

Influencer Outreach Template

For restaurant owners



Dear Restaurant Owner,

Welcome to your comprehensive guide on effectively reaching out to influencers for collaborations. As digital marketing becomes increasingly crucial in the restaurant business, partnering with influencers, especially those with a strong local following, can have a powerful impact on your reach, reputation, and revenue.

Understanding Influencer Outreach

Influencer outreach is more than just sending a message asking for a promotional post. It involves building relationships with influencers who align with your restaurant's brand and can authentically engage with your target audience. Effective outreach requires personalization, respect for the influencer's work, and a clear understanding of what's mutually beneficial.

What to Expect

When reaching out to influencers, patience is key. Influencers often have busy schedules and receive numerous collaboration proposals. If they don't respond immediately, don't be disheartened. Give them time and consider following up after a week or two.

Keep in mind, influencers must also believe in your brand to create authentic and engaging content. Therefore, not every influencer will agree to collaborate, and that's okay. Focus on finding those who truly resonate with your brand and can tell your story in the best possible way.



When proposing a collaboration, think beyond just a single Instagram post. Here are a few ideas:

1. **Menu Launch:** Invite influencers to taste new dishes and share their honest feedback.
2. **Events:** Host influencer meetups or special occasions where influencers can document their experiences.
3. **Exclusive Discounts:** Provide a unique discount code that influencers can share with their followers.
4. **Long-term Partnerships:** Consider an ongoing relationship where influencers regularly dine at your restaurant and share their experiences.
5. **Takeovers:** Allow an influencer to take over your Instagram stories for a day, showing behind-the-scenes content, cooking process, or a dine-in experience.

Remember, the main goal is to create an authentic and mutually beneficial relationship that helps your restaurant reach new potential customers and provide exciting content for the influencer's audience. Here in this guide, we've included a few outreach templates that you can use to start your influencer collaborations.

Best of luck on your journey to successful influencer partnerships!

Template 1

Hi [Influencer's Name],

I hope this message finds you well. My name is [Your Name] and I am the [Your Position] at [Your Restaurant's Name], a beloved dining destination located in [City Name].

I've been following your Instagram content and absolutely love your work. Your passion for food and your unique way of connecting with your audience is truly impressive! 🍷

At [Your Restaurant's Name], we share your enthusiasm for creating memorable food experiences. Our menu offers a variety of [Cuisine Type], crafted with fresh, locally-sourced ingredients that surprise and delight our customers every time.

We are reaching out to offer a potential collaboration opportunity. We believe a partnership between [Your Restaurant's Name] and [Influencer's Name] would benefit both parties, and more importantly, deliver exciting, crave-worthy content to your audience.

As part of this collaboration, we propose:

1. Inviting you to our restaurant for a complimentary meal for you and a guest.
2. Offering an exclusive discount code that you can share with your followers.
3. Promoting your content across our social media platforms.

We hope that this collaboration could kick-start a long-term partnership between us.

Please let me know if this opportunity interests you. We're also open to any other collaboration ideas you may have.

Looking forward to hearing from you soon!

Best, [Your Name] [Your Contact Information]

Template 2

Hi [Influencer's Name],

My name is [Your Name] and I'm from [Your Restaurant's Name]. We've been following your engaging and delightful foodie adventures on Instagram, and we're thoroughly impressed!

We're excited to announce that we're hosting a special event, [Event Name], on [Date]. This unique occasion will feature our signature dishes, new menu items, and live entertainment.

We believe that you and your audience would enjoy this event, and we'd be thrilled to have you as our special guest. As part of our collaboration, we would appreciate it if you could share your experience at the event on your Instagram.

In return, we'll provide VIP access for you and a guest, recognition on our social media platforms, and an exclusive discount code for your followers.

Please let us know if this sounds interesting to you and any other ideas you might have for our collaboration.

Look forward to your response,

Best, [Your Name] [Your Contact Information]

Template 3

Hi [Influencer's Name],

I'm [Your Name], the [Your Position] at [Your Restaurant's Name]. We've been fans of your content for some time now, and we admire your passion for great food and community engagement.

We are thrilled to announce that we're launching a new menu, which includes a host of exciting dishes inspired by [Describe inspiration or cuisine type].

We'd love to invite you to be among the first to try it. We believe your insights and reviews would provide valuable feedback, and your followers would appreciate your take on our latest offerings.

In exchange for sharing your dining experience on your Instagram, we would offer a complimentary tasting for you and a friend, as well as promotion of your content on our social channels.

If this interests you, or if you have other ideas for a potential collaboration, we're all ears.

Excited to hear back from you,

Cheers, [Your Name] [Your Contact Information]

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