

# PROVEN TIPS TO BOOST RESTAURANT SALES

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DURING THE  
2017 CALGARY STAMPEDE



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**DURING THE 10  
DAY STAMPEDE,  
WE RECEIVE  
MORE THAN ONE  
MILLION VISITORS  
FROM ACROSS  
NORTH AMERICA  
AND THE WORLD.**





# Introduction

The Calgary Stampede is the single largest draw for our city, bringing over one million people from across north america and the world for ten action packed days. Some naysayers may think that only western themed bars and bars near the Stampede grounds see increased traffic and sales but with the right strategy, any bar, restaurant or pub can take the bull by the horns and make the 2017 Stampede their best ever.

We scoured the social media accounts of some top brands and not so top brands to determine what has worked in the past and what hasn't. From there we devised a strategy to boost sales and traffic as well as came up with actual content ideas, a content calendar, and our best tips for success.

We hope you'll use this guide to generate big results for your business and we've included an exclusive Clickspace TV Stampede promo offer that you won't want to miss out on.

# The Opportunity

So you're probably asking yourself, what is the opportunity? why aren't more bar managers and owners taking full advantage?

Well, it's because most have no clue about the things in this guide. Here are the biggest opportunities that are available to any owner or manager right now:

**BETTER IN HOUSE ENGAGEMENT  
(INCREASED SALES & DWELL TIME)**

**BETTER SOCIAL CONTENT**

**MORE AWARENESS OF EVENTS & SPECIALS  
TO YOUR FAVOURITE CUSTOMERS**

**BETTER SOCIAL CONTESTS**

**MORE ADVOCACY AND REACH FOR YOUR  
MOST IMPORTANT POSTS ONLINE**

# In House

If you're looking for actionable ways to start generating more revenue and increase dwell time, we have some ideas that are worth thinking about. Our organization **Clickspace** has been working with pubs, restaurants and bars for nearly two decades and in that time we've been able to hone in on some phenomenal strategies for how to drive results in house.

First things first, if you have TV's in your establishment, and you're not leveraging them for internal promotions and games, you're missing out on a huge opportunity. Our product **Clickspace TV** is extremely simple and easy to add to any TV in your establishment, plus you'll start generating results for the business on day one. Here are three ways businesses like Ranchmans, Canadian Brewhouse and Shark Club are using our product to drive business results.



# In House

## INCREASING LAST CALL SALES BY UP TO 25%

If you're familiar with the term FOMO (fear of missing out) you'll know how much this can drive people to make purchasing decisions. One of the most effective uses of Clickspace TV is our Last Call Countdown™ which shows a physical timer set to how ever long you want. Many owners we surveyed saw around a 25% jump in sales while this Last Call screen was playing. This is a perfect thing to test at your location during the 2017 Calgary Stampede, every night, to maximize your revenue generation opportunity.

