

The No Bulls It Guide To Improving Guest Counts

In the competitive restaurant industry, attracting and retaining customers is crucial for success. Increasing guest counts is not an easy task, but it's essential for driving revenue and profitability. This comprehensive guide will provide you with the proven strategies you need to improve guest counts and build a thriving restaurant business.



Restaurant & Bar Marketing: The no bulls#it guide to improving guest counts by Erik Shellenberger

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1. Start with a strong foundation

Before you can start implementing strategies to improve guest counts, you need to make sure you have a strong foundation in place. This includes:

- **A great product:** Your food and service should be top-notch. If your guests don't enjoy their experience, they won't come back.

- **A clean and inviting atmosphere:** Your restaurant should be clean, well-lit, and comfortable. Guests want to feel welcome and relaxed when they dine out.
- **Friendly and efficient staff:** Your staff should be friendly, knowledgeable, and efficient. They should make guests feel valued and taken care of.

2. Implement effective marketing strategies

Once you have a strong foundation in place, you can start implementing marketing strategies to attract new guests and encourage repeat visits. Here are a few effective strategies to consider:

- **Create a strong online presence:** Make sure your restaurant has a website and social media pages. Use these platforms to showcase your menu, specials, and events. You can also use online advertising to reach potential guests.
- **Partner with local businesses:** Team up with other businesses in your area to cross-promote your products and services. For example, you could offer a discount to guests who show their receipt from a nearby store.
- **Get involved in the community:** Sponsor local events or donate to local charities. This will help you build goodwill and raise awareness of your restaurant.

3. Offer incentives and promotions

One of the most effective ways to attract new guests is to offer incentives and promotions. Here are a few ideas:

- **Run a loyalty program:** Reward guests for their repeat business with a loyalty program. You can offer discounts, freebies, or other perks to loyal customers.
- **Offer happy hour specials:** Happy hour is a great way to attract guests during slow periods. Offer discounts on drinks and appetizers to encourage people to come in and try your restaurant.
- **Host special events:** Host special events, such as wine tastings or cooking classes, to attract new guests and generate excitement around your restaurant.

4. Build a strong word-of-mouth marketing campaign

Word-of-mouth marketing is one of the most powerful ways to attract new guests. When people hear positive things about your restaurant from their friends and family, they're more likely to give it a try. Here are a few ways to build a strong word-of-mouth marketing campaign:

- **Provide excellent customer service:** The best way to generate positive word-of-mouth is to provide excellent customer service. Make sure your guests have a great experience every time they dine at your restaurant.
- **Encourage customer feedback:** Ask your guests for feedback on their experience. This will help you identify areas where you can improve and make changes accordingly.
- **Get involved in the community:** Get involved in the community and build relationships with local businesses and residents. This will help you spread the word about your restaurant and generate positive buzz.

5. Track your results and make adjustments

Once you've implemented these strategies, it's important to track your results and make adjustments as needed. Use a reservation system to track guest counts and identify trends. You can also use social media analytics to track the reach and engagement of your marketing campaigns. By tracking your results, you can see what's working and what's not, and make changes accordingly.

Improving guest counts is essential for driving revenue and profitability in the restaurant industry. By following the strategies outlined in this guide, you can attract new guests, encourage repeat visits, and build a thriving restaurant business.



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