

How to Get the Best Results from Your Restaurant Advertising



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Introduction

Every business needs to advertise.

Traditionally, restaurants — like the real estate and auto industries — have relied heavily on advertisements in print media. Magazine and newspaper ads or flyers inserted into local publications are ideal for distributing coupons and promoting sales to nearby consumers. But today, these types of publications reach less people than ever as subscription rates continue to plummet.¹

Direct mail is still a common practice in most industries, and traditionally has had a high success rate for the investment, if sent consistently and repeatedly over time. For most small businesses, though, sending one batch of postcards may seem doable. But strong results typically only occur with multiple sends, driving your budget for printing and postage way up.

Plus, flyers and postcards can easily get lost in the overwhelming amount of junk

mail your potential customer receives on a daily basis. And direct mail's effectiveness is low when not used in combination with a discount or value offer, which may feel like diminishing your overall brand if the price cut is too severe.

The common thread for all of these practices is expense, and the return on investment (ROI) just doesn't favor smaller businesses anymore.

So, what to do? It's time to think seriously about the forms of advertising that produce the best results for you. Some are tried and true — and some new and modern like email and pay-to-play marketing — but all have the potential to drive more customers through your doors. Let's dig into three options, one by one, starting with **outdoor signage**.



Outdoor Signage

Everyone has one, but how many restaurateurs spend time planning their outdoor signage? More than any other form of media at your disposal — up to, and possibly even including, the Internet — your sign is the most important tool to advertise your business.

Why is great outdoor signage so important? Because it's advertising that works for you 24/7, 7 days a week, 52 weeks a year. It's working when you're open and when you're closed, so it never stops. It reinforces your brand, and sets the first in-person impression most customers are likely to experience.

It can also draw in impulse customers, not just assist determined customers in locating you. If your place isn't easily found,

customers can already be walking in with a bad impression on their first visit.

And despite the price tag, signage has long been understood to be the least expensive form of advertising in cost-per-thousand impressions, according to findings from the Small Business Administration.² With that in mind, here are four steps to getting the exact sign you need to have the best ROI, represent yourself proudly, bring in customers — and increase your profits along the way.

Check the Local Ordinance

Unfortunately, there's a little more to installing a sign than just slapping a cool design on a poster. Long before you consult

with a sign maker or conceive of the design, you need to check with your local city or county clerk's office to see what the law permits.

In many communities, there are restrictions on size and lighting, or even color and style for your sign. These restrictions may also vary by zoning area. Are you limited to mounting a sign to an existing physical structure (the building) or can you dig and ground mount a new sign anywhere on your property?

Some states prohibit businesses from locating signs of a certain size near highways because they can dominate the landscape.

Even some strip malls or chambers of commerce require uniform signage or printed awnings for every business in their park, so it's important to check with all parties before laying out the expense of a sign.

If you don't know who to ask, try talking shop with your new neighbors. Not only will you start your presence in the area off with a few friendly colleagues, you'll undoubtedly get the straight story on business hurdles specific to the area you may never have considered.

Think Big and Bold

Once you determine what your size limitations are, design decisions can be made in consultation with a sign-making expert. And believe it or not, size isn't everything. It's what you do with the space allowed that matters most.

Don't clutter your sign up with unnecessary art, words, or doo-dads. Go simple, but bold. Less is definitely more. You have 2, maybe 3, seconds of readability as someone is driving by your establishment.

Even with all of these needs, it's important to keep it simple. If your brand logo is visually complicated or difficult to read from a distance, you should not include it on the outdoor sign. If it uses script or very thin font, then you want to an alternative option for something that can be easily read



Your sign needs to communicate a lot in that short period of time, including:

1. Your Restaurant's Name
2. Style of Food
3. A Sense of Your Brand

from a distance. Your personal style needs to take a back seat to practicality and profit generation.

Where you place your sign is as important as what is written on it.

One useful exercise to test visibility is to draw your sign on a plain 8-1/2 x 11 piece of paper. If you can't read every word on the sign immediately from 30 feet away, your design is too complicated. Modern digital signage can help alleviate these concerns in some instances, although even electronic signs need to be kept simple and in brand.

Also, be sure to spell everything correctly. We've seen a number of instances where something like "Casual Dining" becomes "Causal Dining" because no one caught the mistake before the sign was mounted. Have a few friends with a keen attention to detail look it over before you have it made. You'll be glad you did.