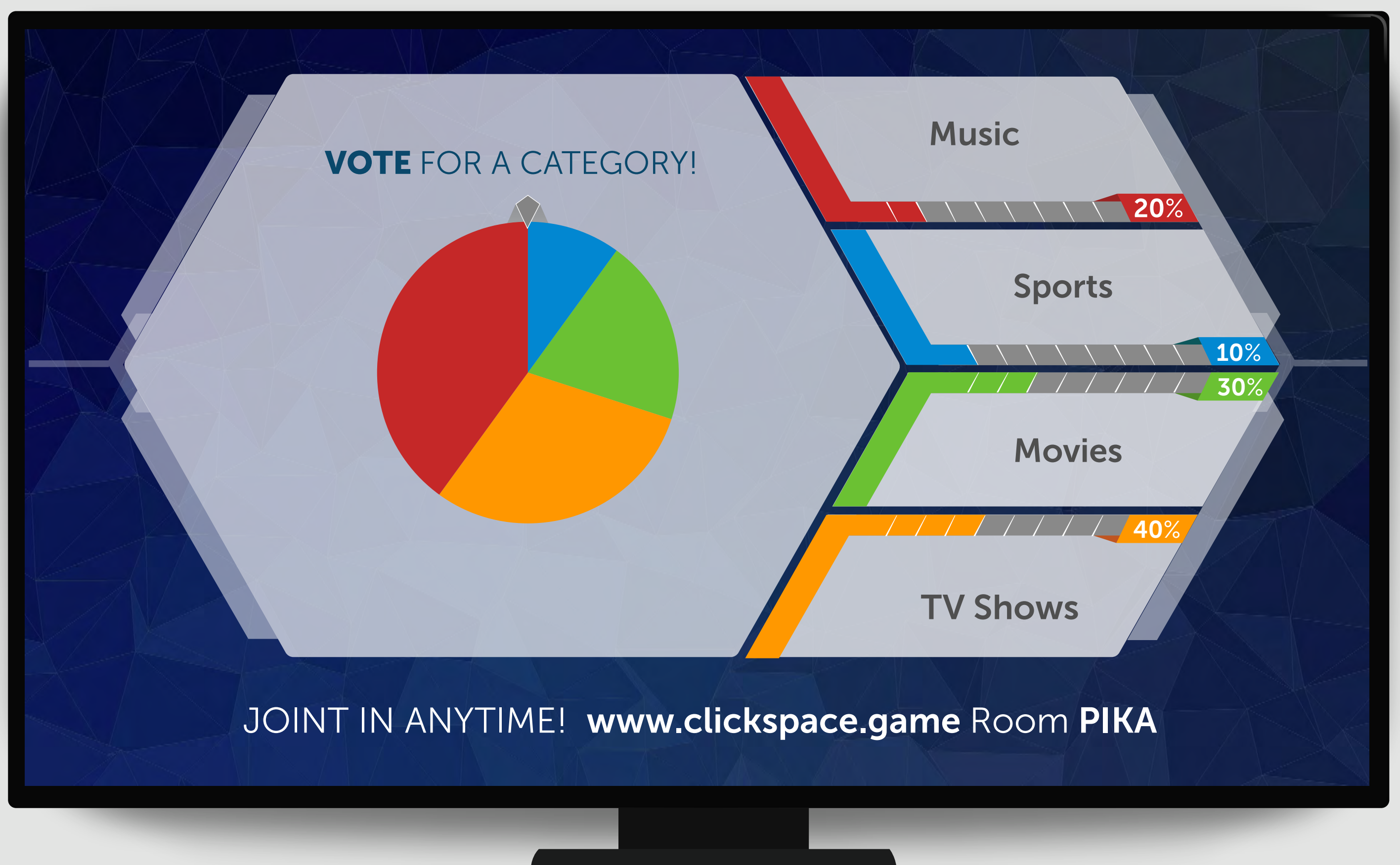




# In House

## SECOND GUESS TRIVIA

Trivia nights are becoming more and more popular at pubs, bars and restaurants because it's engaging for the patrons and creates the experience of community and competition. When we first launched Second Guess Trivia we weren't exactly sure how users would engage with a digital and interactive version of trivia, hosted on bar TV's, but the results were quickly evident.





