



DINE OUT FOR GREATNESS 2008 Restaurant Promotions Tips

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BACKGROUND

Delivering measurable increases in F&B revenues can happen with simple restaurant promo techniques available to big and small budgets alike. There's a bunch of marketing and promo tactics you can employ to "move the needle," but, here's a few for you!

PUBLICITY STUNTS

"Stunt" can be a negative word; but this just means things outside of the "press release norm." Some examples are celebrity chef cook-offs or unique contests – challenge and involve your staff to come up with ideas!

PUBLIC RELATIONS

A successful PR program means "media you don't have to pay for;" but, you'll need to create newsworthy stories – and the 2nd Annual "Dine Out for Greatness!" benefiting Special Olympics Oregon is just that. Create angles that make your restaurant stand out. Your guests want to be associated with a winner. By creating a buzz, it will reinforce their image of you as a contributor to goodwill and your local community.

BOUNCEBACKS

This tool "bounces" your guests from peak times (e.g. lunch rush) to off-peak times, and can also work to encourage guest frequency. All you do is offer incentives at the point of purchase (e.g. bill wrap, cash register) on popular choices (e.g. do you have the best homemade pie in the state?) to encourage your guests to try your restaurant at another time. Try different offers, delivery vehicles and times and see what works best.

LEVERAGE BUSY TIMES

Use your busy times (e.g. "Happy Hour") and position it to give back to a charitable organization. For example, offer full price on your Happy Hour menu – but tell your guests the difference will be donated to support the "Dine Out for Greatness!" campaign benefiting Special Olympics Oregon.

STOP DISCOUNTING

Instead of discounting, consider no strings offers that don't rely on percentages. Some examples are valet parking, free services, merchandise, etc. Never offer coupons, only certificates to come back – big difference in perception.

BUSINESS SOCIALS

Invite local business to "dine out" to your restaurant on August 7! Host socials where food is center stage. Partnering with a business or charitable organization like Special Olympics Oregon works on many levels; and can help you stretch your marketing budget and deliver higher returns than traditional advertising.

SAMPLING

"Tasting is believing!" If you believe in your food – and we're sure you do – get it into your guests' mouths. Pick and showcase the best two or three items on your menu.

HOST FOOD EVENTS

Host or participate food events such as the "Taste of (Your Town)" is a great way to position your restaurant as a center of the food scene in your local community. Hosting an event at your restaurant gives you the opportunity to recruit additional manpower and resources for promoting the event – and gives that added edge to get publicity.

BIRTHDAY PROGRAM

Did you know research shows 50% of all Americans eat out on their birthday? This is a great opportunity to create a birthday program.

Source

Quantified Marketing Group. "Restaurant Promotions - 10 Tactics for Driving F&B Sales."
http://www.quantifiedmarketing.com/learning_center/restaurant-promotions.php