Pick Your Location

Where you place your sign is as important as what is written on it. On your building structure, your sign should have a logical relationship to the front entrance. It functions — sometimes literally — as the big flashing sign that says, "Enter here."

If your sign is ground-mounted, make sure its face is unobstructed and angled toward viewing from a distance by drivers on the street. Determine its height to be directly in the eye-line of passersby. Just placing it higher does not necessarily mean it will be seen more often.

The relationship a sign has to the natural elements is also important to consider. Will it catch glare during the day? Will it be lit enough at night? Is there vegetation at risk for overtaking it or blocking it from view?

Then you need to factor in the logistics of traffic near your restaurant. Do you need more than one sign to cover multiple avenues of traffic? Are you removed a distance from the main thoroughfare? If so, you may need to consider additional signage that can draw in drivers some distance from your door.



Place your sign where it naturally directs customers to the entrance. For instance, don't place it after the driveway you expect customers to turn into. Nothing is more frustrating than missing your turn and having to circle back around.

Once you have your sign installed, it's important to maintain it.



Look at consumer travel pattern and put in a logical place for their decision process, if possible. You may be catching guests on impulse, rather than pre-disposition. In that case, don't leave them an opening to choose somewhere else to dine.

Keep It Clean

Once you have your sign installed, it's important to maintain it. Don't let it get dirty. Replace burnt out bulbs immediately. If it gets defaced, clean it or have it replaced immediately. A shabby sign could signify to a customer that your restaurant's interior is equally, even if this isn't true.

Your sign is the first impression (possibly only) many customers have of your establishment. It has to be appealing. It has to be legible. It has to represent YOU.

While outdoor signage is one of the most practical ways to get customers to come to you, sometimes your business is going to need to go out and get the customers where they live. And where we all live in the 21st century is on **email**.

Email Marketing

We all use it, so it's no wonder that email continues to be one of the best ways restaurants can market to customers in the 21st century. Email marketing is generally cheaper than print advertising, whose effectiveness has waned considerably in recent years.

And while social media advertising can still be an important aspect of your online marketing, nearly everyone has an email address, even if they don't use Facebook or Twitter. Simply put, restaurant email marketing has the potential to reach the widest audience and improve your restaurant sales.

The first steps are some of the most important, of course. Look for professional email software that you know is reliable,

responsive, and offers detailed analytics. Make sure you have a subscription link prominently featured on your website. Be sure you've collected enough email followers to make emailing regularly a worthwhile marketing expense for your restaurant.

But once all that is done... what do you write about? How do you present yourself to your customers that puts your best foot (and food!) forward and entices customers to come back in to your restaurant?

The Offer

Too many businesses send out emails that don't include anything useful for the customer. A "Happy ____ Day!" holiday

message can seem like a friendly way to engage with your recent guests, but can actually be a turn off if that's all there is to the email.

After all, when a subscriber gets dozens of emails every day, the last thing they want is a message with no added value cluttering their inbox — and particularly one they're getting from 10 other businesses.

You want to be adding value to your client's day with every marketing touchpoint — from social media to print ads to email marketing. Are you emailing about something new: a new menu item, a special event at the restaurant, or a seasonal favorite making its return? Or are you informing them of a direct benefit to them, like a two-for-one special or your new Happy Hour schedule?

With email marketing, you always want to give your customer an incentive to choose you over your competition for their next meal. Not only does that drive more business to your restaurant, but a consistent series of incentives can make your email subscribers more likely to open future emails from you.

After all, they know you're likely to offer them something beneficial. Don't forget to include whatever you're offering as part of the subject line – that will give the email the best shot to be opened by the customer.

Tone

Tone can be a tricky thing for any business owner jumping into marketing their business — online or off. After all, if you're too serious

or staid, then you might not get noticed. But if you push your campaign over the top, you may come off as disingenuous or worse, ridiculous.

A good rule of thumb is to look at the atmosphere in your restaurant and craft a message that feels natural to that environment. What kind of energy are you bringing to your customers on a day to day basis? Comfortable fast casual? Formal dining? High energy, family-focused fare?

And what kind of energy are they bringing as well? Let your restaurant's brand and your existing relationship with your customers be your guide here.



Copy Length

The average consumer is not going to read huge blocks of text in promotional emails. They want you to get to the point because believe it or not, most of us don't actually read email or webpages thoroughly.