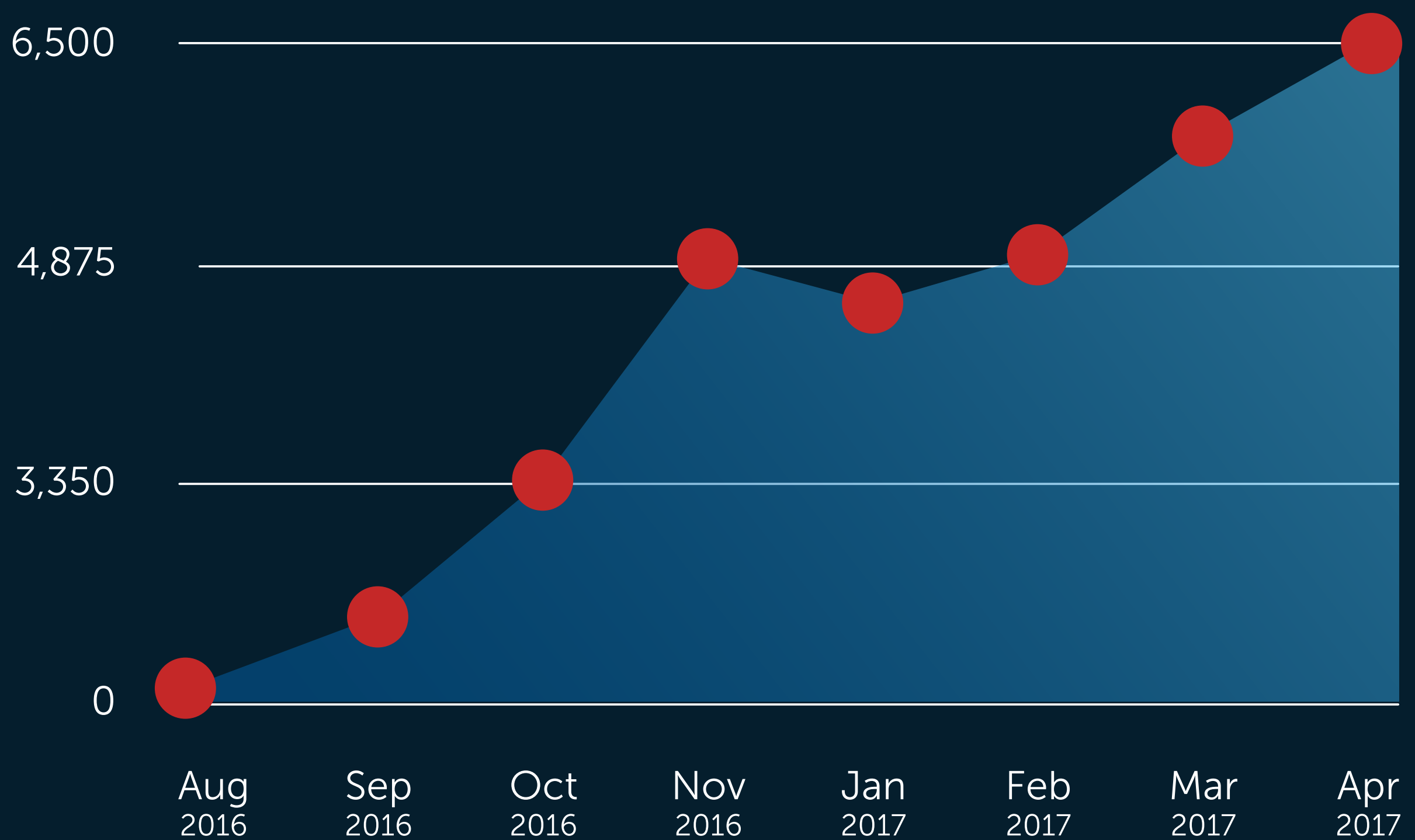
# In House

## TAKE A LOOK AT THE NUMBERS!

Since we launched the product last year, every month, more and more users are playing Second Guess.

The best part is, a majority of the users return to play the game again. We can tell this by utilizing Google Analytics, similar to how one would gauge their website, to interpret the unique views and the amount of sessions.

