



How to Get New Business Through Local Advertising for Your Restaurant

Consumers love to support local entrepreneurs and root for the success of new restaurants. When you demonstrate your value to the community as an amazing restaurant or cafe, it's a sure shot that your business will be around for a long time.

As a restaurant business, you strive to make your establishment and its offerings one where people want to continue to come back to. Through local advertising, your restaurant can leverage the trust which you've already established among clients to get new business. Keep reading to find out how.

Over time, your restaurant business has probably gathered that homeowners in your town and nearby towns are always seeking somewhere to go when they don't feel like staying at home and cooking for themselves. Or maybe they just want a place to meet up with some friends for a cup of coffee and a snack. Make these community needs the focus of your local advertising. Chances are, a ton of people who haven't heard of your business before are experiencing the same wants and needs as your current base of customers.

Local Print Publications & Magazines

Get in touch with local newspapers and other print media, like the [Ad Pages Magazine](#), to learn how your restaurant can get visually appealing ads designed by Ad Pages' graphic design artists ads that highlight your food, establishment, and other offerings. You can even include an abbreviated menu or some of your top sellers within the ad.

Another tactic is to pass out menus to leave with other local businesses who can help promote/advertise for you. You may even want to go so far as to offer the local business owner a discount for agreeing to leave your menus for people to take. Although you may want to just double check that they are still there in a couple of days to ensure the owner didn't just agree and then toss them in the trash. Additionally, keep track of where you've left your menus and contact them once/month to ask if they need to be replenished.

If you need help with any of your materials that require printing (business cards, menus, brochures, etc) go to AdPagesPrinting.com to see how we can help you order your materials online.

Get Your Business into Local Business Directories

The web is full of people talking about restaurants and trying to find ones similar to yours. But not every business owner has the time to build and keep track of their online presence. In order to improve your ranking in local search results, you must have a good online presence. One effective way to do this is by creating profiles across many local business directories.

A local business directory lists vital information about your restaurant including hours, location, and contact information, along with pictures and other relevant information (e.g., reviews or other links). The majority of these listings are free. Ways in which using local business directories can help your business grow include:

- Building backlinks - more and higher quality backlinks can equal a higher rank in organic search results when someone is actively seeking a restaurant or cafe like yours.
- Increasing traffic to your site - in particular, directing them to your menu or a reservation app like OpenTable.
- Helping people find you when advertising just isn't in your budget

Who Can Resist Coupons?

Almost every consumer in America will seek coupons to lower the cost of their spending habits. A coupon is all it could take for someone in the community to try your restaurant or cafe for the first time.

By promoting exclusive coupons and deals through [Ad Pages](http://AdPages), you'll deeply connect with the local community. Create coupons when you need more tables to be filled in a hurry to boost sales. Sometimes all it takes is a person to go to your restaurant just once to make them a lifelong customer and a coupon can give them that incentive they need.

Follow these essential tips for local advertising and you'll bring in more and more customers in the long run. With that, if you're ready to boost your restaurant's business, contact our consultants at Ad Pages for a [free consultation](#).