



PHAVUR MEDIA · THE MARKETING GROUP OF PHAVUR

WE MAKE RESTAURANTS IMPOSSIBLE TO IGNORE.

Services & Rates · 2026

We own and operate restaurants — so we market yours like it's ours.

Two tracks: bring in new customers, and bring them back.

One flat fee. No hidden costs. Every dollar accounted for.

Build your own quote in 60 seconds: marketing.phavur.com/quote

info@phavur.com · text 803-574-2886 · calendly.com/info-v6o/chat

HOW WE WORK

Two directions. One team.

Restaurant marketing has exactly two jobs: **bring in new customers** and **bring them back**. Most agencies only sell the first. We built a full track for each — and a Full House package that runs both under one account manager, one monthly report and one invoice.

30+ restaurant brands scaled	50+ press features earned	15+ markets across the U.S. & U.K.	10K+ guaranteed reach per PR collab
--	-------------------------------------	--	---

Track	The job	What's inside	From
A • Acquisition “Fill the room”	Put you in front of people who've never eaten with you.	Social content & management · influencer/PR collabs · paid ads · Google Business Profile & local SEO · Yelp · video · grand openings	\$295 / mo
B • Retention “Fill it again”	Turn one visit into a habit and protect your reputation.	Email · SMS/text · delivery-app management (Uber Eats, DoorDash, Grubhub) · reviews & reputation · loyalty & win-back automation	\$295 / mo
Full House A + B	Both tracks, one team.	An Acquisition tier + a Retention tier matched to your size, plus dedicated account manager, quarterly strategy session, priority scheduling	\$3,895 / mo
Brand & Design one-time	Look like the place everyone's talking about.	Logo & identity · brand book · menus · signage · packaging · social kit · photography · website & online ordering	\$495
Admin & Ops Concierge add-on	“Anything and everything.”	Website edits, menu & price updates everywhere, photo/video library, listings, small design asks — up to 6 hrs/mo	\$400 / mo

Where every dollar goes

One fee, fully transparent: **50%** content & strategy · **20%** management, graphics & software · **15%** influencers · **15%** ads. No hidden costs. No hidden elements.

Acquisition — “Fill the room”

Content builds desire, collabs and ads build reach, Google and Yelp capture the search, video makes all of it hit harder.

Acquisition retainers

Tier	Reels / mo	Stories	PR collabs	Ads / mo	Google + Yelp	Graphics	USD / mo
Basic	8	Mon / Wed / Fri	1	1	Google profile basics	—	\$2,895
Basic Plus	12	Mon – Fri	2	1	Google profile basics	—	\$3,595
Favorite ★	12	Mon – Fri	2	2	Google + Yelp	Unlimited	\$3,995
Premium	15	Daily	3	4	Google + Yelp + local SEO	Unlimited	\$5,595
Dedication	15	Daily	3	up to 10	Google + Yelp + local SEO	Unlimited	\$6,995
Franchise	15 cinema	Daily	3	up to 12	Multi-location	Unlimited	\$9,995

★ Most popular. Every PR collab guarantees 10,000+ people reached. Reels are 3–30 second trend-led videos — not just your product, your personality. Extra ads \$95 · extra influencer \$95 service fee + creator fee · extra shoot day \$495. Canadian pricing available.

À la carte

Service	What's included	Price
Social Content & Management — Starter / Growth / Dominant	8 / 12 / 15 reels a month with stories, content calendar, community replies and monthly report	\$1,995 / \$2,795 / \$3,595 mo
Influencer / PR Collab	Creator, blogger, Yelp Elite or podcast — sourced, briefed, hosted, rights secured · 10,000+ reach guaranteed	\$495 each · 3 for \$1,295
Paid Ads (Meta + Google)	Up to 4 ads/mo: creative, copy, geo-targeting, weekly optimization, reporting. Ad spend billed to your card.	\$595 / mo + spend
Google Business Profile & Local SEO	Optimization, weekly posts, photos, Q&A, categories & keywords, local-pack tracking	\$395 / mo
Yelp Management	Profile optimization, photos, specials, check-in offers; Yelp Ads optional	\$295 / mo
Video Production	Half day: 4 hrs on site, up to 8 edited clips · Full day: 8 hrs, up to 15 clips + one 60–90s brand film	\$995 / \$2,195
Graphic Design	Flyers, menus, business cards, artwork · 10 business days · free at Favorite and above	\$95 / piece

Grand Opening campaigns

Your grand opening happens exactly once. We start during construction — signage, teasers, press invitations — so opening day arrives with a built-in crowd.

