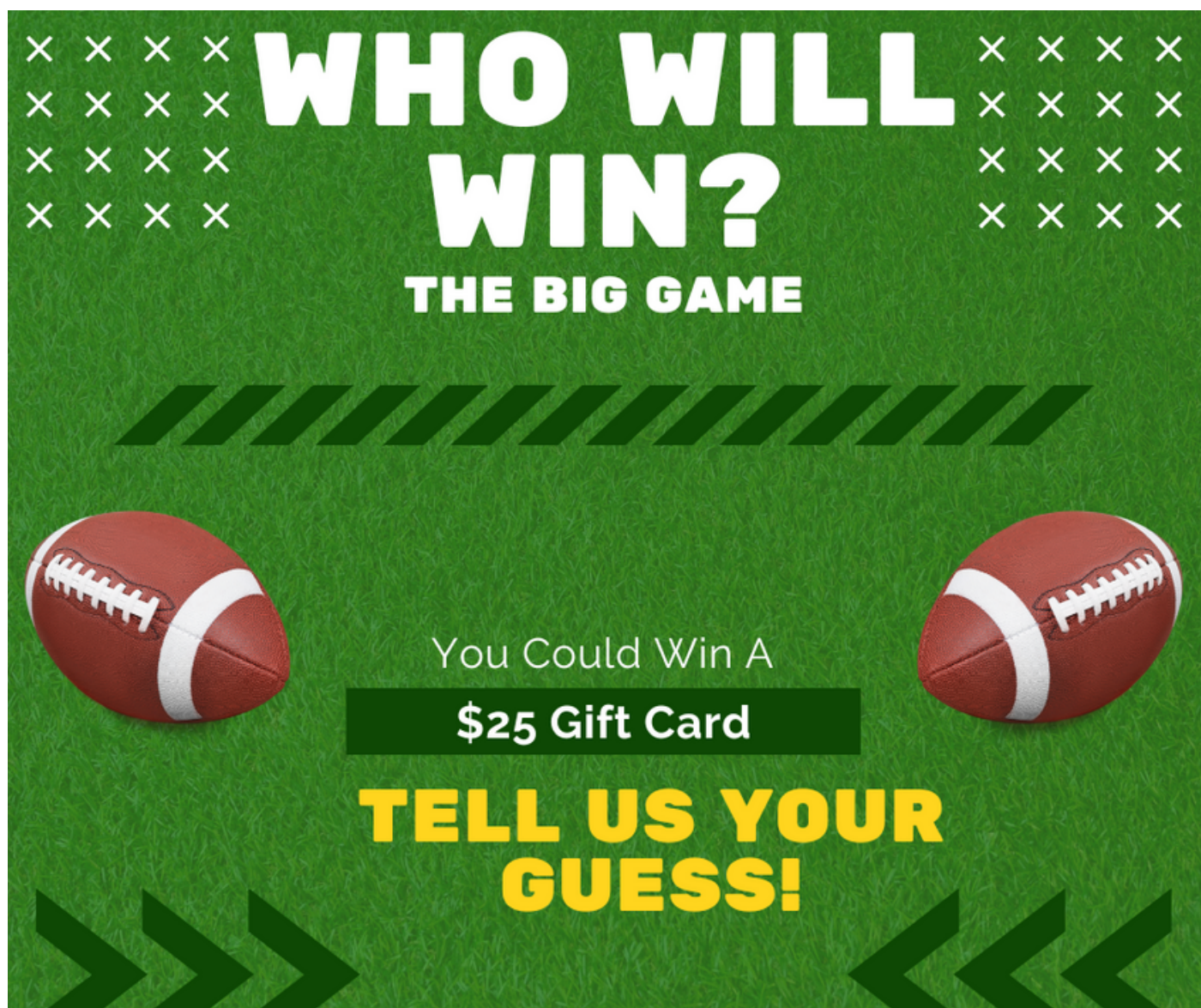


The Ultimate Guide To Restaurant Contest



By Gary Kraeger

The Ultimate Guide To Restaurant Contest



About Gary

If you're not interested in the background behind this guide, feel free to skip to page 3. However, if you'd like to know more, please continue reading. It all began back in 1995 when I established Netdesign Inc. At that time, the internet was a concept unfamiliar to many. Netdesign specialized in creating websites for companies, which was a novel idea since websites were virtually nonexistent. Engaging in this venture proved to be a lucrative decision.

