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## **TOP 5 RESTAURANT MARKETING IDEAS**

Restaurant marketing is both an art and a science that is shrouded in mystery for many restaurant owners. Unfortunately, many restaurant owners don't know what they really need to do for the best results. There are top 5 restaurant marketing techniques and principles that are working in successful restaurants around the world.

### **1. Get good press**

To get good press, you can try helping the community, making creative changes. Since people are sceptical of ads, but believe what they read in the papers, public relations is more effective marketing than paid advertisements. A news story or magazine article generates far more credibility than an ad. But you should remember that press can be good or bad. If your product is not consistently of good quality, press will only hurt you. Before you begin any public relations campaign, you should make sure your food and drinks are a good value.

### **2. Create a website**

More and more consumers across the nation are turning to the Internet to decide where they will eat out next. If your restaurant does not have its own website, you may lose a lot of potential customers. People are turning to websites more and more to find information on a restaurant.

### **3. Redesign the menu**

Your menu is your best merchandising tool, and a boring, outdated or ugly menu can make bad opinion about your restaurant. Make sure your menu is fresh, well-written and enticing. The menu is not just a sheet of information. A well-designed menu is marketing and merchandising tool, and it will help you sell your product, create an atmosphere, improve the perceived value of your restaurant and bring more customers back.

### **4. Host events**

Turn your restaurant into a venue for tastings, community and business gatherings, parties, live music shows, stand-up comedy and other events. This will help you to attract new customers and give your regular customers a reason to keep

coming back. Hosting an event at your restaurant is a great way to maintain or attract the interest of existing and potential clientele. A restaurant can be a venue for all kinds of occasions, including live concerts or shows, movie screenings, tastings, holiday parties, fundraisers, tournaments and contests and special promotional events such as “Wine and Cheese Night.” However, you must plan and manage your event very carefully to make it successful.

#### 5. Involve customers into contest

Having customers sign up for a contest at your restaurant is always a smart strategy. It will help you build your marketing database, and it will also give customers a reason to come back. Inviting customers for contests will do more than add a little fun to your concept.

As everything is changing nowadays, for example technology and trends, your marketing tactics should adapt, too. While many traditional techniques still hold true today, new strategies, like the Internet and environmental marketing, are emerging as key components of any successful restaurant marketing campaign. You should know how to combine traditional and innovative methods in marketing and managing your restaurant.