Package	Press & PR	Pre-video	Day-of team	Recap video	Influencers	Ads	Soft-opening event	One-time
Basic	✓	✓	✓	✓	—	1	✓	\$4,995
Basic Plus	✓	✓	✓	✓	5 (20K+ reach each)	2	✓	\$7,995
Favorite ★	✓	✓	✓	✓	7 (20K+ reach each)	4	✓✓	\$12,995
Premium	✓	✓	✓	✓	15 (20K+ reach each)	8	✓	\$15,995

The guarantee: whatever package you choose, you reach that amount in revenue within the first 30 days of your grand opening — or we keep working as your marketing team, free, until you do.

Press & public relations = invitations to the mayor, chamber of commerce, journalists and media outlets. Pre-video = an authentic pre-promo of the space from construction to final inspection. Day-of = a team of content creators capturing the opening. Recap = a curated video of opening week. Soft-opening event = 10–50 micro-influencers invited and hosted by Phavur.

Full brand design — look like the place everyone's talking about

Everything a restaurant needs to look finished before the first customer walks in: the mark, the menu, the storefront, the packaging, the feed and the website. Buy the pieces you need or take a launch bundle. Two rounds of revisions on every item; print production billed at cost.

Identity

Item	What's included	Price
Brand strategy session	90-minute workshop: positioning, audience, personality, competitors, naming direction · written brand brief	\$795
Naming	Three name directions with availability checks (state, domain, social handles) · one round of refinement	\$995
Logo & identity system	Primary logo, secondary mark, icon/app mark, color palette, type pairing, clear-space and usage rules · all file formats (print, web, social)	\$1,495
Full brand book	Identity system plus voice & tone, photography direction, pattern/texture library, do's & don'ts, template rules — the document every future designer works from	\$2,995

Menus, storefront & packaging

Item	What's included	Price
Menu design (print)	One menu, up to two pages/sides · pricing psychology layout · dietary icons · print-ready files	\$495 per menu
Digital menu boards	Per screen design, animated or static, sized to your displays	\$395 per screen
Signage & storefront	Exterior sign concept, window graphics/decals, A-frame, hours & door vinyl — production-ready with vendor specs	\$895
Packaging	Cups, bags, boxes, stickers, napkins — dielines and print-ready artwork	\$295 per item · 5-item set \$995
Uniforms & merch	Tee, hat, apron or tote — front/back artwork with print specs	\$295 per item
Print collateral pack	Flyer, business card, table tent, loyalty/punch card, gift card	\$595

Digital & photography

Item	What's included	Price
Social media kit	Profile image, highlight covers, 10 post templates, 5 story templates, grid plan for launch	\$695
Google Business Profile & Yelp setup	Both listings built or claimed, categories, hours, photos, menu links, first posts	\$395
Menu & brand photography	Half day: up to 8 hrs of edited hero dishes + interiors · Full day: full menu + team + space	\$995 / \$2,195
Brand film	60–90 second sizzle for website, ads and grand opening	\$1,495

Website & online ordering

Item	What's included	Price
Toast website setup & design	Branded Toast Websites build: menu synced from your POS, online ordering, hours, location, gift cards, SEO basics, Google connection	\$1,495
Custom website	5–7 page custom-designed site: home, menu, order, about, catering/events, contact · online-ordering and reservations integration · mobile-first · local SEO setup · analytics	\$3,995
Online ordering & reservations setup	Configure and brand Toast Online Ordering (or your platform) and reservations; test end to end	\$495
Merch / e-commerce add-on	Shop page with up to 10 products, checkout and shipping rules	\$995
Ongoing edits & upkeep	Menu, price and hours changes across site, ordering, Google and Yelp — via Admin & Ops Concierge	\$400 / mo

