

The image features a chef in a kitchen, wearing a brown apron over a dark shirt, focused on a task. The background shows kitchen equipment like ovens and a tiled wall. Overlaid on the image are several concentric blue arcs that form a stylized rainbow shape, framing the chef and the text.

RAINBOW

PROVEN MARKETING GUIDE

BOOST YOUR RESTAURANT SALES AND LOYALTY

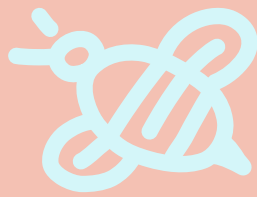
This comprehensive guide will give you seven actionable strategies to increase your restaurant sales and customer loyalty in 2025 and beyond.



The restaurant industry has seen some massive shifts in marketing tactics and customer behavior.

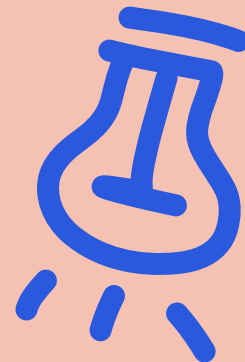
These exciting shifts provide new opportunities for restaurants to capitalize on.

This guide breaks down the top seven marketing tactics and customer loyalty strategies to boost ROI, each of which is attainable and necessary to stay competitive in today's restaurant market. Let's dive in.



7 ACTIONABLE STRATEGIES

Follow these simple marketing tactics so you don't lose out on potential customers. If you aren't meeting the customer where they are in their journey to choose a restaurant, your competitor is. Plus, once you land your new customer, retain them through loyalty programs, promotions and reputation management.



1

Advertise with Google Ads

- Build campaigns that geotargets the area where most visitors to your restaurant live and/or travel from. You can choose by city or town, zip codes or even draw a radius around your desired area.
- Choose relevant keywords to target that will help potential customers easily find your restaurant. For example, if you own a famous BBQ restaurant in Austin, Texas you would want to target key terms such as these:

BBQ restaurant in Austin Texas

famous BBQ in Austin

best BBQ near me

- Write relevant ad copy to match your search term so that the prospect is met with exactly what they are looking for. Get specific with your copy. For example, if you're the number one BBQ restaurant in Austin, TX, include it in your copy.

- Utilize the ad extensions feature to provide additional value. Some examples of this could be:

Reservations

Menu

Contact

Press

- [Pick goals](#) that are most important to your business. If you aim for online sales, consider choosing the Sales goal. Other goals let you set up a campaign that aims to get you leads or phone calls.
- Set up tracking tools on your website: GA4, Google Search Console, Google Ads, Facebook Pixel (see [AdSpresso's comprehensive guide](#))
- Monitor and optimize your campaigns based on performance metrics. You'll want to monitor your traffic to see what gains traction and adjust accordingly so you don't waste money.

According to [Google](#), 88% of people who conduct a local search on their smartphone visit a related store within a week. Businesses make an average of [\\$2 in revenue for every \\$1](#) they spend on Google Search and Ads.

2

Run Social Ad Campaigns

- Use [Facebook's Ad Library](#) to snoop on your competition
- Go broad on your audience targeting (no need to use interests, the algorithm works and your target is small)
- Instead of optimizing for clicks, set your campaigns to achieve goals like bookings, leads, phone calls or menu views (Use Facebook Event Tools)
- Set a budget and schedule for your ads and continuously update your creatives
- Monitor and adjust your ads based on performance metrics (limit frequency, etc.)



Promotions

Here's how to create effective promotions that drive sales:

- Set clear goals for your promotion like driving more site traffic, growing subscribers, or getting more bookings
- Pick the best promotion type, ranging from discounts and cashback offers to giveaways, tailored to your restaurant and target audience
- Develop a quality offer that's sufficient to drive behavior, and make it time-sensitive to encourage guests to give in to FOMO
- Team up with neighboring businesses, retail or trade partners, and other brands for cross-promotion, and get the word out about your offer via email, social media, print, and signage in your restaurant
- Giveaways still work – gift something relevant that your customers will love to drive engagement and expand your email list. Use apps like [ViralSweep](#) or [WooBox](#), or [read this MailChimp guide](#) to run it on social media with your email platform of choice.

A report by [OpenTable](#) found that restaurants that offered promotions or discounts saw a 30% increase in covers (one meal, or one-customer served) during the promotion period. Two-thirds of consumers have made a purchase they weren't originally planning to make because of a promotion according to a survey from [RetailMeNot](#).

4

Collaborate with Local Influencers + Food Bloggers

How to identify and partner with the right influencers and bloggers

- Research local influencers and bloggers in your niche
- Reach out to them with a personalized message and offer
- Set clear goals and expectations for the partnership
- Ask everyone if you can share their content (get legal consent)

