

# MMG AGENDA - October Campaigns



**Holiday Group Party Campaign:** Follow up to August depending on remaining availability

It is never too early to remind your clients about why your restaurant is the ideal place for their office party or special friends and family gathering. MMG will produce a physical mail piece and/or e-mail to be sent to your database promoting corporate bookings for: holiday parties - catering services - Landmark anniversary celebrations etc.



**Corporate Campaign for New Clients:** Can be tied in with corporate Xmas party booking to new companies in your market.

MMG will contact companies in the surrounding area of your restaurant that fit your restaurant's profile. This campaign is devised to help increase lunchtime traffic and provide your restaurant with corporate contacts. MMG will devise either a VIP Corporate Promotion or a Gift Certificate Reward Promotion based on the profile of your restaurant, we will need 4 weeks to complete the Corporate campaign for New Customers.



**Residential Campaign for New Customers:**

Target up to 5000 prospects in residential areas around the restaurant or in specified markets. Speak to your coordinator for more information on the right strategy for your market and the approach.



**Canadian Thanksgiving:** Catering or restaurant event

Wish your guests Happy Thanksgiving. Inform them of your special menu or sponsor a local foundation that helps families in need (donate a percentage of the proceeds you earn during thanksgiving week). Use your database to your advantage by offering set catering menus.



**Seasonal food festival:**

Whether you call it 'Octoberfest', 'Flavouricious' or 'Fall Flavourfest' or any other name the goal is to give a different DNA to your menu during this festival and to market it to your guests.



**Halloween Party:**

Halloween falls on a Saturday night. Make sure to market this special event especially if you fear it might have an impact on your Saturday traffic which normally is a very busy restaurant night.



**Sporting events campaign:**

Sporting leagues like the NFL, NHL, NBA are back in action. Major league baseball is approaching playoff season... If applicable to your venue run campaigns for specific game nights with incentives...



**Regular B-day campaign:**

The larger your database is the larger the financial (\$\$\$) returns will be on this campaign. Keep a constant focus on the growth of your list...



**Regular Anniversary campaign:**

Grow your list and communicate the tracked results to your coordinator.



**Regular First visit campaign:**

The more you reach out to your clients outside of their restaurant experience, the more you will be on their mind to promote word of mouth and speak about your restaurant to new clients.

**Campaign by design:** Request your own campaign to suit your restaurant's specific needs and contact your coordinator for the integration.

# OCTOBER 2011

**MMG MONTHLY FOCUS:**

*Consulting with your Marketing Coordinator:*

- Make sure your marketing plan and campaigns are working for you and your guest.
- Adjust if need be your monthly campaigns incentives (Birthday - First visits - Anniversaries).
- Discuss your November and December agendas.

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