5 Reasons your menus should be your most powerful marketing tool

Restaurant Menus as they exist today are stale, boring, and they require a lot of time and money to update. We understand why you feel limited by the traditional menu experience and how unfairly it represents your brand.

In today's high tech environment, customers have the opportunity to interact with your menu even before they arrive at your restaurant. Despite all the changes over the years and the increased use of technology, restaurant menus have not changed that much.

How many people are looking at your menus every day? 100? 500? 1000? If you think about it, that's a lot of people. With all your potential customers browsing through them, menus are the most effective platform to promote your restaurant. A different and more targeted menu will drive more business for you even before your customers step in your restaurant.

Let's talk about the top 5 reasons your menus t should be your most powerful marketing tool that you have to drive more business:

1. **Exposure**
   a. What is the one thing that you are sure most people that go to your restaurant will do? If I had guessed one, that would be looking at your menu, no matter how familiar your customers are with your food, they will

look at the menu just to see if something changed or if there is something else that they would like to try.

That kind of attention and focus to your menu and only to your menu is prime time, it is what every advertiser wishes they could get. Become the advertiser of your own business, drive the messages, offers, culture, commitment that you want to drive to your customers in a way that catches their attention and that lasts days after they leave your restaurant.

2. **Humans are creatures of habit**
    a. Most people have one or two choices they pick from every restaurant. Even when you present them your daily specials it is difficult to picture new options and decide to try something new. Your customer is under pressure to make a decision while placing an order which drives them to choose what feels comfortable and what they already know.

    If your menu improves that experience with an interactive approach that displays pictures, ingredients, and reviews from other customers they will feel more comfortable to try new items and experience what you want them to remember.

3. **A picture is worth a thousand words**
    a. Complex and unfamiliar ideas can be conveyed by a single still image, more effectively than a mere verbal description. Today there are many applications that will allow you to create engaging and impressive digital images that will invite your customers to try something new. Then the job of your restaurant's staff is to help your customers experience that new flavor, unfamiliar dish or less popular drink that will invite them to come back.

4. **Honest and Timely Customer Feedback**
    a. Customer feedback not only allows you to improve what you do but also helps you create customer loyalty and customer experiences that your customers will share with their friends and family.

    Since your menu is the window to your restaurant, it can be the place where you give customers the opportunity to provide feedback. Simple

and easy access to feedback opens up very valuable communication opportunities with customers. Your customers will feel valued by the way you respond.

5. **Every day, week or month you have a new canvas**
   a. Menus do not have to be static. With digital menus you save trees, you are not limited by the 8X11 paper size, and there are no logistics involved with the printing and distribution cycles of the past. You can create, change, adjust and test what works with your customers on the fly. You will drive the items that make more sense to you and your customers, "just in time"

In summary, restaurant menus have been a restaurant's static and simple list of items to choose from but they can be much more. A menu is your most important marketing platform that will help you grow your business, create outstanding customer experiences and build stories for others to follow. We can help.