



# SPILLOVER

Restaurant Digital Marketing Solutions



Is Your  
Restaurant  
Ready for the  
Holidays?

Here is a quick checklist to  
maximize sales during this  
holiday season.

Promote Effectively.  
Grow Your Audience.



# Tis' the Season Holiday Checklist

- Promote Gift Cards and Merchandise
- Update Your Holiday Hours
- Offer Special Holiday Menus
- Promote Contactless Dining and Pickup
- Use Holiday Themes on Your Social Media Posts and Email Blasts



## Promote Gift Cards and Merchandise

Boost holiday sales with gift cards.

- Sell your gift cards online
- Personalize the experience of the gift card
- Run special discounts or promotions on gift cards
- Offer digital cards for quick download
- Add gift cards to upsell campaigns
- Promote on social media and with email marketing
- Create bundled gift packages with branded merchandise



## Update Your Holiday Hours

Make sure customers know when you're open.

- Add Holiday Hours to Google, Yelp, Facebook, and anywhere else your business lists its hours.
- Update Online Ordering business hours
- Don't forget to promote your holiday hours on Social Media

### HOLIDAY HOURS

#### CHRISTMAS EVE:

*all locations closing at 7 pm*

#### CHRISTMAS:

*all locations closed! Merry Christmas!*

#### NEW YEARS EVE:

*all locations closing at 8 pm*

#### NEW YEARS DAY:

*all locations opening at 12 pm*

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# Special Holiday Menus and Offers

- Add seasonal dishes to the menu
- Add crowd-favorites that are comforting to customers
- Add catering options for holiday favorite meals and/or items
- Offer special holiday drinks
- Add the seasonal items to your delivery options
- Utilize Social Media and Email to promote holiday items



## Contactless Dining, Ordering, and Pickup

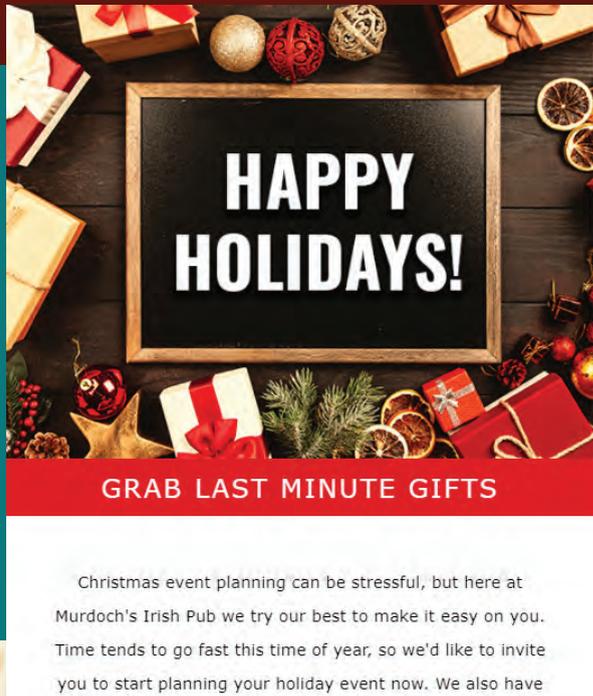
Keep customers and staff safe during the holidays while growing your profits.

- Offer a contactless menu by posting a QR code
- Keep a safe 6 feet distance from patrons
- Staff is required to use masks at all times
- Patrons are required to use masks when moving about the restaurant
- Utilize outdoor space to dining
- Have a special designated pickup space in the restaurant for those wanting to stay safe
- Utilize plexiglass barriers between cashiers and patrons

# Holiday Social Media

Keep followers up-to-date

- Post photos and videos of your holiday menu
- Post festive photos of restaurant and employees
- Post updated holiday hours
- Advertise gift cards and merchandise
- Advertise contactless dining and pickup
- Advertise holiday catering
- Offer Holiday contests for likes, shares, and tags



Starting TODAY, buy \$25 in gift cards and you'll get a \$5 bonus card for yourself! What better way to give and receive this holiday season. Our gift cards make the perfect stocking stuffers for friends, family, teachers and more!



## Holiday Emails

Send email blasts to entice customers

- Promote last minute gifts and gift cards
- Wish your customers "Happy Holidays"
- Remind customers about holiday hours
- Promote special discounts and gift cards
- Inform customers about your holiday menu and catering options
- Offer specials for "Regulars"

Happy and Safe Holidays  
From the Spillover Team!

For more assistance getting your restaurant holiday-ready, visit us at [www.spillover.com](http://www.spillover.com) or call 512-617-2774

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