



**BEST**

FOOD PROMOTION

**IDEAS** FOR  
RESTAURANT

Keeping up with marketing trends is a real challenge for restaurants. Before taking any action, it is worth defining the target group you want to reach with your food promotion. If you do this, it will be much easier to develop strategies and promotion plans. Knowing the needs, the expectations, and even the age of your customers is the first step on the way to success. You will learn more about the next steps in the pages that follow.

We have prepared this eBook especially for you, to show how you can make your customers happy using just a few simple actions. You will learn several ways to create a discount, and you will soon see how effective they are. We will also share some of our best tips for you to use in your online food ordering system so as to provide your guests with everything they need.

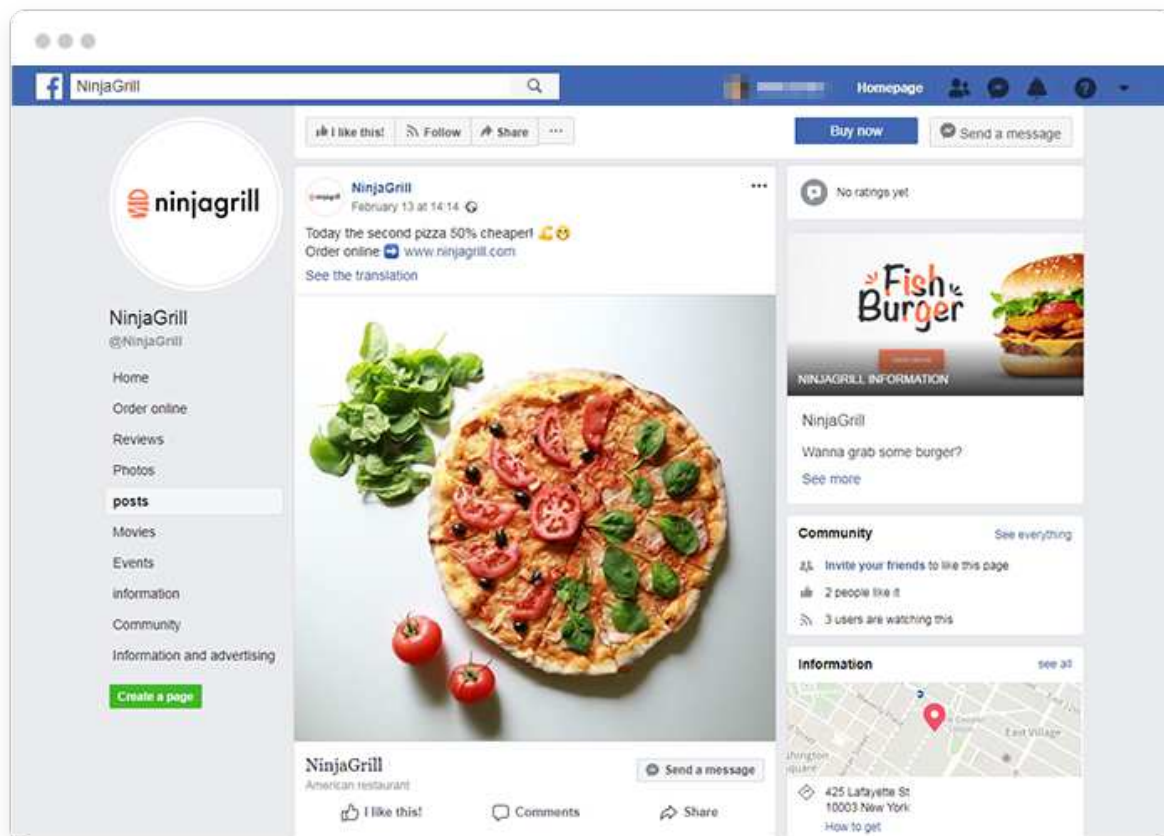
Start building a trustworthy brand, stay ahead of the competition, get closer to your customers, and follow the latest trends. All of these can be extremely effective for you and your restaurant.

We hope you enjoy the read.

The UpMenu team

## Discounts on selected products

Do you have a product in your menu that you want to promote at a particular time? Would you like to increase its sales? A great opportunity to do this is to set up a discount for a specific product or group of products in your online food ordering system (for example: buy one, get 50% off the second one).



If you want to let your customers know about a particular discount and you have an online food ordering system, you can easily copy the link to the product. In the Upmenu system, this is located in the advanced settings. Then all you need to do is to post the link on your Facebook Page, on Instagram, send it via e-mail, or send a shortened version via a text message.