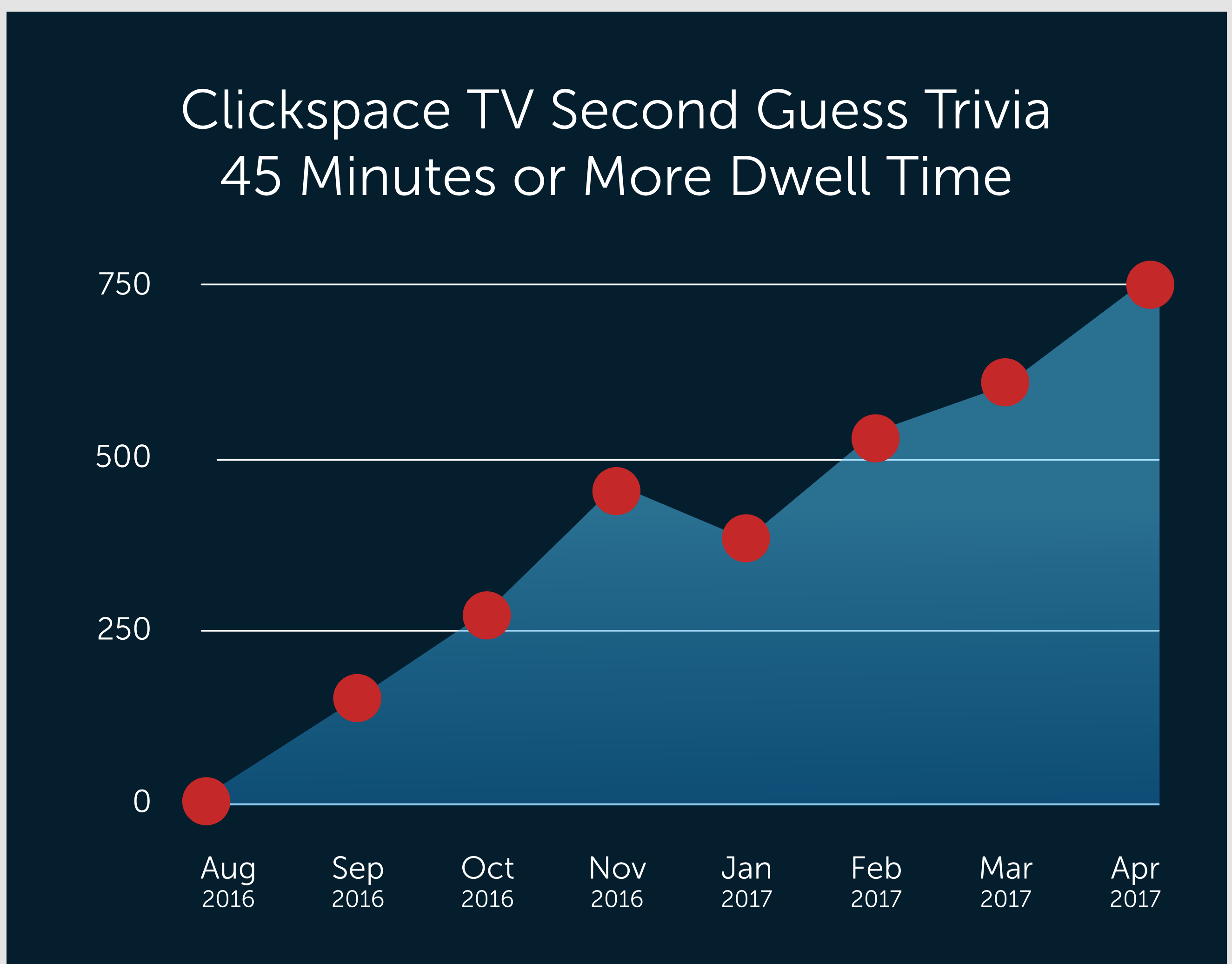
### Clickspace TV Second Guess Trivia Sessions





# In House

Here is another interesting statistic. The number of users who are playing Second Guess for over 45 minutes, continues to rise every month. Not only are users coming back to the establishment to play again, they are often staying longer at the establishment, to play Second Guess.





# In House

Referrals are still the leading way for businesses to reach more people and drive more butts in seats to their establishment, and social media is a massive driver for these referrals. It's no secret that people love sharing photos of their food or fun times on Instagram, but without a reminder, people often forget! The example we love to use at **Clickspace**, is the YouTuber example. Every time you watch a successful YouTuber, they all do the same thing, they ask you to Like & Subscribe at the beginning, middle and end of their video, increasing the percentage of people who do so. Some newer YouTube channels such as the one for Adweek, saw triple the subscribers when they simply asked people to subscribe and added a subscribe button to the screen.



