

TIPS TO MARKET YOUR RESTAURANT DURING SLOW HOURS

Every restaurant has its ebbs and lows of diners. However, that doesn't mean you can't turn those downtimes into big money-makers. All you need are some easy tips to call new consumers to your door.

4 WAYS TO BOOST TRAFFIC DURING YOUR OFF-PEAK HOURS

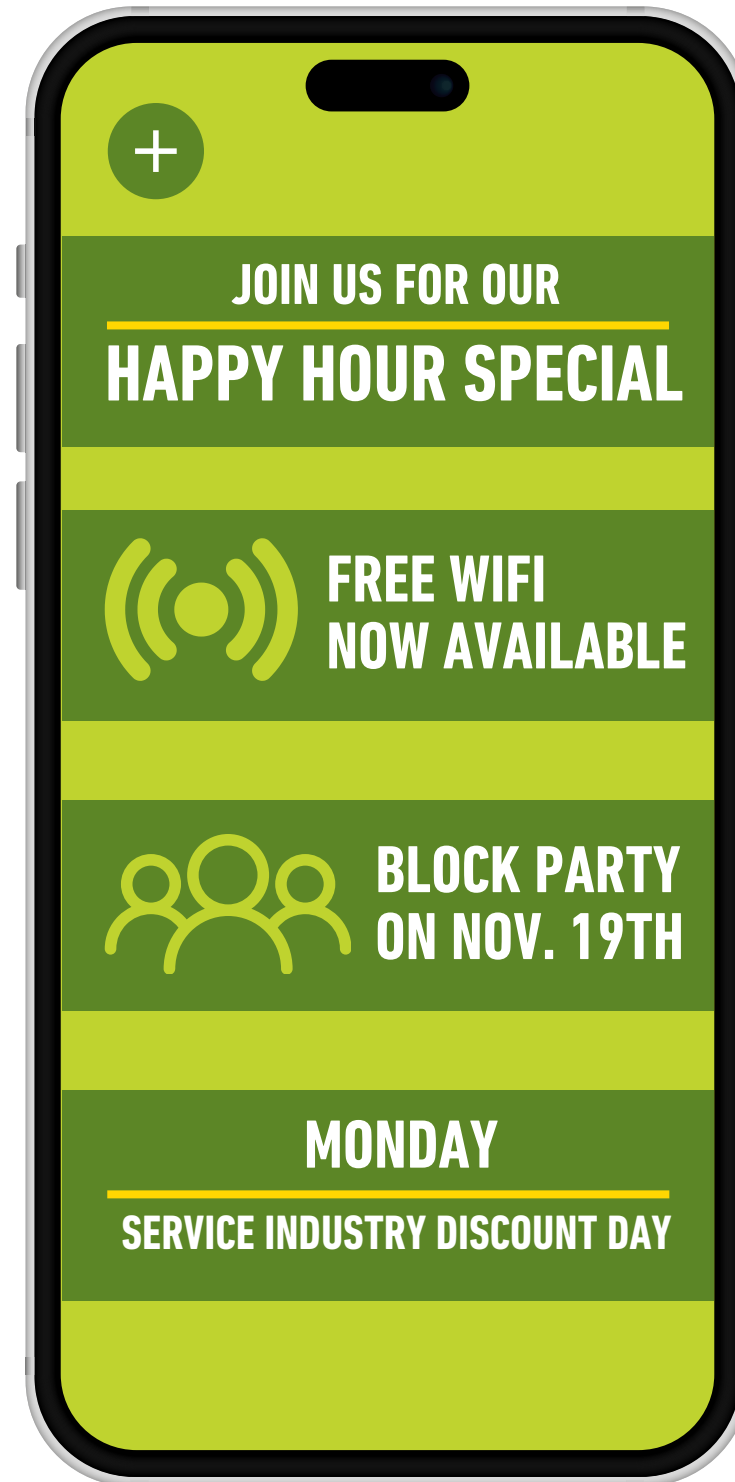
1 PERSONALIZE MARKETING MESSAGES

Send email newsletters inviting guests back for events such as exclusive happy hour specials or utilize geofencing to draw in consumers by personalizing ads to guests based on the locations that they frequent the most.

2 TURN YOUR RESTAURANT INTO A HOTSPOT

Capture the remote-working and local business crowd by supplying free WiFi access when they dine in-house. They can work from your establishment, enjoy great eats, and you'll be able to take advantage of WiFi marketing tactics like geofencing and personalized SMS messaging.

Use direct messaging to promote daily menu specials to entice customers to visit during less popular days.



3 PARTNER WITH THE COMMUNITY

Cross-promotions are excellent ways to get in front of new consumers and make stronger ties with the community. Co-create a block party with a local art gallery and wine bar. Use specialty chocolates from the chocolatier down the street. Partner with a local brewery for a burger and beer special.

4 GIVE SERVICE INDUSTRY DISCOUNTS

Impress your fellow industry folks by showing off your skills and giving them a discount to boot. Low-peak days are great for this, as you'll likely capture customers on their off-work days.

No matter how many of the above tips you choose to implement, get the word out there through personalized email newsletters, social media posts, and direct SMS messaging.