## Discount on orders above a certain value

Discounts on orders above a certain value can be set on any products - pasta, sushi, pizzas - anything on your restaurant's menu. One of our examples concerns desserts. Here, a 10% discount (calculated automatically) was awarded to a customer who placed an order for more than US\$ 50.

Use similar ideas, and your customers will order much more, and will be eager to come back.

The screenshot shows the PIZZA HUB RESTAURANT website. The main navigation includes 'MENU / ORDER ONLINE', 'ABOUT US', 'BOOKING', and 'CONTACT'. The 'MENU' page features a 'Promotions' section with three items: 'Orders over \$50', 'The second pizza 50% cheaper', and 'All salads 10%'. A 'Your order' summary is overlaid on the right, showing a 10% discount on a Pepperoni pizza. The total order amount is 32.00 \$, with a crossed-out 42.00 \$.

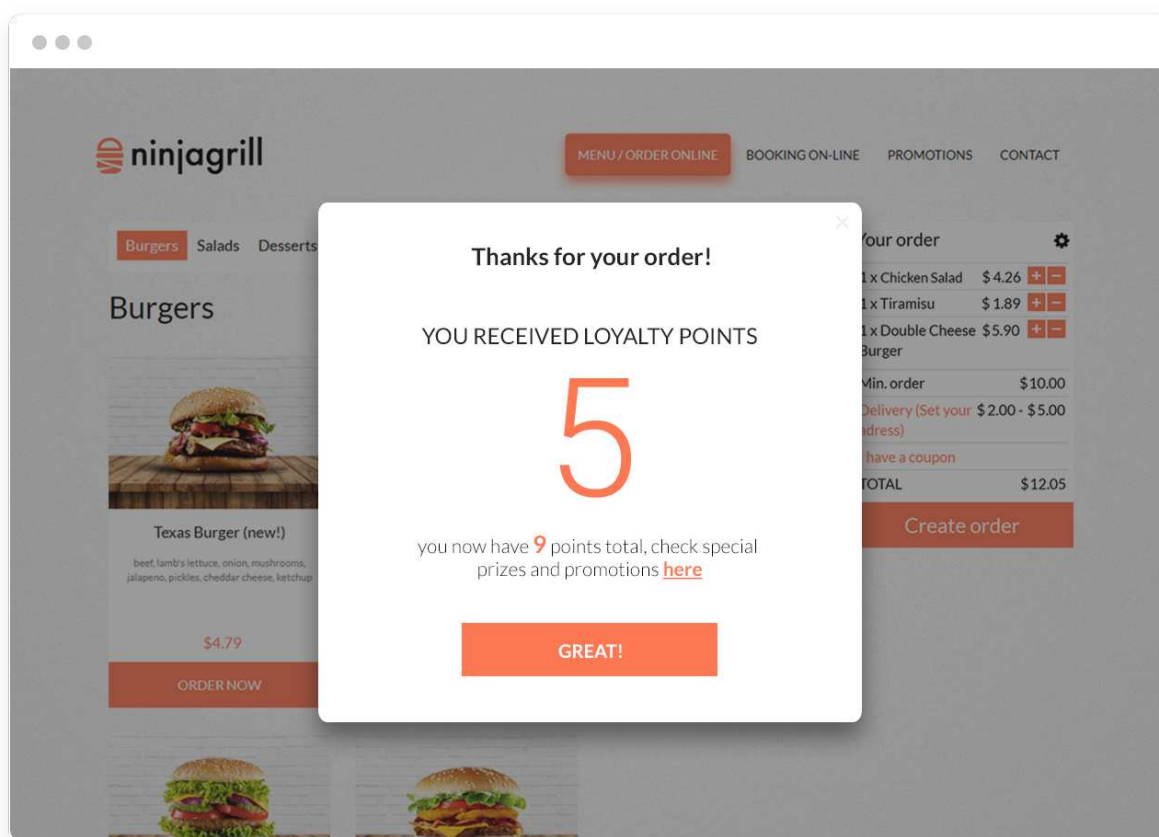
Your order	
1 x Pepperoni	10.00 \$
	<del>20.00 \$</del>
	+ -
1 x Capriciosa	22.00 \$
	+ -
Min. order	0.00 \$
Delivery (Set your address)	0.00 \$ - 10.00 \$
I have a coupon	
TOTAL	32.00 \$
	<del>42.00 \$</del>

Create order

## Restaurant loyalty programs

As many as 30% of restaurants offer various types of customer loyalty programs, and 57% of restaurant guests claim that they are more willing to eat at restaurants with a loyalty program ([source](#)).

