
Promotional Objectives:

The purpose of any promotion is to increase guest traffic *and* create an entertaining and quality experience that brings your guests back. So, the experience created by any promotional effort must be strong enough to stimulate your guest's desire to return again.

A successful promotional tactic increases guest traffic and therefore creates immediate revenue growth...right then and there. However, never lose sight of the fact that your guest experience is what will ultimately create your revenue for next time.

So...The more "next visits" you generate, the more your revenue grow. It's all about creating guest frequency!

Whether your promotion is designed to drive happy hour, lunch, dinner, early evening, or late night guest traffic, it is your guest experience that will ultimately generate your long term sales growth.

Remember the four objectives of any marketing plan?

1. Attracting New Guests
2. Increasing Frequency from your Existing Guests
3. Increasing your average Guest Expenditure
4. Building Larger Parties



A great promotional tactic should attain results within all of the above four marketing objectives. At minimum, a promotion should attract new guests and provide a guest experience that increases frequency. But, what make a promotion great is when it also increases the amount each guest spends by motivating them to buy more things, bigger things and/or new things and also increases party size by providing great product and/or entertainment value.

Any promotional tactic that achieves great financial results must impact all of the four marketing objectives. If it does not, then it could have performed better.....plain and simple. Therefore, the system taught in this book delivers promotional tactics that will stimulate increases in your guest traffic, guest frequency, guest expenditure and party size thereby maximizing the potential of your promotional efforts.

