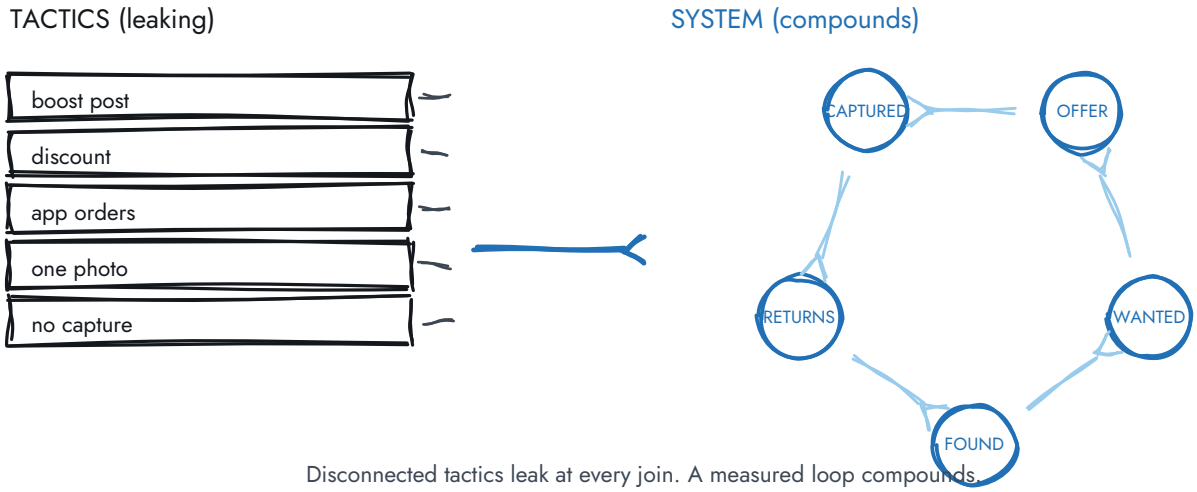
THE 10 MISTAKES SCORECARD

The ten leaks quietly draining hospitality venues — each one costed, ranked, and fixed.

Every mistake here is normal, common, and quietly costing someone thousands a month. This isn't a listicle — the five biggest are worked in real dollars so you can see the leak, and they're ranked by what they actually cost so you know which to fix first. Tick yours, read the fix, act on your top three tonight.



Disconnected tactics leak at every join. A measured loop compounds.

THE 5 EXPENSIVE ONES — COSTED IN REAL DOLLARS

1. THE DISCOUNT REFLEX — costs ~$1,500–$8,000 a year

> A REAL TUESDAY
>
> You run 10% off. 40 covers, avg $50 = $2,000 night. The discount = $200 handed back.
>
> Who used it? Your regulars — who'd have paid full. New faces: zero ($5 moves nobody).
>
> Do it weekly for a year on a $15k discounted-nights base = $1,500 pure margin gone.

- Fix: kill the percentage, build a NAMED offer with a shape + one price, on high-margin items only (see SHELF). Same money out, but it pulls new covers and protects margin.

2. RENTING FROM THE APPS — costs ~30% of every online order + the customer

A REAL ORDER

$35 order via the app. Commission ~30% = $10.50 gone before food, packaging, staff.

At 30% food cost that order often breaks even or loses — and the app KEEPS the customer.

Next week the app sells that same eater your competitor. You never had their details.

- Fix: push repeat orders to your own site — card in every bag. Proof: a takeaway did 332 direct orders / $16,600 in a month, every customer owned, reachable for the price of an email.

3. THE ANONYMOUS ROOM — costs you the re-acquisition of people you already had

THE REAL COST

120 people in on Friday. Tomorrow you can contact: zero. No name, email or mobile.

To get them back you re-pay Meta/Google to find people you already served.

Capturing even 200 contacts/month builds a list that fills quiet nights free.

- Fix: capture on visit one at the 4 points — booking form, own ordering, wifi portal, birthday club. Email + mobile every time (see CAPTURE / the Vault kit).

4. BOOSTING THE POST — costs your whole ad budget on the wrong outcome

WHERE THE $20 GOES

Boost optimises for likes — Meta shows it to the cheapest-to-reach, not hungry buyers.

You pay for applause. This is why owners say "ads don't work" — they never ran ads.

- Fix: never boost. Real campaign in Ads Manager — objective (bookings/purchases), 15-min radius, offer + booking link. $10–15/day is enough. Same money, real covers.

5. NOT KNOWING YOUR NUMBERS — costs every marketing decision you make blind

THE TWO NUMBERS

Customer worth (on MARGIN): $50 x 12 x 2yr = $1,200 till ~$800 in your pocket.

Cost per booking: spend ÷ bookings. Real: an Italian venue hit $9.78 a booking.

Hold one against the other and "spend $40 to get a customer" answers itself.

- Fix: do both sums (see NUMBERS worksheet + SCALE kit). You can't price marketing you've never measured.

THE OTHER 5 — QUICK-FIRE

- THE AVERAGE PROFILE — warm traffic clicks, sees 4 old photos + unanswered 1-stars, bounces to the venue with 400 reviews. Fix: photos, hours, reply to every review (a calm 1-star reply books the next reader).
- NO SECOND-VISIT PLAN — a first-timer is a coin flip; the 2nd visit is the hinge. Fix: engineer it within a week, before the memory fades — cheapest dollar you'll spend.
- PAUSING IN THE LOW SEASON — backwards: you go dark when you need demand most AND the ad auction's cheaper. Fix: trim if you must, never switch the taps off.
- CHASING COVERS, NOT MARGIN — a slammed night of discounted plates can be your worst profit night. Fix: count margin, market to high-margin dishes, not volume.
- MARKETING AS A COST, NOT A SYSTEM — the umbrella all 9 ladder to. Fix: build the loop (found wanted offer captured returns) and measure it — tactics leak, systems compound.

FIX ORDER — BY DOLLAR IMPACT

Don't fix top-to-bottom. Fix biggest-leak-first. Tick what you run, start at the top of THIS list.

- ☐ 1st — Renting from the apps — you're bleeding 30% + every customer, right now
- ☐ 2nd — The anonymous room — every night uncaptured is customers you'll re-buy
- ☐ 3rd — Not knowing your numbers — unlocks every decision below it
- ☐ 4th — The discount reflex — stop the margin leak this week
- ☐ 5th — Boosting — redirect the spend you're already making

Mistakes I'm running: _____ / 10 First one I'll fix: _____

$1,000

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CLAIM IT IN 3 STEPS

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   servedmarketing.com.au
2. Show up — leave with your venue's plan either way
3. Choose to build with us — $1,000 comes off

No pitch. No pressure. The plan is yours to keep even if you never spend a cent.