

## FISHBOWL MARKETING FOR RESTAURANTS

It is far easier and less costly to get a current customer to buy again than to attract a stranger to your business. The current customer is familiar with your business, has tried your food, and more likely to return. Fishbowl Marketing is a very cheap campaign to promote your products to your current customers and is a low-cost method to market your business. It will probably result in the customer who enters returning with another potential purchaser. It is important to collect email addresses whenever you can. ([Learn More](#))

You should always get a customer's email address when they are leaving the restaurant. If the customer asks why you are asking, explain you send out offers once a month for discounts on your meals.

With this in mind, the “Fishbowl Marketing” concept would simply involve the following steps:

- Put a large fishbowl, preferably plastic, on the counter of the restaurant with a sign taped to the front that says: “Enter our free drawing for a \$25 gift certificate (or equivalent) that will be awarded each month. We need your name, email address, and zip code to notify you. Only one entry per visit.”
- Once per month a name is drawn and the winner notified. The remainder of the entries is sent an email that reads, “I am sorry you didn’t win our monthly drawing for the \$25 gift certificate. However, bring this email back to us and we will give you % off your next meal. The subject of the email is “The Drawing for a Gift Certificate at “([Name of Restaurant](#))”.
- The entry form would be titled “Free Drawing Entry” and it would only ask for name, email, and zip code. The zip code would tell us where the clients come from. It would also say at the bottom of the entry form, “We promise not to rent, sell, or share your information with anyone. From time to time we may email you coupons or other offers that will save you money.”

You would put the rest of the names and email addresses into an Excel spreadsheet. The list would then be uploaded into an email marketing program like [www.ConstantContact.com](http://www.ConstantContact.com), [SwiftPages.com](http://SwiftPages.com), etc. The advantage of these programs is you can set up the template and reuse it every month. It would cost about \$30 per month for this program plus the cost of maintaining the list of email addresses.

Every month starts a new contest. You would have posted nearby a list of each months winner using just their first name and last name initial (like Ray M) to protect their identity. See me for details on how this program may help your business.

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