SPILLOVER

Restaurant Digital Marketing Solutions

Eat Local. Eat Often.

BEN E. KEITH CO.

FOODSERVICE DISTRIBUTORS



Is Your Restaurant Ready for the Holidays?

Here is a quick checklist to maximize sales during this holiday season.

Promote Effectively. Grow Your Audience.

Tis' the Season Holiday Checklist

- [x] Promote Gift Cards and Merchandise
- [x] Update Your Holiday Hours
- [x] Offer Special Holiday Menus
- [x] Promote Contactless Dining and Pickup
- [x] Use Holiday Themes on Your Social Media Posts and Email Blasts





Promote Gift Cards and Merchandise

Boost holiday sales with gift cards.

- [ ] Sell your gift cards online
- [ ] Personalize the experience of the gift card
- [ ] Run special discounts or promotions on gift cards
- [ ] Offer digital cards for quick download
- [ ] Add gift cards to upsell campaigns
- [ ] Promote on social media and with email marketing
- [ ] Create bundled gift packages with branded merchandise

Update Your Holiday Hours

Make sure customers know when you're open.

- [ ] Add Holiday Hours to Google,Yelp, Facebook, and anywhere else your business lists its hours.
- [ ] Update Online Ordering business hours
- [ ] Don't forget to promote your holiday hours on Social Media



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