A [loyalty program](#) is a great way to encourage your customers to order more online. Remember, rewards make customers feel important and appreciated - that's how you develop their loyalty.



Implementing a [restaurant loyalty program](#) may seem complicated at first. How will the loyalty points be counted? How to add points for online orders? Here is the answer! Thanks to the UpMenu system, you will be able to offer your customers an intuitive, easy-to-use program. This is described in more detail in [Restaurant loyalty programs and reward system](#).

## Pay once, eat as much as you want

"Pay once, eat as much as you want..." Such a promotion may at first seem unprofitable to restaurateurs. But if you know that your restaurant is busy and you have a lot of orders (not only in the holiday season), you can easily afford this type of food promotion. It is bound to attract new customers as well as your regular ones.

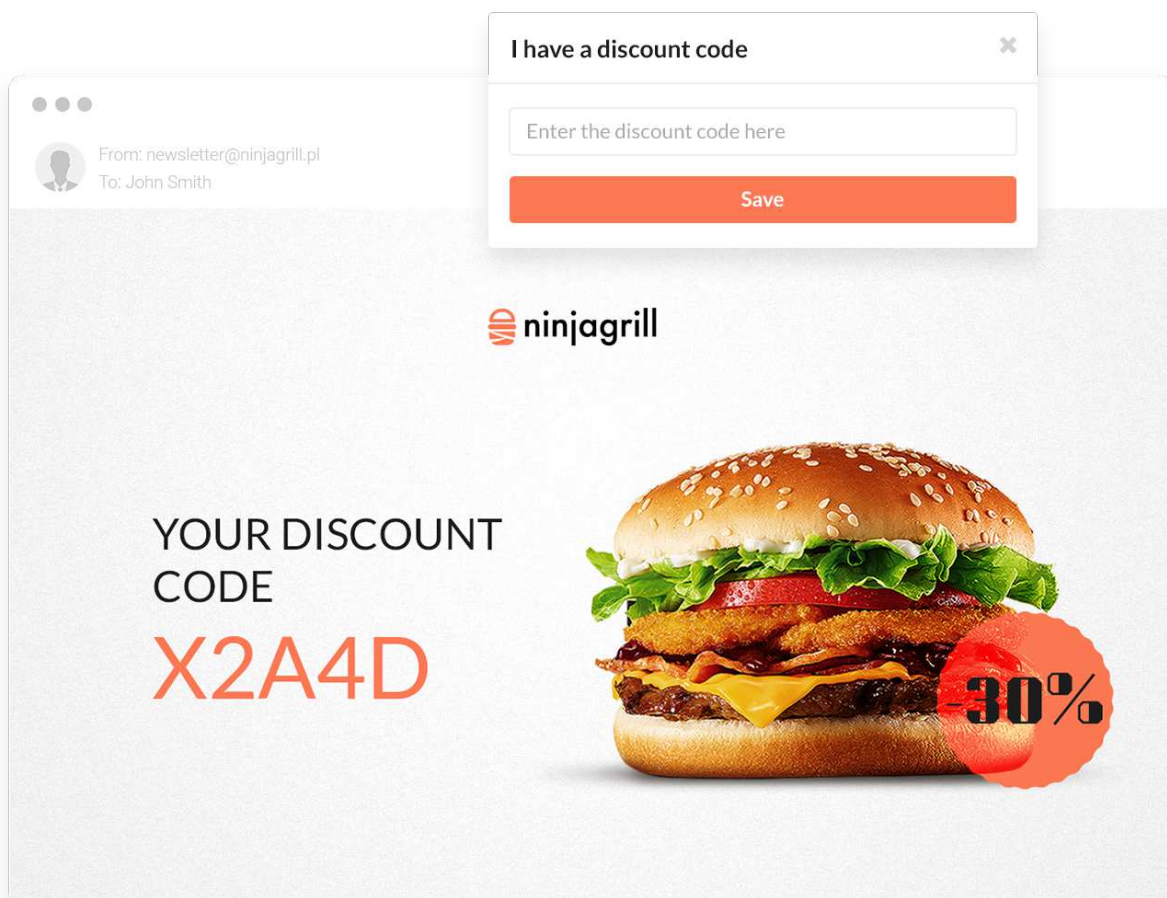


If you are planning such an event, be sure to advertise it on social media and your website, or print some leaflets. Also, remind your staff to tell guests about the upcoming promotion.

## Discount vouchers

Did you know that 85% of the population use discount vouchers? ([source](#)) This proves that this form of food promotion is a great opportunity to increase the profits of your restaurant and to promote your online food ordering system.