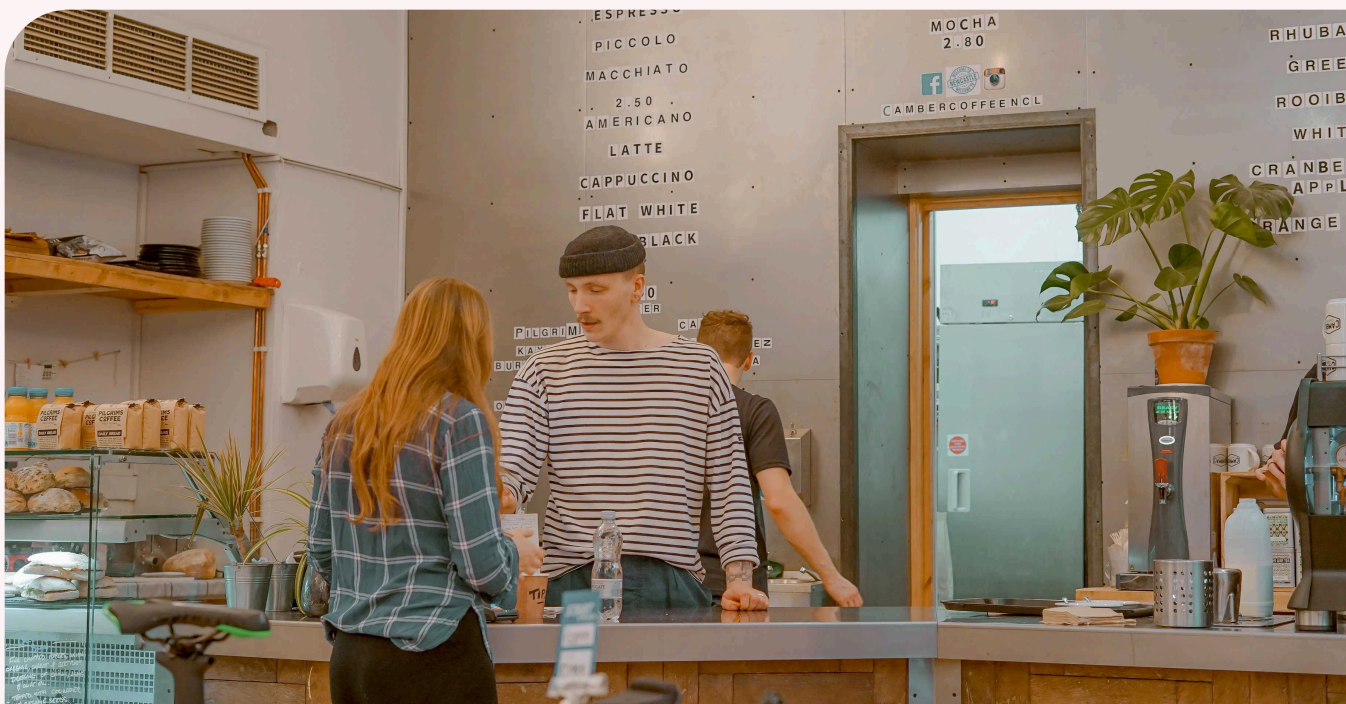


5

Create Loyalty Programs

How to create a loyalty program that drives repeat business

- Choose the right rewards for your customers
- Set up a system for tracking and rewarding customer loyalty
- Promote your loyalty program through email, social media, and at your restaurant (POS, signage)



75% of consumers will favor a brand if there is a loyalty program according to [KPMG's survey](#). According to [a Deloitte survey](#), nearly half (47%) of guests who are part of a restaurant loyalty program use their memberships several times a month, and almost a third (32%) do so several times a week.

Run Email Marketing

How to build an email list of engaged subscribers

- Offer incentives for signing up, such as a discount or free item
- Collect email addresses in-store (POS) and online
- Create personalized and relevant email content
- Put your emails on auto-pilot (nurture series)

According to a report by Statista, 86% of consumers say that they would like to receive promotional emails from companies they do business with at least monthly. Email marketing has an average ROI of \$45 for every \$1 spent.



Email marketing is such a valuable tool for keeping our guests informed and engaged. Through monthly newsletters we let customers know about our newest menu items, seasonal promotions and upcoming events, giving them something fresh and exciting to order or look forward to on their next visit.

Marianne Lyles
Marketing and Events Director
Fresa's and Launderette, Austin, TX

7

Manage Your Reputation

- Claim your profiles and monitor and manage your online reputation on platforms like Yelp, Google My Business, and social media
- Respond to customer reviews and feedback on Yelp ([see guide](#)), TripAdvisor, Google Ads, etc. on a weekly basis
- Remind customers you're on Yelp and Google after positive experiences ([see guide](#))—just note that you cannot do a big email blast asking for positive reviews! Do NOT send out a mass email asking for reviews—they will get flagged and removed

According to a [survey by TouchBistro](#), 68% of diners have tried restaurants entirely based on positive online reviews. Additionally, a one-star boost in online ratings, according to [FastCasual.com](#), can increase revenue by up to 24%.

Quick wins

List your website with matching NAP (name, address, phone number and updated hours & descriptions) in Yelp, OpenTable, [Google Business Profile](#)

Add QR codes to business cards, receipts, in-store posters to increase sign ups / loyalty

Upload high quality pictures of your business everywhere

Use Google's Business Profile Manager as a social media platform to share updates

Leverage emerging tech like SMS or chatbots

Add your long-form email newsletter posts to your blog for SEO

Looking for the right insurance coverage to protect your restaurant and employees?

Rainbow offers customized insurance policies for all types of restaurants, from sandwich shops to wine bars. With hassle-free policies that connect to your POS and variable premiums that adjust with your business, you can gain peace of mind knowing your business is covered. Plus, our policies come with free risk prevention resources to help you avoid costly and time consuming claims. Contact us today to learn more about how Rainbow can help you protect your restaurant.

Get a quote



Have questions?

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