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.

Holiday Social Media

Keep followers up-to-date

- ☐ Post photos and videos of your holiday menu
- ☐ Post festive photos of restaurant and employees
- ☐ Post updated holiday hours
- ☐ Advertise gift cards and merchandise
- ☐ Advertise contactless dining and pickup
- ☐ Advertise holiday catering
- ☐ Offer Holiday contests for likes, shares, and tags





Holiday Emails

Send email blasts to entice customers

- ☐ Promote last minute gifts and gift cards
- ☐ Wish your customers “Happy Holidays”
- ☐ Remind customers about holiday hours
- ☐ Promote special discounts and gift cards
- ☐ Inform customers about your holiday menu and catering options
- ☐ Offer specials for “Regulars”

Happy and Safe Holidays From the Spillover Team!

For more assistance getting your restaurant holiday-ready, visit us at www.spillover.com or call 512-617-2774

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