In 1997, I had the pleasure of meeting Sal Longo from Northern Safety, a man who was determined and persistent. After constructing his website, he approached me with an ambitious idea. He envisioned a platform where customers could purchase his extensive range of products directly online, eliminating the need for phone orders. Remarkably, his inventory encompassed around 20,000 items. Yet, Sal's vision didn't stop there. He expressed his desire to integrate his website seamlessly with his inventory management.

Back in 1997, the concept Sal presented was groundbreaking, as such innovations were exceedingly rare. However, Sal's spirit propelled him forward, and this time, I was along for the ride. Through collaboration and determination, we accomplished Sal's vision. This endeavor marked a turning point for NetDesign Inc., leading to its evolution into Zrinity Inc., a pioneering software company.

Over the years, Zrinity embarked on a journey of innovation, giving rise to a diverse array of software products. These offerings ranged from a user-friendly WYSIWYG HTML editor the first of its kind to a comprehensive Email Marketing Application we sold to enterprise customers. It was a remarkable evolution.



Little did I anticipate that this journey would lead to an impressive clientele, including prestigious names like The White House, NASA, Duke University, Vista Print, Comcast, and a multitude of others.

HOW DID YOU GET INTO RESTAURANT MARKETING?

In 2018, a pivotal moment arrived when I experienced what some might call a midlife awakening. It became clear to me that my journey working with major corporations had reached its conclusion. An unexpected twist occurred as my attention shifted back to an earlier chapter in my life. My wife and I had once owned a restaurant, a venture we eventually sold in 1999 to embrace the joys of parenthood.

Realizing that my expertise had empowered major entities like Subaru, the PGA, and Primerica, I believed I could translate this success to local restaurants. However, my assumptions were quickly proven wrong. I had underestimated the complexities of marketing for local businesses, a fact that became painfully clear as I stumbled through various unsuccessful attempts to create appealing products for restaurants.

The Ultimate Guide To Restaurant Contest

I'm no quitter I refuse to accept defeat. Failure wasn't an endpoint but a stepping stone. Then, a fortunate encounter introduced me to a familiar name in the industry—an individual offering a course on restaurant marketing. I quickly joined this program, the only problem was it lasted a mere four months before the creator pivoted to new ventures. The silver lining was the network I established within the course, particularly connecting with a fellow restaurant marketer who saw potential in collaboration.

A partnership was forged with a simple yet effective strategy: I focused on crafting software, while my partner shared the secrets of successful restaurant marketing. This synergy was promising until a fateful day when a rift occurred, leading to the departure of all our students—a major setback.

In the aftermath, I recognized the need to pause, reflect, and redefine my path. I delved into the heart of my motivation, realizing that my original intention had strayed. I hadn't set out to train people to become restaurant marketers; my goal was empowering restaurants to market themselves. The unintentional focus on training marketers was raising the cost of marketing for local establishments, with fees ranging from \$6,000 to \$50,000 annually—an unjustifiable expense for what owners could achieve themselves.

A turning point, shifted me back to my initial objective. Today, I'm contentedly engaged in teaching restaurant owners the art of self-sufficient marketing. This guide is a culmination of that intention and one step you should take. I invite you to delve into its contents and explore further insights within our Facebook group, details of which you'll find toward the end of the guide. Now, enough about me—let's embark on this enlightening journey together.

To be continued...

The Ultimate Guide To Restaurant Contest

Successful contest

I believe in highlighting achievements. My goal is to motivate and demonstrate that this process is not complicated. You don't need to be exceptionally skilled or hire someone to develop an outstanding contest. This guide will walk you through the process of creating a contest, step by step. However, before we dive in, let's explore some real-world examples of contests. This will help you envision the possibilities ahead.

