



SPILLOVER



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

- ☒ Update Your Holiday Hours
- ☒ Offer Special Holiday Menus
- ☒ Take Pre-Orders for Holiday Meal Packages
- ☒ Promote Catering and Online Ordering
- ☒ Promote Gift Cards and Merchandise
- ☒ 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 Website, Online Ordering, Google, Yelp, Facebook, and anywhere else your business lists hours.
- ☐ Don't forget to promote your holiday hours on Social Media.



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Special Holiday Menus and Offers

- ☐ Add seasonal dishes to your menu
- ☐ Add crowd-favorites that are comforting to customers
- ☐ Add catering options for holiday favorite meals and/or items
- ☐ Offer special holiday drinks
- ☐ Update food photos on website and add website popups
- ☐ Utilize Social Media and Email to promote your holiday menu items



Catering & Online Ordering

The Holidays are a time for parties so promote your catering, online ordering and Private Event options.



- ☐ Add a Holiday Catering Menu and Catering Inquiries webform to your website
- ☐ Take Pre-Orders for Holiday Meal Packages
- ☐ Add a Holiday Specials category to your Online Ordering Menu
- ☐ Promote your Online Ordering via holiday-themed Social Media Posts and Email Blasts
- ☐ Offer a holiday-themed online ordering discount coupon such as HOLIDAY10
- ☐ Print Holiday Themed Flyers with QR Codes that link to Catering or Online Ordering URLs
- ☐ Promote your Private Event spaces to host Holiday Parties

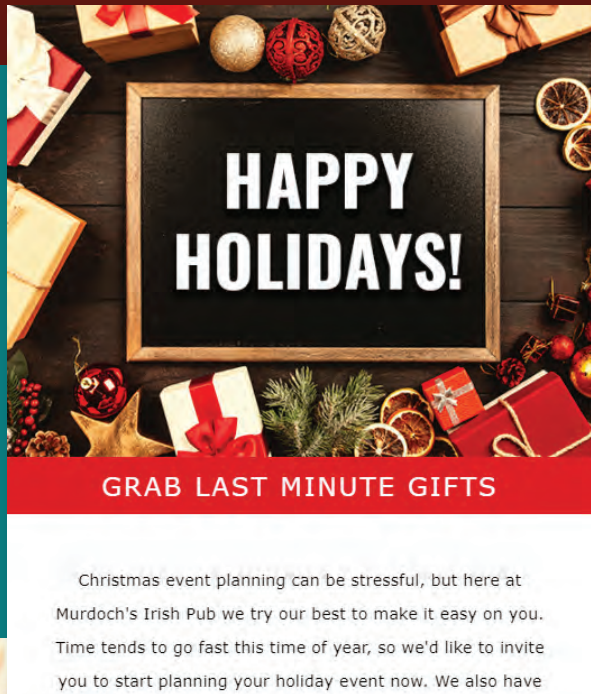
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Holiday Social Media

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 holiday events
- ☐ Advertise holiday catering options
- ☐ Promote pre-orders for Holiday Meal Packages
- ☐ Offer Holiday contests for likes, shares, and tags



Starting TODAY, buy \$25 in gift cards and you'll get a \$5 bonus card for yourself! What better way to give and receive this holiday season. Our gift cards make the perfect stocking stuffers for friends, family, teachers and more!



Holiday Emails

Send targeted emails 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 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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