We skim. And the more words you put on a page, the more likely it is the important ones will get lost.

With that in mind, less is definitely more for your restaurant emails. Include a good subject line, a good title within the email itself, and then two to four sentences at most explaining what the email is about.

Bolding the most important phrases in the email (for instance “25% off your next meal” or “Our great new summer menu”) means the eye will be drawn to what you need your customer to see. Just don’t use bolding more than once or twice in each email to ensure the most impact.

Call to Action

If you’re offering something beneficial to the customer, you have the right tone, and you’ve kept the wording short and sweet, you’re almost there. But don’t forget one of the most crucial steps to any good online marketing campaign: the call to action (CTA).

This is the direction you give to the reader on what to do next. That could be “Call us today to make reservations!” and your phone number. It could also be “Check out our menu” with a link to the menu page on your website.

Be direct with an action for them to accomplish. Your CTA should be a compelling imperative statement, not simply a suggestion. It’s the difference between saying, “Visit our website” and “Here is our website link.”

Please note that wherever the call the action takes the customer should have the same tone and professionalism of the email itself. That means if you’re sending them to your website, you should have your website up-to-date and fitting your restaurant’s brand.

Frequency

A big mistake for many restaurants is overdoing any one kind of marketing. This is particularly true with email marketing. Because it’s less expensive than other kinds of marketing, restaurant managers may be tempted to go overboard using it. But flooding your customers’ email



It’s the difference
between saying,

“Visit our website”

and

*“Here is our
website link.”*

inboxes with messages won't necessarily turn into more visits from them.

In fact, a customer getting too many emails from the same business — even a business whose food they love — can have the opposite result. Recipients could be so annoyed that they start deleting your emails without opening them, unsubscribe, or even stop visiting your restaurant altogether. You don't want to give your restaurant a reputation for being too pushy with the very marketing designed to bring in business.

Generally, restaurant email subscriptions should stick to between once a week to once a month. Some of this depends on how much time you want to put into this marketing. Composing successful email promotions takes time, and you might not have the bandwidth to devote to weekly emails.

Some of this also depends on what you're promoting. Do you have a weekly rotating menu item you want to highlight? Send out an email each week then. Do you have a monthly/holiday themed special offer? Then monthly emails work perfectly.

Of course, if you have a special announcement or specific information you want you share with your client base (such as your newly decided brunch menu for Mother's Day), sending out an extra email for the particular week is probably fine. But whatever email topic you choose, just make sure it's connected to something that the customer can see as a benefit.

You can also schedule your emails in terms of the cycle of your customer base. If you're a fast casual lunch place that customers come

to regularly, having a weekly email set up could be viable. If you're a more expensive, high-end restaurant and a good portion of your guests only visit on special occasions, then a less frequent email schedule is probably best.

Of course, these scheduling suggestions are a good place to start, but keeping track of your email analytics (which your email software should provide, but make sure to check before you buy into any particular system) is crucial to seeing how successful your email strategy is. You don't want to blindly send out emails for months and months at a time if the emails aren't being effective for your business.

If you continue to see open rates decreasing or even unsubscribes increasing, then consider adjusting your strategy. That being said ...

Consistency

When dealing with online analytics, consistency is an important first step. Being able to adjust your email scheduling at any point is a common feature of most email software for business — and a super convenient one at that.

However frequent you decide to make your email marketing, though, it's best if you stick to a set schedule for a while. That way, you can easily see how the specific tactics you're using are working, and then adjust to get the best possible results.

While your goal is to entice your guest to come back, your emails should always include a way for them to opt out of



subscribing. After all, email subscriptions will only work to bring in the customer if they are still beneficial to the customer. If the customer doesn't find them helpful, continuing to get them and not knowing how to unsubscribe will only cause frustration.

Remember, even if they aren't interested in getting more emails from your business, that doesn't necessarily mean they will stop visiting your restaurant – in fact, offering them a simple way to unsubscribe shows how you listen to your customers and focus on their requests.

With email marketing, so much of it comes down to putting in the time, energy, and funds to customize this kind of advertising for your needs. Granted, some restaurant owners and managers struggle with simply having the time and means to do successful email marketing. Rewards Network's wide range of business services includes a consumer email service that works in order to take the strain off of managers and owners who just want to get back to running their restaurant.

