

# e-creation

Each week, E-creation produces a **free marketing fact sheet** for local businesses with traditional & digital marketing hints & tips. Today, we focus on **restaurants & takeaways**.

**In the UK, food and drink spending outside of the home is close to £100,000,000. This represents a massive opportunity for growth & profit.**

However, thriving during times of economic difficulty requires simple, cost-effective marketing strategies that are proven to work. Marketing your restaurant or takeaway can be simply divided into four key areas:

- Passing trade
- Word of mouth
- Advertising & PR in the press
- The Internet & online marketing

Below, we have provided examples of specific, effective and quick to implement marketing to help grow your business. E-creation can help implement these as part of an overall strategy or on an individual basis. We can create a professional and unique website for your restaurant or takeaway for **as little as £495**. We can help with signage, design, logos, advertising, search engine optimization and social networking.

**Please enjoy our business enhancing tips,**  
The E-creation team

## 10 marketing tips for restaurants & takeaway businesses:

1. Have an easy-to-remember phone number. Simple yet effective!
2. A portable folding sign that people have to walk around. It's more effective at catching passing trade than in window marketing.
3. Use Twitter to promote daily / weekly specials (done simply by sending a text) to achieve greater footfall & search engine rankings.
4. Employ 3<sup>rd</sup> party marketing tools like TopTables for guaranteed bookings in slower periods of business using special offers.
5. Create a Facebook group (it's free!) for customers to upload photos, share experiences and do your marketing online for you.
6. Include a photo gallery on website of famous clients (and keep a cheap digital camera on premises). Provides that 'bling' factor.
7. Create an e-mail marketing database by offering a discount on first order / meal – and then communicate regularly by e-mail.
8. Use the local press. Nurture your relationship with local press by offering 'tasting' evening – the PR can be invaluable.
9. Most people eat out on their birthday – capitalize by using marketing database to 'remind' customers at appropriate moment.
10. Use Royal Mail's local leaflet drop service. It costs as little as £39 + VAT per 1,000 – that's a lot of eyeballs for not much money.

So that's 10 easy ways to increase turnover & profitability, as successfully used by 1000's of UK restaurants & takeaways. There are many approaches to building business but often the simplest deliver results fastest & most effectively. E-creation will happily sit down for a free 30 minute discussion on how our unique marketing can grow your business.

Please contact E-creation on 01202 85 36 85 for a free marketing & design quotes.