



## Grand Opening Ideas for Your Restaurant

Grand openings are called “grand” for a reason. As a restaurant owner making a first impression among the community is your opportunity to illustrate the value of your business to the fullest extent. Grand opening events and advertising them are all about going big, having fun, and being creative. But they’re also necessary for initiating and cultivating long-lasting relationships with locals to ensure your restaurant stays around.

If you’re an entrepreneur about to open a new restaurant, cafe, or even a bar, you might be wondering how to develop and advertise a grand opening. Here are some ideas for how to launch a grand opening that makes a splash, while garnering support for the business long term.

### *Promote In-Person Exclusive Deals Online*

Whether you’re launching ad campaigns on mobile, email, social media, or some other digital means, the fundamental goal is to make sure you get people walking into your business and requesting *your* menu! The following tactics can be leveraged for in-person grand openings.

Research keywords that are relevant to locals so you can incorporate them into targeted online ad campaigns. As a result, people who browse social media or who read Patch.com and other local news outlets will learn about your business. Targeted Google display ads, for instance, are cost-effective and show your business to the precise audience you’re ultimately trying to attract.

In these targeted ads, be sure to emphasize your upcoming grand opening celebration. Sure, grand openings can be very exciting and build anticipation for a new local restaurant by prospective clients/customers. But to really guarantee that people show up, mention in your ads that the event will offer exclusive deals which can't be found online or anywhere else. Meaning, in order to receive the deal or to "activate" the coupon, it must be done in person at your restaurant's establishment.

In addition to social media, email, and mobile, you can also promote your grand opening celebration in print media like [Ad Pages](#), which is a Local Direct Mail Specialist for getting the word out to your community, delivering results to small business owners. Print media is alive and well; you should take advantage of it for the grand opening as well as for future promotional endeavors.

So what sort of exclusive deals can you offer in-person at the grand opening event? To motivate potential customers to come back as soon as possible, promote limited-time offers like buy one appetizer or beverage and get one free. Be sure that the promotion has a specified end date so they understand they must act soon.

You can even have a social media event whereby you ask patrons to take a picture of themselves at your grand opening with their food and/or drink, say something "positive", share it on their social profiles, and tag two people (locally). In return, you can offer them 10% off their next visit.

There's a lot of room for fun and creative discount ideas to publicize simultaneously as your grand opening. When people know that you're offering special deals or discounts, they'll want to check back with you often, beyond just the grand opening.

### *Plan a Soft Launch*

Advertising will certainly give potential customers a sense of what to expect from your business and its grand opening. But before your actual grand opening, you can also do a soft launch leading up to the grand opening event.

During the soft launch, curious passersby in the neighborhood will likely drop in and want to find out more about your restaurant or cafe. Make sure to have your establishment fully operational during the soft launch period so people can learn more about the menu items you offer as well as get a sense of the ambiance and setting. This also provides an opportunity for you, as the business owner, to learn about the community and answer any questions they may have. A soft launch will be good practice for how to run your business for the grand opening and the long haul.

You can also seek press coverage from local media to write about your new restaurant. The soft launch will give local journalists, social media influencers, and bloggers time to stop by and get an understanding of your business. When they publish articles about your business, you can share them on your social media pages and via email and generate that much more excitement for your grand opening.

You can even offer a select version of exclusive deals during the soft launch. But obviously, you want to build anticipation for the grand opening deal celebration. So don't publicize all of your discounts at once!

### *Invite Fellow Local Businesses*

Reach out to local businesses in proximity to yours to see if they'd like to take part in your grand opening. Retailers or business service providers can give out promotional items, coupons, and/or marketing materials. Maybe there's even a local business that can create custom clothing for your wait staff and/or chefs while also promoting their services.

You'll need to build a foundation of support from local prospective customers, but doing the same with local business owners is just as essential. Your grand opening will set the tone for how involved you want to be in your community, so inviting local businesses will only benefit you over time.

Are you planning to launch a grand opening? Ad Pages is offering Free Grand Opening Ads in our magazine. That means design, postage, printing, and delivery to 25,000 homes are FREE for new business owners.

If you want to advertise the event among your local community and draw in a large crowd of customers, contact our consultants at Ad Pages for a [free consultation](#).