In order to adapt to current trends, you need to know how to use vouchers. We wrote about this in the article "[Discount vouchers for your customers](#)". You have several options for their distribution. You can send the vouchers by e-mail, text message, or PUSH; you can also print them on your flyers, or offer them as a reward in a Facebook competition.



## Discounts on an entire order

You are able to set up this food promotion in any way you want. You have at least 5 options for using it. See the examples below:

1. Discounts for orders placed by businesses

If you know that most of your orders come from businesses, you can offer them a special discount, whether for selected dishes from your menu or for the entire order, but placed at specific times on specific days.

2. Discounts for customers picking up the order themselves. You can offer a 10% discount to all customers who collect their online order in person.

3. Discount on orders with delivery

You can also offer discounts to customers who place orders for delivery - for example, offer them a free delivery day. Choose the free delivery day and let your customers know in advance.

4. A discount for the first order.

This option works best if you have only just started your online food ordering system and want to encourage your customers to order online. This is one of many great ideas for attracting guests to your restaurant. It is best to put information about the discounts on your restaurant website.

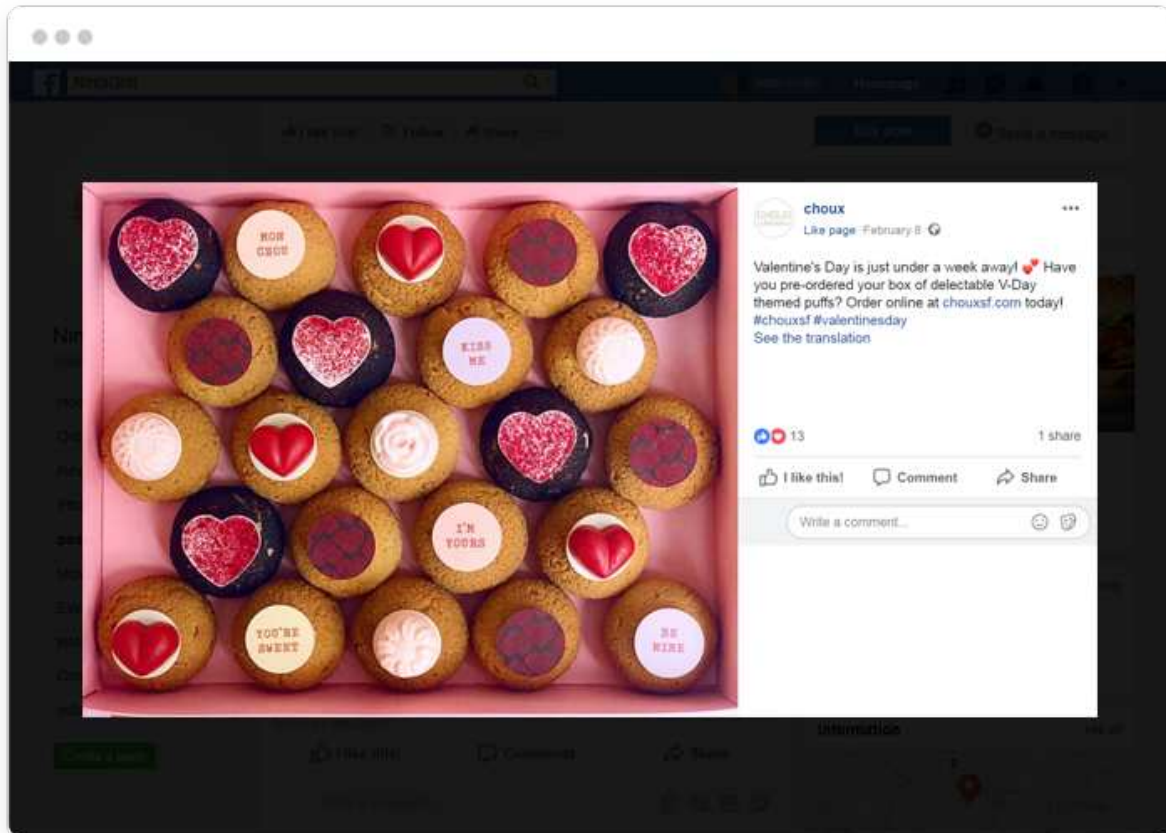
5. Discount for a second product (buy one, get the second one half price)

Offer your customers a food promotion, in which a second order of the same product - be it a pizza, a set dinner or a burger - is 50% cheaper. You can offer such a discount for any single dish from your menu or for an entire product group. If you have UpMenu, you can easily run this type of promotion. When the customer places an order, their basket will be automatically discounted.



