115 Good Marketing Can Kill a Bad Business

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Nothing accelerates failure faster than great marketing for a broken operation.

Because good marketing gets people in the door — and if what's behind that door doesn't deliver, you've just paid to accelerate your own failure. More people experience the disappointment. More people tell someone. The marketing worked. The business didn't. And now everyone knows it.

This is where most conversations about restaurant marketing start in the wrong place. Operators want to talk about platforms, budgets, strategies, campaigns. Before any of that matters, there's a more fundamental question: is what you're marketing worth marketing? Because if it isn't, spending more on marketing is the worst thing you can do.

The operators who get this right build something first. Then they amplify it. The ones who get it wrong spend on marketing before the thing being marketed is ready — and they wonder why the return isn't there. That's not a marketing problem. It's a sequencing problem. And no campaign, no agency, no algorithm fixes a sequencing problem.

Every message about an aspect of your ideal Guest Experience that isn't delivered starts [Static Decline] — not gradually, not eventually, but on contact. The Guest resolves the contradiction between what the marketing promised and what the architecture delivered — and they resolve it in favor of what they experienced, not what they were told. The marketing didn't fail. The sequence was wrong.

Build something worth marketing first. Then market it.

What Changes Tomorrow

Before you spend another dollar on marketing, honestly audit whether the operation underneath it is actually ready. Good marketing accelerates a bad business toward failure faster, not slower — it's a sequencing problem, not a marketing problem. Build something worth marketing first.