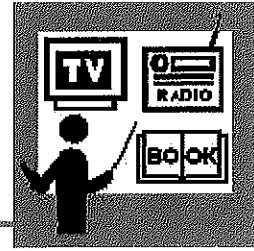


# Marketing Ideas for Your Restaurant



## A ttracting Your Target Customer:

- ▶ Stay on top of trends that might impact your target customers, product or promotion strategy.
- ▶ Collect competitors' ads and literature; use them for information about strategy, product features and benefits that will help your advertising campaign.
- ▶ Read market research studies about the foodservice industry, products, target market groups etc.
- ▶ Explore possible new opportunities that fit your restaurant (ie. catering, banquets etc.).
- ▶ Sponsor events which your target customers attend.
- ▶ Advertise during peak seasons for your restaurant.
- ▶ Advertise in a specialty directory or in the Yellow Pages.
- ▶ Consider non-traditional tactics such as bus backs, billboards and popular Web sites.

## C ommunicating to the Market:

- ▶ Business cards aren't working for you if they're in the box. Have at least a handful of business cards on you at all times. Give potential customers two business cards and mini menus -- one to keep and one to pass along.
- ▶ Produce separate business cards/sales literature for each of your target customer segments.
- ▶ Create a web site that is attractive and innovative that invites interaction between the website and user.
- ▶ Use colored or oversized envelopes for your direct mailings. Or send direct mail in plain white envelopes to pique recipients' curiosity.
- ▶ Announce free or special offers in your direct response pieces.
- ▶ Include the free or special offer in the beginning of the message and also on the outside of the envelope for direct mail.

- ▶ Publish a newsletter for customers and potential new customers.
- ▶ Include a postage-paid survey card with your direct mail literature.

## M Media Relations:

- ▶ Send timely and newsworthy press releases as often as needed to local and state wide newspapers.
- ▶ Publicize notable milestones in your business, such as 1000th customer or employee of the year.
- ▶ Write a letter to the editor of your local newspaper or to a trade magazine editor.
- ▶ Consistently review newspapers and magazines for possible public relations opportunities.
- ▶ Create your own TV program on your industry or your specialty. Market the show to your local cable station or public broadcasting station as a regular program.

## C Customer Relations:

- ▶ Use an answering machine or voice mail system to catch after-hours phone calls. Include basic information in your outgoing message such a business hours and location.
- ▶ Ask clients what you can do the help them.
- ▶ Send hand-written thank-you notes.
- ▶ Send birthday cards and appropriate seasonal greetings via mail or email.
- ▶ Take loyal customers out to a ball game, a show or another special event.

## N Networking and Outreach:

- ▶ Join a Chamber of Commerce or other organization.
- ▶ Join or organize a breakfast club with other local business owners to discuss business and network referrals.
- ▶ Serve on a city board or commission.
- ▶ Sponsor an "Adopt-a-Highway" area in your community to keep roads litter-free.
- ▶ Volunteer your time as well as a few employees to a charity or non-profit organization.
- ▶ Donate your product or service to a charity auction.
- ▶ Sponsor or host a special event or open house at your restaurant in cooperation with a local non-profit organization.