

### **Promotion Strategy**

Your promotion strategy should inform your customers about your restaurant, persuade them to patronize it and assure them of your future existence. The strategy should fit the theme or concept of your restaurant. For example, a sports bar, celebrity hangout, nightclub, bistro, Rush Room, etc.

Outline your promotion strategy including advertising, public relations, celebrity endorsements, exhibitions, sales promotion material, special events, and other activities. Explain why you chose these activities and how they further your marketing goals. Use the tables and templates provided to portray your promotion strategy.