



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



SPILLOVER

www.spillover.com | sales@spillover.com | +1 (512) 617-2774



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

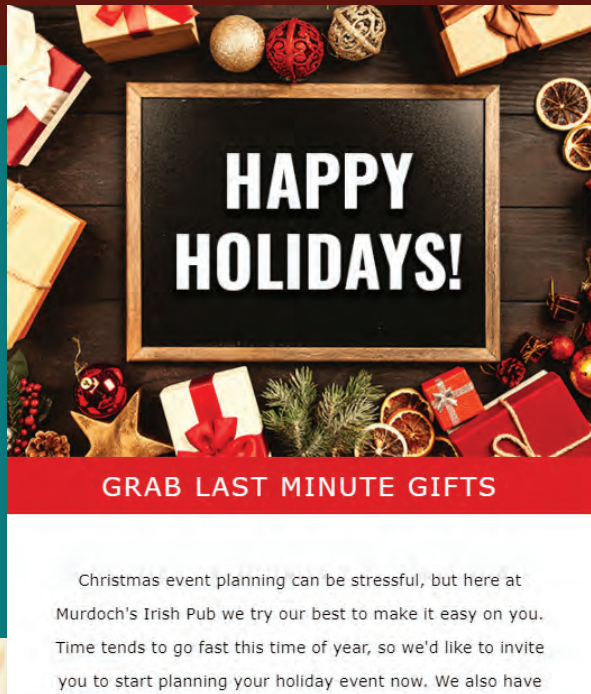
SPILLOVER

www.spillover.com | sales@spillover.com | +1 (512) 617-2774

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 or call 512-617-2774

SPILLOVER