IMPORTANT

Important Note: The contests we're about to present are either contests I've been personally involved in or ones orchestrated by marketers I'm familiar with. Please refrain from directly copying them; instead, aim to infuse your unique creativity and tailor them to your restaurant's identity. If you find yourself lacking inspiration or time, don't hesitate to get in touch with me. You'll find my contact information at the end of this guide.

St. Joe, If one pie had to go away forever; which should it be? Tell us below for a chance to win a \$25 Gift Card. We will send you a FB message.

Terms & Conditions:

1. The winner will be randomly selected.
2. The winner will be contacted through text or messenger.... [See more](#)

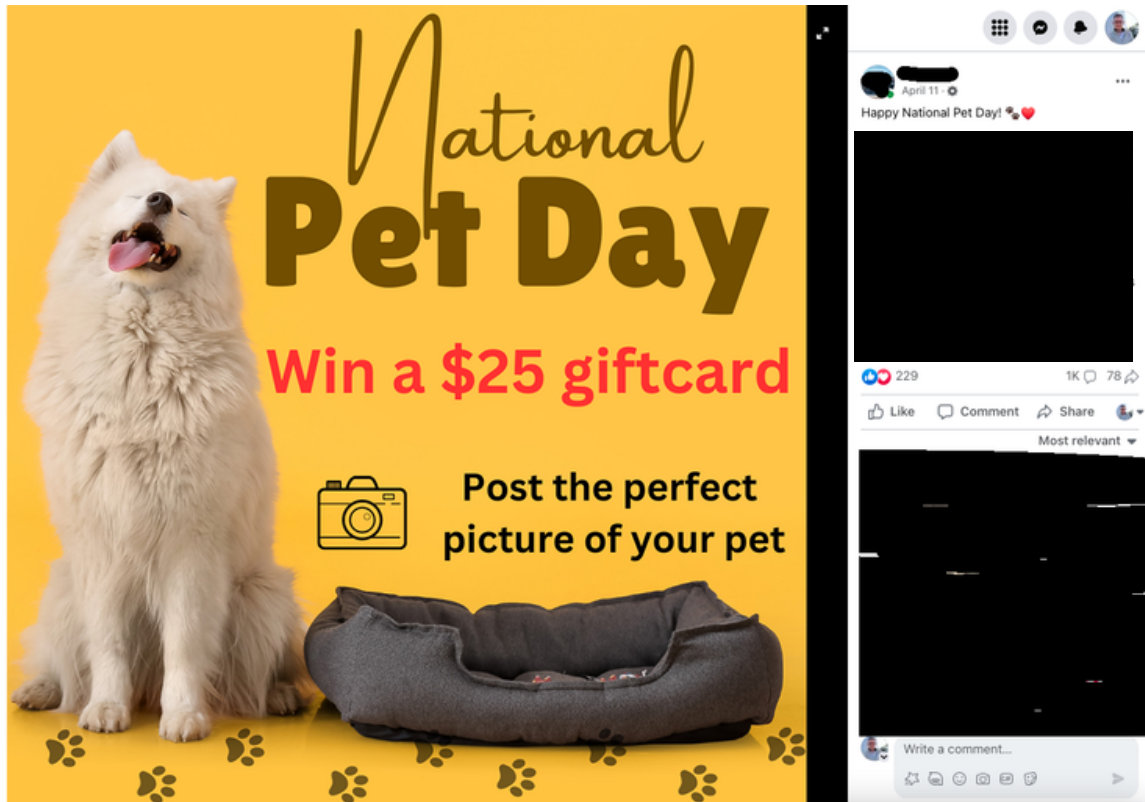


RESULTS

This contest that was run in November. We strategically select the pie contest because they sold pie during the holidays. We called this a subliminal messaging which we will get into in this guide. This contest captured 340 comments, 62 likes and 4 shares.

The Ultimate Guide To Restaurant Contest

Successful contest cont....



RESULTS

This contest that was run in April on National Pet Day. People are pet crazy so take advantage of this. This contest generated over 1k 🤯 in comments, 229 likes and 78 shares.

