



How many empty tables do you have?

Five reasons

Why you must market your restaurant!

- 1 Marketing Strengthens Your Image**
Consistent long-term exposure to your message keeps customers familiar with your restaurant. With familiarity comes customer loyalty and additional visits, plus better opportunities for amplified customer referrals – all of which provide for increased restaurant revenue.
- 2 Consumers Forget Your Message**
Consumers see thousands of messages. To be at the top of your customers' and potential customers' minds, your message has to be consistent, frequent and interesting.
- 3 Five Times**
Consumers can't buy goods and services they don't know about. The average person needs to hear about a product or service FIVE TIMES before purchasing it.
- 4 Marketing Helps Retain Customers**
When customers don't hear from you, they tend to **FORGET YOU** and "move on" – maybe after listening to a friend who tells them about a great restaurant down the street.
- 5 Competition Is Strong**
There are new restaurants entering the marketplace daily, and all are after the consumers' dining dollars. **PAINT A POWERFUL PICTURE OF WHAT YOU HAVE TO OFFER!** When you increase consumer awareness, it gives customers a reason to try you and become loyal customers.



What we provide

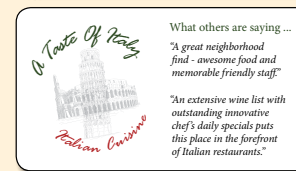
We design a full-range of distinctive marketing materials for the independent restaurant and deli owner who desires quality graphic design and printing – from snazzy menus to smashing outdoor banners, all at an *affordable price*.

You can't sit back and expect customers and revenue to find you!

Referral Cards (printed front and back)

The perfect card for staff, friends and guests to hand out to increase awareness about your restaurant and turn potential guests into regular patrons. Or just place them in your check presenters to encourage a return visit. Printed front and back on premium heavy 16pt card stock with rounded corners.

Feature your special lunch and/or dinner offer and include Yelp or other social media reviews on the back of the card.



Business Cards



Premium quality 2-sided – printed on heavyweight 16pt gloss card stock with a matte or UV coated finish.

Five Reasons to Use a Creative Graphic Designer

- 1 You Save Yourself a Lot of Headaches and Money**
Even if you have some home-office design software, knowing how to use it quickly, properly and tastefully is another thing entirely. Let's say you do put something together yourself and send it off to the printer. When the proof – or worse, the finished product – comes back with problems that you didn't anticipate, fixing or reprinting will take even more time and money.
- 2 A Creative Expert**
Designers are generally pretty creative folks, and they like to help their clients get the most out of every project. **They see things differently** in terms of colors and distinctive and balanced layouts that will capture attention and increase readability. Hiring a graphic designer is likely to mean that you'll end up with a better finished product than you could have put together, even if you're skilled at making things look good. Because of the amount of marketing materials he or she sees every day, a graphic designer can make sure your materials stand out – **thus leading to more attention from potential customers and more sales.**
- 3 Saving Time**
You have enough on your plate already! Do you really want to spend time trying to come up with designs for your menus or flyers? A graphic designer can come up with a design in a quarter of the time it will take you to do it yourself – and it will almost certainly be a more eye-catching, appealing and polished piece than you would have created.
- 4 Experience and Professional Design Software Counts**
A graphic designer will know the most cost-effective ways to design your marketing materials to keep your printing costs to a minimum, in addition to choosing the right paper and colors. By the time you're able to create a layout using Microsoft Publisher (a program printers hate), a designer will be able to design a proper file with a graphic suite of software that printers will not have an issue with. Graphic designers have the very best and most powerful software and the knowledge to use it.
- 5 Stand Out in a Crowd**
It's no secret – great designs get noticed. Whether it's an stunning menu design or a direct mail postcard, your best defense against becoming part of the noise is through great design that captures your audience's attention.

Rolled or Cut-Sheet Catering & Take-Out Labels

Deli Sandwich, Take-Out Container & Catering Labels

3 Sizes Available • 2", 2½" or 3" Rolled Labels



Text Message Alerts

Receive new product and special offers on your smartphone
Text **MENU** to 313131

Roll labels are an easy way to enhance your image to help *establish your brand* and promote your business. Use our labels on your take-home containers, sandwich wraps and deli trays to tell customers what special sandwiches you offer or to increase awareness of additional services such as catering.



3" Circle Design Fee - \$39
Print 1,000 - \$298
Print 2,500 - \$398
Print 5,000 - \$498

Download order form at www.DesignRestaurantMenus.com

Economy Style cut-sheet labels 3½" x 3½"

Labels are printed on the front side of an adhesive-backed glossy label on 60-lb. stock with super hi-gloss UV coating.

Economy Cut-Sheet Labels
Design Fee - \$39
Print 500 - \$89
Print 1,000 - \$149
Print 2,500 - \$229

Every Door Direct Mail® Super-Sized Postcard Menus

6½" x 11" • 2-sided heavyweight glossy card



EDDM Success Story

Vocelli® Pizza – Daniel F. knows his business. He owned his first franchise at only 21 years old. Goal: Increase pizza sales. Every Door Direct Mail results: *"Every other month I send out 5,000 menus, and this year versus last year we are up 22%."*

**1 8½¢
POSTAGE**
USING USPS® EVERY
DOOR DIRECT MAIL



It works! Get new customers today!



Every Door Direct Mail® (EDDM) is an exciting service by the U.S. Postal Service that is making direct mail advertising **affordable** and **simpler**.

Now you can reach every address in the area surrounding your restaurant with Every Door Direct Mail service. **How does it work?** We design and print your postcard. You pick the neighborhoods you want to reach, and a Postal Service letter carrier distributes your super-sized postcard (6½"x11") while delivering the day's mail. It's a powerful and cost-effective way to market to the new customers in your neighborhood. **Ask us to design your EDDM postcard today!**

- **AFFORDABLE** – design fee, printing and USPS postage is about 38¢ per card.
- **NO** postage permit or mail list to purchase!
- **NO** addressing or labeling service fees!
- **FAST DELIVERY** – processed at your neighborhood post office!
- **SUPER-SIZED** (6½"x11") – we can design a stunning card with room to deliver a powerful message.