But if you are looking to take that next big online step on your own, there's a world of opportunity out there to explore in **pay-for-play advertising**.

Online Pay-for-Play

The Internet has expanded the ways small businesses can reach out to potential new customers, and in no way is that more true than with social media.

Restaurants succeed with online marketing use social media to attract new customers and engage with past guests. 51.2 percent of Rewards Network restaurants reported that social media was their most successful marketing tactic to increase revenue. Among all of our restaurants, the tools most often used are:

- 93.8% Facebook
- 43.8% Twitter
- 33.2% Instagram

But it's not just the free social media options that could mean big things for your business – taking advantage of paid advertising can be just as important. And yet many restaurants don't – 50.9 percent of Rewards Network restaurants they have not used any digital paid advertising.

But being aware of the most effective ways to promote your restaurant online and knowing how to use those tools to their utmost potential could be the difference between drawing in customers or not.

Below we take a look at three of the most substantial pay-to-play options available today for small businesses looking to reach the largest, most targeted audience possible: Facebook, Twitter, and Google.

Facebook

For this Internet juggernaut, the question is “What will my reach look like if I don’t buy into paid ads?” Unfortunately, the answer is often... not great. Because of Facebook’s current algorithm, what any one user sees in their feed unpredictably fluctuates and doesn’t necessarily show each update for all the pages they’ve ever “liked” (or even all of their friends’ updates, to be honest).

The reason for this is that Facebook focuses on showing its users what they believe to be the most relevant content for them based on what a user has engaged with in the past, their profile interests, and third-party data from their search histories.



Ultimately, even having a very large number of likes on your Facebook feed doesn’t mean much. Most of those users will not see your updates regularly if you are **not** promoting your posts.

If you want to tap into Facebook’s promotional potential, there’s a good chance you’ll have to use their paid ad services.

Facebook ads work on a bidding system – you choose the highest amount you’re willing to spend (you can choose as little as \$5 a day if you want to start small to try it out) and it reports back the likely reach of your post as a result.

Facebook focuses on showing its users what they believe to be the most relevant content.

You can boost or promote one of your current Facebook posts so that it reaches more people or you can create an ad that can go to an outside webpage of your choice (perfect if you’re looking to send people specifically to your website).

The good news is that because Facebook allows its users to include very specific demographic information like age range, location, gender, interests, and general social media behavior in planning the target audience of a post, you can create a custom advertising plan that gets to the local demographic you’re looking to reach.

You can also choose specific areas of reach to focus on, whether that’s boosting your page’s posts, increasing conversions (click-throughs) to your restaurant’s website, letting people know about a dish of the

month available for a limited time, or even raising attendance for a special event!

Facebook also allows you to adjust your daily or overall budget at any time. But a key to understanding Facebook's targeting is getting that it's more about "or" than "and" – your specific targeting in your ad will include people who match at least one of the areas you've chosen.

Twitter

Twitter is a bit easier for businesses to use for free, because any user following you will see you in their feed in the order that your tweets were posted. There's no algorithm that could keep you off their feed as long as they have you followed.

That's if, however, all of your followers are meticulously reading every post in their feed (and with an average lifespan of 18 minutes, tweets can go by quickly).³

Twitter ads can still be very useful for gaining new users unaware of your business and enticing them to try your restaurant for their next meal. Like Facebook, Twitter ads also go by an auction process, allowing you to set budget maximums for each campaign.

You can also choose to promote a particular tweet or you can choose to have your actual account promoted. The difference could be whether you want to direct users to a particular link in a tweet or whether you want to encourage them to follow your account. Both could be useful; it just depends on what you want the end results of your ad campaign to be.

Your other Twitter option is a website card, which has more information on it than a regular tweet and includes a call to action to direct users to an outside link, such as a particular page on your website. If you have a distinct idea of how you want your promotion to look and are interested in customizing your Twitter ad as much as possible, creating a website card could be the way you'll want to go.

It's not enough to be a savvy auction bidder with these ads. You also have to be smart about what content you choose to promote so you have the best chance to turn that social media user into a new guest at your restaurant. Give some thought into what you'll link to in that tweet or Facebook post that'll make up your ad.

Highlighting your monthly special or an event your restaurant is hosting (making sure to include a link to your website and/or directions to the event) are two excellent uses on paid advertising on social media.