Launch bundles

Bundle	What's inside	À la carte value	Bundle
Brand Essentials	Logo & identity system · one print menu · social media kit · Google & Yelp setup	\$3,080	\$2,795
Full Brand Launch ★	Brand strategy session · full brand book · two menus · signage & storefront · 5-item packaging set · social kit · print collateral pack · Toast website · Google & Yelp setup · half-day photography	\$10,940	\$9,495
Full Brand Launch + Custom Site	Everything in Full Brand Launch with the custom website instead of Toast, plus the brand film	\$14,935	\$12,995

Timelines: identity 2–3 weeks · brand book 4 weeks · menus/signage/packaging 1–2 weeks each · Toast website 2 weeks · custom website 4–6 weeks. Pair a launch bundle with a Grand Opening campaign and we sequence everything so signage, menus and the website are ready before the first press invite goes out. Printing, sign fabrication, domains and hosting are billed at cost.

Retention — “Fill it again”

The highest-ROI dollars in the industry: re-selling people who already love the food. Email and text bring them back, delivery-app management wins the reorder, reviews and loyalty protect the relationship.

Retention bundles

Tier	Email	SMS / text	Reviews & reputation	Delivery apps	Loyalty flows	USD / mo
Retention Starter	2 campaigns	2 campaigns	✓	—	—	\$995
Retention Core ★	4 campaigns	4 campaigns	✓	1–2 platforms	—	\$1,895
Retention Pro	8 campaigns	8 campaigns	✓	3 platforms + weekly promos	✓	\$3,395

À la carte

Service	What's included	Price
Email Marketing — Lite / Core / Pro	2 / 4 / 8 campaigns a month · custom templates · copy · list hygiene · A/B subject lines (Core+) · segmented sends to regulars, lapsed & VIP (Pro)	\$395 / \$645 / \$1,095 mo
SMS / Text Marketing — Lite / Core / Pro	2 / 4 / 8 campaigns a month · compliant opt-in setup · promo calendar · credits included up to 1,000 contacts	\$295 / \$445 / \$795 mo
Delivery-App Management — Basic / Plus	Uber Eats, DoorDash, Grubhub: menu & photo optimization, promo calendar, ratings responses, item-level analysis; Plus adds 3 platforms, weekly promos and sponsored-listing management	\$595 / \$895 mo
Reviews & Reputation	Every Google, Yelp and delivery review answered within 24 hrs · review-generation flow (QR + SMS/email ask) · monthly sentiment report	\$395 / mo
Loyalty & Win-back Automation	Welcome, birthday, 30-day lapsed win-back and VIP flows across email + SMS. One-time build, then monthly optimization.	\$795 setup + \$345 / mo

Email platform fees included up to 2,500 contacts; SMS credits above 2,000 contacts billed at cost.

BOTH TRACKS

Full House — the thorough package

An Acquisition tier and a Retention tier matched to your restaurant, run by one account manager. Priced as the sum of its parts — because the value is integration, not a coupon.

Package	Acquisition	Retention	Best for	USD / mo
Full House Basic	Basic	Retention Starter	Single location, under ~\$60K/mo revenue	\$3,895
Full House Favorite ★	Favorite	Retention Core	Established single location, \$60–150K/mo	\$5,895
Full House Premium	Premium	Retention Pro	High-volume or 2–3 locations, \$150K+/mo	\$8,995

Full House perks: dedicated account manager · one consolidated monthly report · quarterly 60-minute strategy session · priority shoot scheduling · Admin & Ops Concierge for \$300 instead of \$400.

ADD-ON

Admin & Ops Concierge

The “can you just...” retainer. Website edits (menu, hours, pages), photo & video library management, price updates across your site, delivery apps, Google and Yelp, listing corrections, print collateral tweaks, small design asks — anything and everything, done by the team that already knows your brand.

Plan	Included	Turnaround	Overage	USD / mo
Ops Concierge	Up to 6 hours of requests a month (about 15–20 small tasks)	2 business days	\$95 / hr	\$400
Ops Concierge Plus	Up to 12 hours a month · same-day for urgent items	1 business day	\$85 / hr	\$750

Any single task over one hour is quoted separately. Unused hours don't roll over. Full website redesigns, new photoshoots and paid media are quoted as projects.

Ready when you are

Build your quote in 60 seconds: marketing.phavur.com/quote

Book a free strategy call: calendly.com/info-v6o/chat

Text us: 803-574-2886 · **Email:** info@phavur.com