My fur babies



Rosie



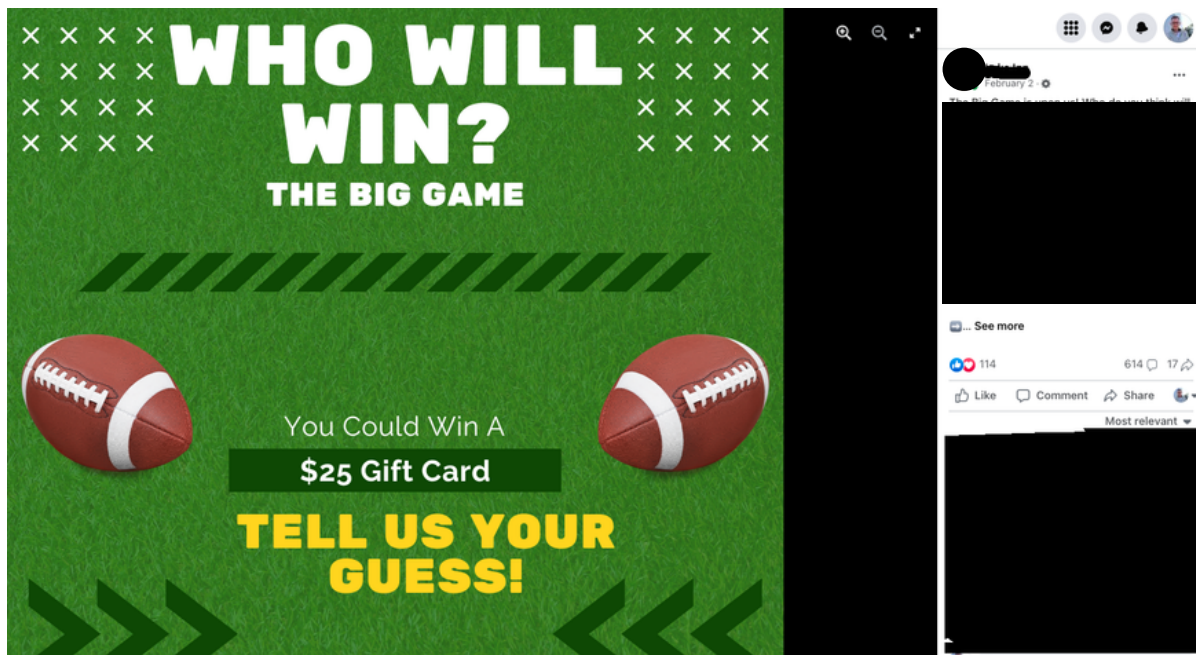
Moose



Tank

The Ultimate Guide To Restaurant Contest

Successful contest cont....



RESULTS

This contest ran during Super Bowl Week. You'll notice we do not say Super Bowl or the team names. That would be a copyright infringement and you do not need any letters from the National Football League. This contest generated over 624 comments, 114 likes and 17 shares.

The Ultimate Guide To Restaurant Contest

Why you should run contest

Running contests on social media can be a great way for a restaurant to engage with customers, increase brand awareness, and drive foot traffic or online orders. Here are some top reasons to consider running contests on social media for your restaurant:

- **Boost Engagement:** Contests encourage users to interact with your social media content, such as liking, sharing, and commenting. This increased engagement can lead to higher visibility in users' feeds and improved organic reach.
- **Increase Brand Awareness:** Contests provide an opportunity to showcase your restaurant's brand and offerings to a wider audience. Participants and their friends/followers will become more familiar with your restaurant's name and offerings.
- **Grow Your Follower Base:** To participate in the contest, users might need to follow your restaurant's social media accounts. This can help you gain new followers who are genuinely interested in your offerings.
- **User-Generated Content:** Many contests require participants to create and share content related to your restaurant. This could be photos of their favorite dishes, creative captions, or short videos. This user-generated content not only promotes your restaurant but also provides you with authentic content to share on your own channels.
- **Showcase Your Menu:** Contests can be designed around showcasing your restaurant's menu items. For instance, you could ask participants to create a new dish idea or share their favorite meal. This can give potential customers a glimpse of your offerings.
- **Drive Traffic and Sales (advanced):** Contests can be designed to encourage participants to visit your restaurant or order online. You can offer prizes such as discounts, free meals, or special promotions that motivate winners to make a purchase. Shameless Plug: Reach out to me if you want to explore any advanced tactics. Contact Information and a free webinar is on last page.