## Holiday discounts

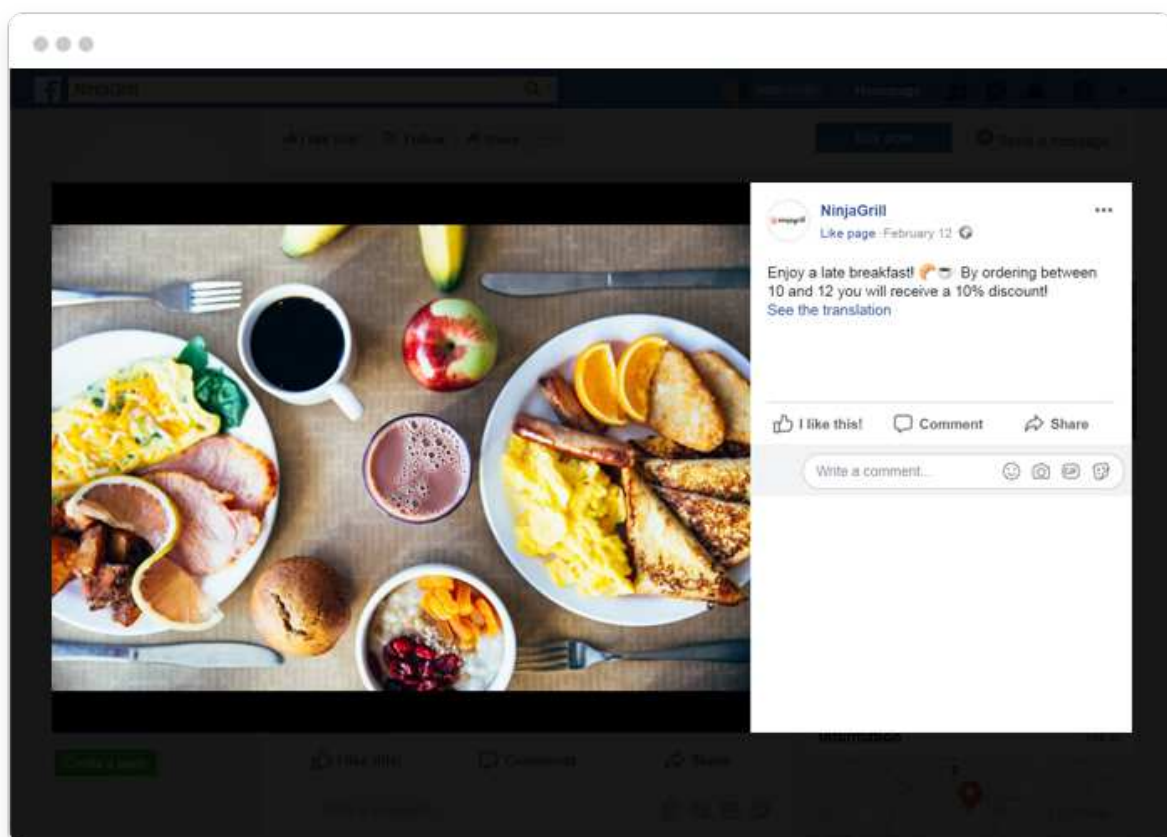
A perfect excuse to offer a discount is a holiday - either a traditional occasion or a less well known one. When creating a food promotion based on the "Unusual Holidays Calendar," you can let your imagination run wild. It will be fun to come up with marketing strategies for the #VegetarianDay, #NationalSpinachDay or #ValentinesDay. And these are only a taster of what you can find in the calendar!



## Happy Hours - the most popular trends in the restaurant business

This form of food promotion is one of the most interesting, especially if you want to build up your business and attract customers to your restaurant. Remember that people are looking for places where they can eat a lot and not pay much - so give them what they need.

You don't have to worry about your restaurant losing money on this. Even though you reduce the price, customers will order more because you encourage them with this great promotion. On a day and time of your choice, set a 10% discount on the entire order, or discount specific products from the menu. Or maybe offer special "Happy Hours" just for business customers?



## Conclusion

There are countless options for creating food promotion offers. The trick is to skilfully use them and adapt them to your specific customers. We hope you will use our tips and that they will be helpful. See [why does your restaurant need a promotion engine in an online food ordering system?](#)

If you plan to run an online food ordering system in your restaurant, or you are starting from scratch and want to create a restaurant website, get in touch - we will help you attract new customers and make your existing ones even more loyal. You will increase your sales - and your profits!