Above all, make sure that this content you're using for your paid advertising is focused on enticing new customers to try your restaurant. Otherwise, you may just be pouring money down an Internet drain.

Google

The other big option for online restaurant ads is Google Adwords. Adwords is a pay-per-click (PPC) system integrated into Google search. If a hungry user Googles ideas for their next meal, any company that bought ads for that keyword phrase will show up at the top of the search results



before the non-ad results. This means your business will be front and center — especially handy considering how many people do quick searches on Google to brainstorm where they're going to eat.

Placement in Adwords depends on a few things – the keyword targeting you chose, how much you decide to bid, and the quality of the link you're promoting. Google also cares about your overall website; it's important that features relative content for your keyword.

For instance, if your Adwords promotion is about menu offerings, devoting part of your site to your menu (with searchable text, not just a PDF) can help improve your SEO (search engine optimization).

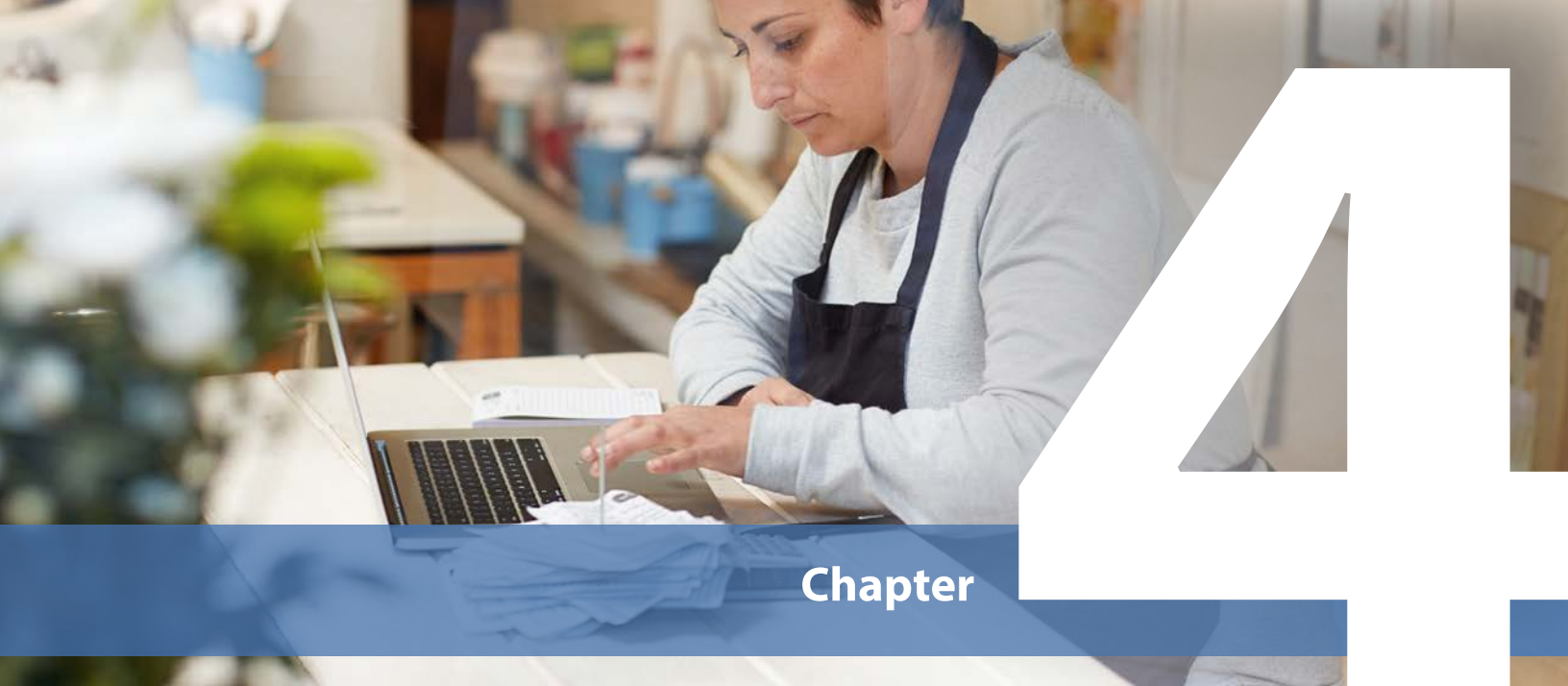
Like with Twitter and Facebook advertising, Adwords works best if you know what to focus on. You want the search term you're paying for to be the sweet spot of your specialty that won't necessarily have thousands of competitors trying to buy that ad in the area, but is also still common enough that your potential consumers will be choosing the phrase to search.