The Ultimate Guide To Restaurant Contest

Why you should run contest cont...

- **Collect User Data (advanced):** Contests can help you collect valuable user data such as email addresses, phone numbers, and demographics. This data can be used for future marketing efforts.
- **Create Buzz and Excitement:** Contests generate excitement among your audience. People enjoy participating and potentially winning prizes. This buzz can lead to increased conversations about your restaurant both online and offline.
- **Celebrate Milestones:** Contests can be used to celebrate restaurant milestones such as anniversaries, new menu launches, or reaching a certain number of followers. This fosters a sense of celebration and gratitude among your audience.
- **Encourage Repeat Business:** You can design contests that reward loyal customers, encouraging them to return to your restaurant. For example, a "loyalty challenge" could ask participants to visit your restaurant a certain number of times within a specific period to win a prize.
- **Feedback and Insights:** Contests can be a platform for gathering customer feedback and insights. You can ask participants for their opinions on new menu items or improvements they'd like to see.

The Ultimate Guide To Restaurant Contest

Don't Forget - Tips to remember

Maintain Simplicity for Effectiveness: Keep your contests simple to enter. Avoid overcomplicating the process with numerous steps. Have you ever encountered contests that require you to follow their Instagram, follow their Facebook, tag three friends, and share to your story? Let's be honest, is anyone really going to go through the trouble of verifying if contestants completed all those tasks? The truth is, this kind of approach rarely yields results. In fact, it can make entering the contest feel like a tedious job.

I strongly advise against burdening participants with a laundry list of tasks. I've personally encountered contests that lost my interest the moment they asked me to follow them, considering I had to complete several other steps as well. Instead, I encourage you to focus on one simple action. Occasionally, you can stretch it a bit if you're aiming to create an emotional connection. Remember, the key is to make it easy and enjoyable for your customers to participate.

Ensure Your Prize is Realistic: Offering a prize valued around \$25 is more than enough to entice people to participate by commenting. Contrary to what you might think, extravagant prizes like a TV or "Wings For A Year" often fall flat. People tend to view such grand offers as suspicious or even scams. It's best to stick to proven strategies that actually work.

Evoke Emotion, Not Personal Intrusion: Building an emotional connection is a fantastic approach. By tapping into feelings tied to pets, parents, or friends, you can expand the social essence of your brand. This signifies to customers that you genuinely care about them beyond just promoting your food and drinks. However, there's a subtle distinction to maintain. While emotional contests are great, avoid getting overly personal.

For instance, a personal contest might involve asking participants whether they are attached or single on Valentine's Day. Though it might seem innocuous, this kind of question can deter potential entrants who prefer not to answer. You risk losing participants who feel uncomfortable sharing their relationship status. While these contests are common around Valentine's Day, there are far better contest ideas to explore in February. It's crucial to strike the right balance between emotion and privacy to ensure maximum participation and engagement.

The Ultimate Guide To Restaurant Contest

Don't Forget - Tips to remember cont..

Leverage Your Network: At the initial stages, tap into your network for support. Enlist the assistance of your staff, family, and friends to enter the contest. Encourage them to comment and share the contest with their own circles. This initial boost can be instrumental in gaining momentum. As your following grows, you'll find that you won't require external help to the same extent.

Not Every Attempt Will Succeed: Understand that not every contest will yield successful results. It's important not to be discouraged by a contest that doesn't perform as expected. Instead, view it as a valuable learning opportunity and continue forward. Taking chances is key to discovering what works best for your audience, but remember to avoid overly personal content. Remember, even if your initial contest falls short, there's always the possibility of running another contest that better resonates with your audience.

