

Tips for Boosting Restaurant Holiday Sales

1. Create Seasonal-Inspired Dishes

Draw restaurant-goers in with limited-time, season-inspired dishes or drinks that highlight the flavors of the season. You don't have to overhaul your menu entirely—a few specials can do the trick.



2. Run Promotions

Once you have some solid dishes that are sure to please, don't forget to promote them. Highlight them on your social media accounts, posters at your storefront and inside, and/or tent cards at the table.



3. Establish Online Fundamentals

Double-check your online information for errors or missing details. Review your website, Google locator tag, Facebook, and other platforms to ensure your phone number, address, and menus are accurate.



4. Invest in Social Media Advertising

Invest in social media advertising to showcase your dishes and ambiance to potential customers. Free tools like Canva can help you design eye-catching ads without hiring a designer. Paid ads increase your visibility and attract more diners as they browse their feeds.



5. Set and Meet Expectations

Set your standards, considering your company mission, values, theme, atmosphere, and customer expectations. Then, work to meet and exceed those. Ensure that all customer touchpoints—from talking to the hostess to making reservations to ordering delivery—run smoothly.



6. Get Festive

Consider a few seasonal decorations to show your holiday spirit. You don't have to go overboard. Recycle or upcycle older items. Look for deals at your local donation center to add festive pizzazz to your usual look without breaking the bank.



7. A Holiday Boost

Take advantage of the holiday season to boost sales at your restaurant. Think from the perspective of your patrons: the hurried shoppers who want a quick bite or the busy entertainers who need to feed a crowd by dining-in or taking-out.

