

MARKETING TO KIDS

When families go out to eat, it's often the kids who decide where to eat. Children are the focus for powerful marketing programs seeking to influence the spending of the family income. This year alone, according to the National Restaurant Association, children under the age of 12 will directly influence the spending of over \$600 billion dollars per year.

Simply a kid's menu is not enough, what you need is comprehensive kid's marketing system to keep the family coming back. You have to offer an outstanding, appealing experience to gain their loyalty. You don't want them eating another Happy Meal® when they are asked by Mom and Dad where to go for dinner.

So how do you create a Great Kids Klub? You should start by creating a Family Dining Experience where they can all participate together using an activity placemat. The placemat can also include a kid's menu. Do a google search under "restaurant placemats advertising" where you will find many sources, some for free.

There could be a short questionnaire asking for some basic information like the kid's name, birthday, and an email address (probably the parents). You can send a full color birthday cards (by email) and an invitation for a free Birthday Dinner and Treat. You might extend the offer to the rest of the family.

You could email to the kid a certificate to "Buy Mom and Dad Dinner" from your restaurant. This makes the kid feel important and grown up because they are buying dinner for a change. Use full color certificates and customize them to your restaurant. The restaurants who are using these report a redemption rate of between 50% and 80%! It is high because they are your existing customers and the kids want to bring their parents back to the restaurant.

Finally, your restaurant's Kid's Bucks are the basis of your program for the kids. These customized kid's bucks are handed out when they come in to eat. They are given a list of prizes that the Kid's Bucks can be redeemed for or they could choose from a Treasure Chest.

For more information about promoting your restaurant go to <https://dfymarketingsystems.com/>.

Also read FULL: A complete online and offline roadmap to marketing your restaurant by Dean Killingbeck.