The Ultimate Guide To Restaurant Contest

When you just can't find a contest to run



Monthly Marketing Guide for Your Restaurant: Unlock valuable insights and practical tips with our monthly marketing guide. Each guide is designed to inspire and guide your marketing efforts. Whether you choose to replicate our suggestions or tailor them to your brand, the choice is yours. To receive your monthly guide, simply become a part of our Facebook Group. More information can be found at the end of this guide.

Simplifying Contest Creation for Your Restaurant: The most straightforward approach to crafting contests is by aligning them with upcoming holidays. Consider major occasions like Mother's Day, Halloween, or Thanksgiving. Even during months when significant holidays seem scarce, you're in luck as creative minds have invented various holidays, spanning from Food Holidays to World Emoji Day.

In times of uncertainty, when contest ideas are elusive, rely on a classic: the "Guess How Many Are in the Jar" contest. To enhance its impact, strategically incorporate subliminal messaging. For instance, position the jar near a featured drink you're promoting that month, and ensure your restaurant's name is visible in the background of the photo.



The Ultimate Guide To Restaurant Contest

What Contest Should I Create

Let's choose a specific month to showcase the diverse range of contest ideas at your disposal. Let's focus on the month of May. Immediately, we encounter the opportunity of celebrating Mother's Day—a holiday that's simply too valuable to overlook. However, it's important to recognize the wealth of possibilities that May offers beyond this prominent occasion. Let's explore some of the alternate choices you might have considered, had the Mother's Day goldmine not already existed within this month.

May Holidays - Monthly Celebrations

- Asian American Month
- Date Your Mate Month
- Foster Care Month
- Gifts from the Garden Month
- Lupus Awareness Month
- Mystery Month
- National Barbecue Month
- National Bike Month
- National Blood Pressure Month
- National Hamburger Month
- National Photograph Month
- National Recommitment Month
- National Salad Month
- Older Americans Month
- Pacific Islander Heritage Month

May 1

Hawaiian Lei Day

Loyalty Day

May Day

Mother Goose Day

Save the Rhino Day

May 2

Baby Day

Brothers and Sisters Day

May 3

Bike to School Day – First Wednesday in May

Garden Meditation Day

Lumpy Rug Day

World Press Freedom Day

May Weekly Events

- Be Kind to Animals Week -First full week of month
- Nurse's Week – first full week of month
- Wildflower Week – week two
- National Bike Week – third week
- National Police Week – third week of month
- Emergency Medical Services Week – fourth week of month

Daily Food Holidays

- May 1: National Chocolate Parfait Day.
- May 2: National Truffles Day.
- May 3: National Raspberry Tart Day.
- May 4: National Homebrew Day.
- May 4: National Orange Juice Day.
- May 4: National Candied Orange Peel Day.
- May 5: National Chocolate Custard Day.
- May 5: Cinco de Mayo.

The Ultimate Guide To Restaurant Contest

Clearly, the array of contest possibilities is extensive. It's time to take action and dive into the world of contests. I trust that I've effectively conveyed the value of initiating these engaging activities for your restaurant.

We'll Help You Create Your First Contest

I warmly invite you to become a part of our Facebook Group. Within this community, mutual support is our foundation. Should you encounter challenges devising a contest, don't hesitate to reach out to myself or the group. Alternatively, if you're seeking feedback on a contest idea, rest assured that we're here to assist you every step of the way.

Click Here To Join The Group



Want to Learn More?

HOW TO MARKET YOUR RESTAURANT BEYOND CONTEST

Exclusive Training With Gary Kraeger

- Crafting and Executing Customer-Attracting Offers
- Establishing Profitable Restaurant Subscription Clubs
- Leveraging Facebook Marketing with a \$5-\$10 -a-day Budget
- Creating Menu Mini-Tours to Boost Customer Return Rates
- Building and Utilizing Customer Databases for Growth
- Advanced Contest that can lead to 1000's of comments blowing up your social media.

Yes! Reserve My Seat NOW!