# In House

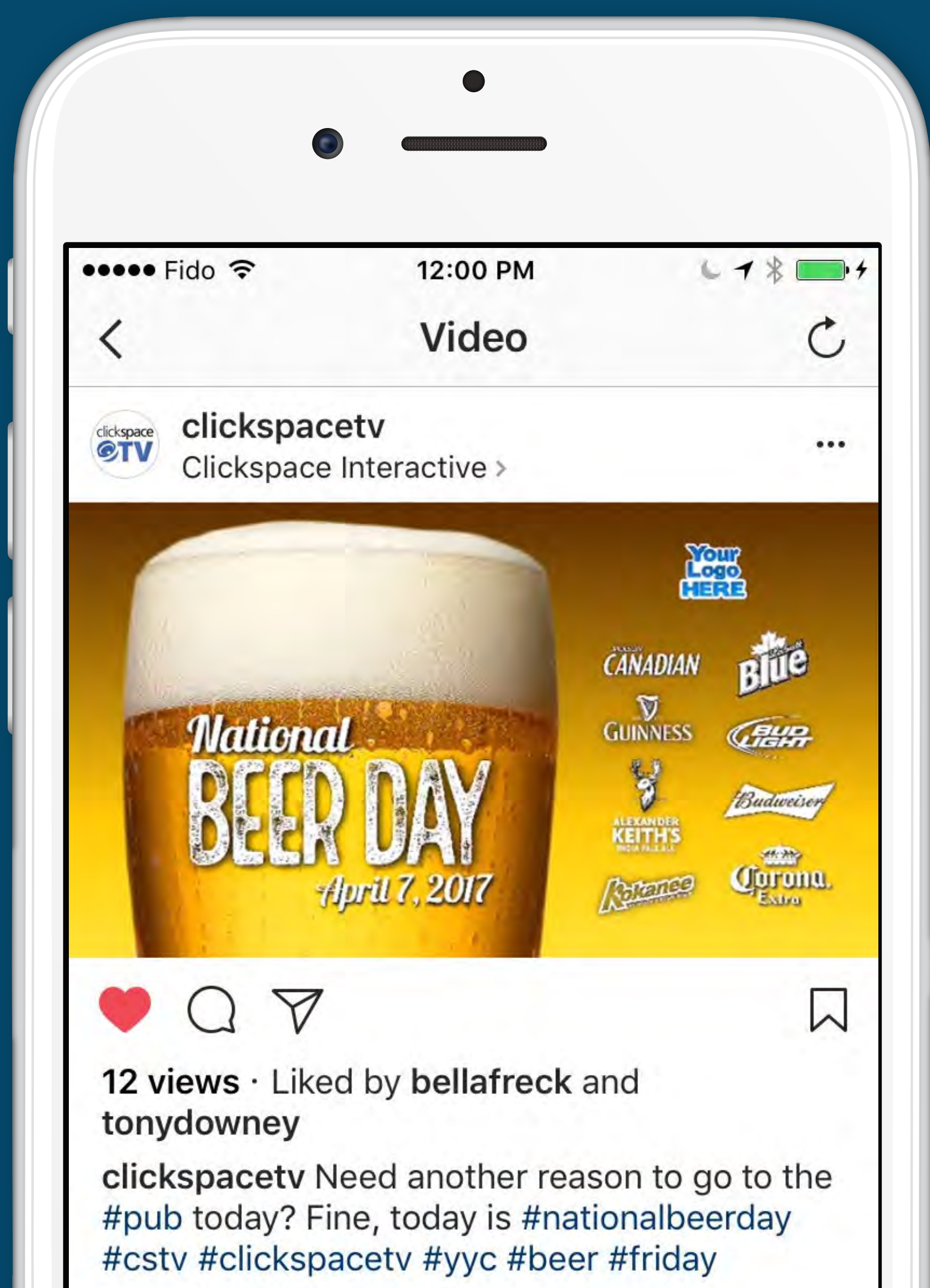
With our Instagram feed screen, you can set your company hashtag, and watch the social media posts roll in. Many users only post for the sake of being put up on **Clickspace TV** because they are trying to increase their followers and get more exposure on their posts. Especially during the **Calgary Stampede**, many patrons will be interested in sharing photos of themselves on Instagram and our Social Share screen is the perfect way to drive that amount of posts way up, generating more referral traffic to your business.





# Content

A huge opportunity we recently identified for pub, bar and restaurant owners in **Calgary** is the quality and type of content they are posting. Social media isn't about "*just posting*" anymore. It takes a more thoughtful approach, centred around your staff and your customers. Try blending an equal amount of pushing product, staff generated content and content generated by your patrons. Some of our favourite tools at **Clickspace** for generating really great content are Canva, Flixel and Boomerang. Videos of staff encouraging followers to come on down and take advantage of a certain special of contest giveaway really drive results and engagement.



