

The New Economy Calls for Smart Marketing



Today's economy has large and small restaurants alike scrambling to stay successful. Cost-conscious consumers are spending more carefully while you and your competitors fight for the same hungry mouths. An empty table is a loss that no restaurant can afford. Don't let your biggest profit center – your tables – lose money. Make certain you're marketing your restaurant to its fullest potential.

Many restaurants have good marketing strategies, but to go from a good marketing strategy to a great one requires expertise. Have you truly taken stock of your marketing efforts lately? Do you know who your target audience is? Do you know how to entice them to your front door? Better still, are you able to monitor how diners find you? Typically, traditional marketing vehicles like radio spots, print ads and mailer coupons don't allow for exact tracking. Do you know how to tell if a specific marketing channel drove a customer to your door? Or how many? Using traditional marketing ends up being very costly if your exact return on investment (ROI) can't be tracked.

Three ways you can track the return on your marketing investment:

- Source code your coupons to track incoming traffic
- Poll your diners to find out how they arrived at your door
- Collect data (mailing/email addresses) and follow up with additional offers to increase return visits

Consider that when you are charged up front for traditional marketing services – you take on all of the risk that these efforts will work. Keeping in mind how important marketing is in driving hungry diners to your restaurant – smart operators know that tracking the costs and benefits of each effort is crucial.

If you're concerned about your current marketing efforts and want to understand more about how you can maximize your marketing dollars, contact Restaurant.com and one of our knowledgeable consultants will create a custom offering just for you. We understand the challenges you face every day, which is why we've designed a program to easily tackle these marketing issues for you. Call 1-800-979-8985 or logon to <http://sysco-video.Restaurant.com> to learn more.

Since 1999, Restaurant.com has been filling empty tables at thousands of independent restaurants like yours. Utilizing the nearly unlimited power of the Internet, Restaurant.com can introduce thousands of potential new diners to your restaurant every day. We evaluate your restaurant's business goals and construct a marketing program with measurable objectives to maximize your ROI. The biggest advantage of our program is that we do this with **no out-of-pocket cost** to you. Most importantly, we deliver a program that drives results.

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