



How to Get More Customers to Visit Your Restaurant

Restaurateurs know it's not likely for one single dish to keep an entire business afloat. You need a whole menu of different options to make sure that diners continue to come back. The same thing goes for marketing: pursuing one strategy or solution alone won't be ideal for your restaurant in the long term.

If you offer tasty cuisine at an affordable price but feel that you're not drawing enough customers to the restaurant, there are clear ways to get over this hurdle and increase the number of people walking through your doors.

No matter what cuisine you specialize in, you can take up mindful marketing solutions to grow and sustain your clientele. Here are some tips for how to do just that.

Take Part in Local Events

It's one thing for diners to come out to your restaurant. But why not make it super convenient by bringing the restaurant straight to the diners? You can do this by showing up to fairs, free outdoor concerts, farmers' markets, and/or other local events that are happening in the community.

Find out where people in your town love to go on weekends, and what your town does for family-friendly holidays like the 4th of July or Halloween. Based on this, you can figure out where to set up a food stand to represent your restaurant.

Promoting your involvement with these local events is critical to ensure people know to stop by. To do this, you can advertise and/or create unique coupons related to the events in your local Ad Pages magazine, which recommends the best offers and the best mix of frequency to get your business the best ROI. Our specialists will work with you to create a unique ad that will draw the eyes of your consumers.

A fun activity to do in this context is handing out free samples. Who would pass on the chance to nosh on some free food? Especially if people are walking around, they'll be building up an appetite. The free sample could be what draws a hungry local to your food stand.

Try to get involved with as many gatherings around town and even in neighboring towns. All the better to take part in recurring events like a weekend farmer's market. Also, you don't have to do the full version of your menu at your food stand. The point is to give people a small taste (literally!) of your restaurant.

Of course, depending on when your main restaurant is open, make sure you have enough staff to also operate your food stand.

Spice up your Social Media Presence

According to Ad Pages, our popular coupon magazine that reaches almost 2 million homes a month, [almost half of customers in the US](#) find their food options online or through other digital methods. In addition, 75% of these customers have decided where they want to eat by finding restaurants on Facebook.

So what does that mean for you and your restaurant? Will you need an elaborate social media strategy to promote your food? It's simpler than that. Make a Facebook page so that people can find out basic info about your restaurant (menu, hours of operation, etc), and so previous diners have a place to post reviews about what awesome food you serve.

Facebook and Instagram are great for posting pictures of your food stand at events in the area. Locals are more likely to support your business if you're engaged with the community, and social media is fantastic for building this support.

Another smart use of social media is posting about exclusive discounts and deals. If you plan to offer a promotion for a certain number of hours on a Friday, Saturday, or a different day, you can make that announcement over social media. Someone might not know where to grab dinner on the weekend, so seeing your restaurant's special Happy Hour deal will definitely persuade them.

That being said, Social Media can be hard. Not only to figure out what you want to say but because you don't have the time. Ad Pages [can help you](#) and step in to create engaging content and posts on social media. We have 7 graphic designers on staff that help to create beautiful and appealing-looking ads that get noticed. Give us a call today if you want to chat about our Digital Lead Generation programs today.

Reach Out to Local Media

Local journalists always love a story about how small businesses are giving back to their community. Do you cater any charity events? Will you be a food vendor at a benefit concert? Reach out to newspapers or blogs in the area to promote the fact that you're doing this.

In addition to seeking press coverage, you can get coupons into print media like Ad Pages, which focuses on informing locals about small businesses in their area. Reach out to one of our business development advisors who can help you strategize and optimize your marketing strategy to help you reach your goals. Attracting new customers and generating more revenue are the core services we provide our clients.

The point of these tips is that you should give people a taste of your restaurant beyond the confines of your restaurant. Whether it's attending local events, taking advantage of social media, or building good relations with the local press, you'll find that stepping out of your comfort zone is the best long-term strategy for growing a loyal base of diners. If you're ready to get started, contact our consultants at Ad Pages for a [free consultation](#).