Another thing to consider is negative keywords – words or phrases that your site won't be searchable for because they don't apply to your business. For instance, having "lunch" be a negative keyword in your ad campaign if you open for service at 5 PM could help avoid users specifically googling places to eat for lunch.

The benefit of these online advertising systems is that there is low risk involved in trying them out. You can start with small bids, try out different campaigns, and see how they do.

Generally, the larger the bid, the bigger potential reach you'll have, so test out some focuses while keeping your budget small. When you find the one that works best, then you can go big and add more funds!

But no matter how much you spend, **calculating the ROI** of your advertising — online or off — is the key to making sure you're getting the most bang for your buck.



Chapter

Calculating the ROI

Getting the most out of your restaurant's advertising strategy is critical, especially when marketing dollars are limited. And, with so many traditional and digital opportunities available to the restaurateur, it can be a daunting task to understand where to spend those dollars. And then, how do you calculate the return on your investment (ROI)?

By creating, calculating, and consistently monitoring your marketing or advertising budget, you can not only see how dollars are performing, but you also can gain valuable insight to make future decisions much easier.

While not all marketing expenses can be easily connected to dining sales directly, there are a variety of "softer" metrics that will work with your entire strategy. They

can provide you with data that will help you promote your restaurant more effectively.

Here's a few steps to get you started on better understanding the performance of your advertising or marketing — and how much these dollars can add to your top and bottom line!

Create Your Marketing Budget

First things first. You'll need to get a handle on what your current marketing expenses are.

Gather up all the invoices and receipts that encompass the cost of your marketing strategy. There are several options for creating an actual budget document, from the common spreadsheet to more complex

accounting software. Anything you can use to track them accurately is your best bet.

If you can, try tracking marketing expenses for the current year and for several years back so you can see how those dollars change over a period of time. That way, as you start to calculate ROI in the next step, you'll see where you've spent the majority of dollars over time, and what's driven the greatest (and the least) ROI.

Calculate Your Marketing ROI

Depending on how you understand the value of your marketing, what constitutes actual ROI can be seen different ways and depends on what the expense is. As a restaurant owner, you will typically look at ROI as it relates to top line revenue and bottom line profits.

While there are several ways to calculate ROI, we'll give you an example of a specific marketing campaign to get you started. This campaign centered around the promotion of a steak special designed to drive more foot traffic during a slower part of the week for a restaurant. The steak special promo ran for four weeks and was only available Monday through Thursday.

In this scenario, we count up all the checks that included the steak special within the promotion period. Then, we perform the following tasks to calculate ROI of the marketing campaign:

- Calculate **total sales** generated: all guest checks within the four-week promotional period where at least one guest has ordered the steak special. (These are typically your top line sales.)
- Subtract your COGS (cost of goods sold). This will give you the **gross profit** of the campaign.
- Now deduct your expenses. This can simply be the marketing expense itself, for instance: printing, design, or email production expenses associated with promoting the special. After deducting the marketing expenses, you now have your **net profit**.

Typical restaurant marketing expenses:

- Website or app development and maintenance
- Advertisements (newspapers, magazines, online ads/pay-to-play, radio etc.)
- Direct mailers (design, printing, postage, etc.)
- Marketing collateral (brochures, coupons, flyers, table tents, etc.)
- Outdoor signage
- Public relations
- Focus groups
- Photography, general design needs, etc.

You can also calculate some other interesting metrics looking at the numbers you just produced:

- Divide net profit by total number of covers to determine the amount of **campaign profit per cover** for those who dined as a result of the promotion.
- You can also take the gross profit and divide by the total marketing expenses for the campaign to calculate the ROI percentage. If your ROI percentage is 300%, that means you've made \$3.00 of profit for every \$1.00 spent on the campaign itself.

$$\frac{\$3 \text{ Gross Profit}}{\$1 \text{ Marketing Expenses}} = 300\% \text{ ROI}$$

Going one step further, take the same formula and look at the four weeks prior to running the steak special for comparison. You can also compare this data to other guests who dined without ordering the steak special during the promotion.

