

## Special Ideas on how to use your newsletters and emails to reach *your* guests.

Send out special offers to new guests to thank them for their first visit and welcome them. Track the date of their last visit & entice guests who have not visited recently with special “we miss you” or “welcome back” offers

Send a birthday card for free piece of special birthday cake or other desert for the birthday individual. They probably won't just have the free cake, but also purchase a whole meal or drinks. And they probably will bring at least one other person who will purchase a whole meal.

Send out event calendars listing any entertainment, tastings, receptions or other upcoming events

Hold special advanced tastings of new creations you are adding to your regular menu.



Create coupons offering a discount or a special value added item or service available only for your “special” loyal guests

Send personalized invitations to special events. Create events to bring your guests back. Use your newsletters to promote it

Send an Anniversary card for a couple to bring in for a free dessert or a toast. Or maybe a free rose at the table for the lady to take home with her. Your staff will be tipped off by the card and can wish them a Happy Anniversary. The guests will feel like old friends at your establishment. Chances are they will make a night of it and purchase full meals and refreshments.

Instead of paying for live entertainment, create special themed tastings and events where the food is the entertainment. Wine tastings, Premium beer tastings, healthy food tastings, chocolate tasting, exotic mixed drink tastings, deserts etc.

Make deals with movie theaters on their slow nights for special packages that include a free movie with a meal for two.

Create “invitation only” family night packages on off nights and include child care during the adult's meal by making deals with local day care providers where the parents can drop their younger children off nearby and enjoy an adult's night out.

On traditionally slow nights, hold special “invitation only” free or inexpensive banquet priced “receptions” for your regular guests. Honor them with small portion size tastings of numerous items to introduce them to menu items they may not normally try. If they like something, they will come back again and make a meal of it.

Try out new creations at guest receptions by letting them sample a few new creations and then vote on their favorite, add the winners to the menu as the “guests choice”. You could do this with new wines, desserts and appetizers as well as entrees. Wineries and suppliers may even pitch in on the promotions.

With a database designed for your special needs, we help you keep track of special information about your guests. You can use email to inexpensively contact them. You only need to use postal mail for those without email, resulting in big savings.

*Please contact us, we will work with you to discover unique solutions for your unique image and needs*



Promotions



Newsletters



Letters



Postcards

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