories) with the exact same name, address and phone everywhere.
- ☐ **Get a branded email** for press, vendors and reservations.

## 9–7 weeks out: build the narrative

- ☐ **Launch Instagram** with 3–5 posts (construction, menu, team) before you follow anyone.
- ☐ **Start press outreach** with a real hook (chef, concept, design) and 2–3 high-res photos.
- ☐ **Build a creator shortlist** (8–15 local food creators) and stagger visits: soft open, opening week, week after.
- ☐ **Map your content calendar**: 3+ posts a week now, daily during launch week.

## 6–4 weeks out: generate anticipation

- ☐ **Start a “coming soon” email list** on your site and Instagram bio. Offer a soft-open invite.
- ☐ **Ramp behind-the-scenes content**: tastings, bar setup, signage.
- ☐ **Confirm creator dates**, what you're offering, and usage rights for reposts and ads.
- ☐ **Finish your Google profile**: menu, photos, service options, description.
- ☐ **Submit to local event calendars** and “new openings” roundups.

## 3–1 weeks out: activate everything

- ☐ **Run your soft open** with your list, friends and family, and first creators. Ask every guest for a review.
- ☐ **Share early press** everywhere: stories, website, email.
- ☐ **Set a review response rule**: every review answered within 24 hours.
- ☐ **Launch small-radius paid social** around your neighborhood.

## Opening week: execute and capture

- ☐ **Post daily**: kitchen reels, lines out the door, creator reposts.
- ☐ **Respond to every mention and tag.**
- ☐ **Send the “We're open” email** with hours, reservation link and one strong photo.
- ☐ **Check Google**: profile live, hours right, pin accurate, menu showing.

## The month after: don't disappear

- [ ] **Keep posting** 3–5 times a week and answering every review.
- [ ] **Keep creator visits going** for at least another month. Treat launch as a 90-day plan.

**Opening soon?** We'll build this plan around your opening date: Google, social, creators and press. Book a call at **lxpconsulting.com/get-started**