For instance, you might notice that guest checks with the steak special saw more alcoholic beverages or appetizers ordered compared to other guests who did not order the steak special. You might also discover that guest checks with the steak special had more covers per ticket compared to other guests during a non-promotional period.

All this can factor into your overall evaluation of a campaign and whether it delivered the ROI you were seeking — and how well you are meeting the overall strategy for growing your business.

Consider the Lifetime Value



One significant goal for any marketing strategy is to encourage repeat and loyal customers. But what's the lifetime value of the customer?

Let's say you decide to continue running the steak special each month during the same days of the week. And, the same customer now comes back once a month to take advantage of that special, the price point, and the dining atmosphere they've come to love.



Not all marketing and advertising has an easily calculated, monetary ROI.

Here's how to calculate the possible lifetime value of that customer:

- Add up the total from checks that include the steak special and calculate an average ticket size. For practice, we'll say the average ticket size is **\$100**.
- Now, determine the total number of covers from those same tickets with the steak special, i.e. the average party size. Let's say that the average number of covers on a guest check where a steak special is ordered is **3**.
- Multiply the average ticket sale and the average party size. This will be the monthly sales your average steak special customer (and their accompanying friends) bring into your restaurant. In our case, $\$100 \times 3 = \mathbf{\$300/month}$.
- Take the monthly sales that customer brings to the table and multiply that number by 12 months. This gives you the dollar amount they are projected to bring to your restaurant annually. In our example, $\$300 \times 12 \text{ months} = \mathbf{\$3600}$ to your top line.
- Deduct your COGs and marketing expenses for the steak special accordingly, and this can then give you your net profits for the year.

The Other ROI: Soft Metrics

It's important to understand that not all marketing and advertising has an easily calculated, monetary ROI. Marketing can often benefit your overall brand and affect your business in less obvious ways. But, every marketing effort is important to your overall strategy, and can help drive new and repeat customers to your restaurant and increase check averages, if carefully planned.

Let's take another look at our steak special. From our calculations, we know hard numbers such as sales, as well as gross and net profit. But what about accounting for the expense of your restaurant's website?

As a step in their dining decision, your customer visits your website after they received an email about the steak special.

There, they can hopefully see photos of the dining atmosphere they would experience were they to visit.

Your website is important in that customer's decision process, but difficult for a restaurant owner to attach a specific ROI value to — even though it's a true marketing expense with costs incurred to develop and maintain it.



If you ran several email campaigns in a given year, you could spread your website costs against each one in order to help spread them out and attribute them to your ultimate ROI. This would make your break-even figure higher (as the costs of the website have increased your marketing expenses line item) but it is a more realistic look at your net profit.

On the other hand, you can also apply “soft metrics” to figuring out ROI for your website and whether or not it's helping you meet your restaurant's marketing goals. While the

value of your website itself can be nebulous in terms of monetary ROI, it's still important to make sure it's performing well enough for the dollars you are investing in it.

One way would be to take a look at your website analytics and note any traffic spikes during the time of the steak special's promotional period. This can give you insight into the relationship between a specific offer's effect and how your website performs normally.

You might want to put more marketing dollars into improving your website's performance via SEO or pay-to-play tactics during non-promotional periods. That way, you can be found more easily by diners that are researching your specific cuisine or geographical location at any time, not just when you have a special promotion.

You can also look at soft metrics for the email sent about the steak special. If promotion of the offer was only done through restaurant email marketing methods, and several emails over the year are sent with specific offers, the restaurateur can see which emails perform better overall, at what times of days, and on which days during the week.

By combining hard and soft metrics, you can get an overall view of the dollars spent with your advertising opportunities and the ROI they've delivered. Then you're set to make better marketing decisions that drive the growth of your restaurant!

Endnotes

¹ “Newsoromics: Single-copy newspaper sales are collapsing, and it’s largely a self-inflicted wound” – Niemanlab.org

² R. James Claus, Ph.D. and Susan L. Claus, SIGNS: Showcasing Your Business on the Street. The Importance of Signage for Your Business, prepared for the U.S. Small Business Administration (July, 2001).

³ “When Is My Tweet’s Prime of Life? (A brief statistical interlude.)” – Moz.com

Want to learn more about how Rewards Network
can help your restaurant grow?

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or visit [RewardsNetwork.com](https://www.RewardsNetwork.com)

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