# Contests

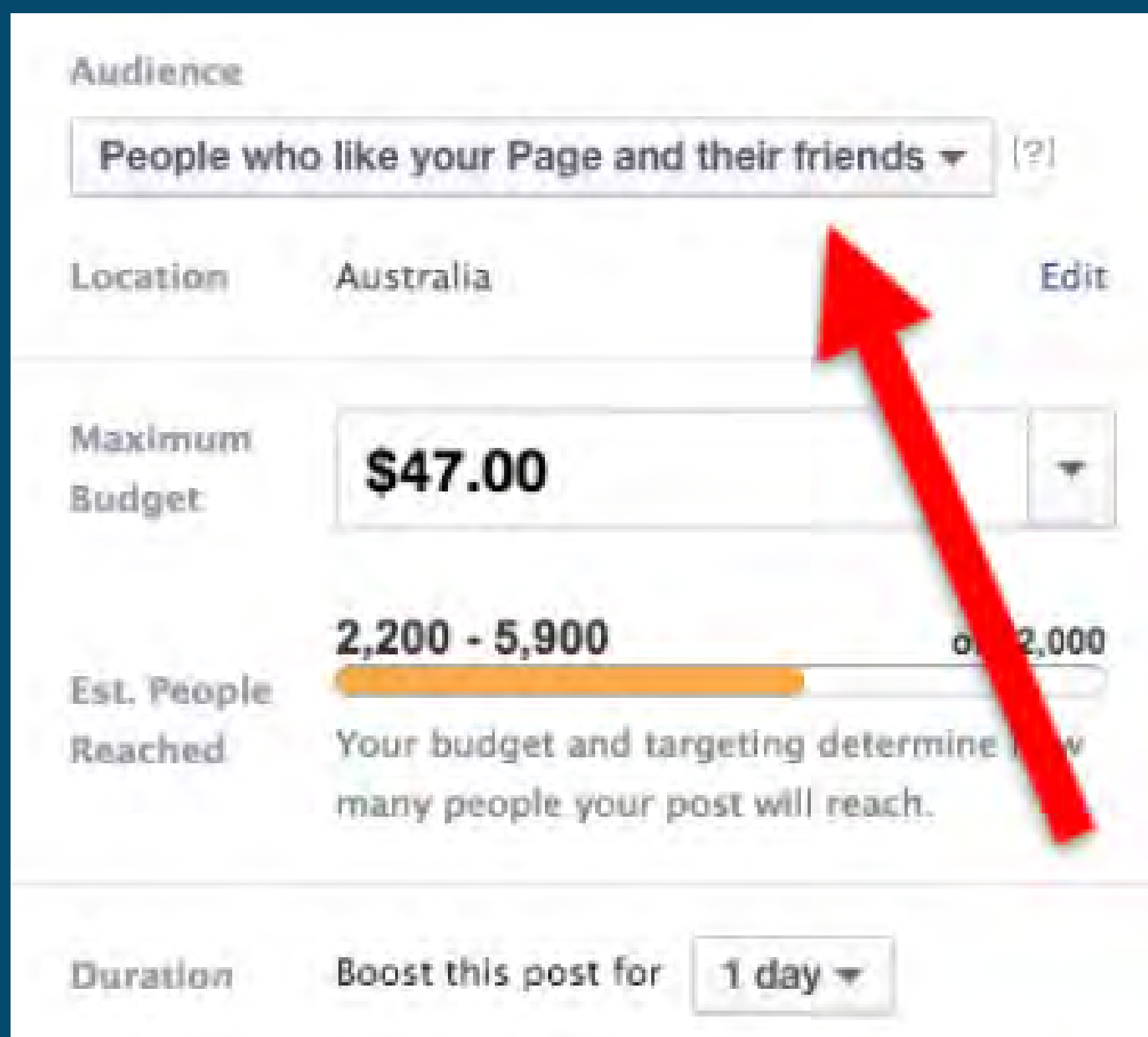
Almost all pubs, bars and restaurants run promotional contests yet very few of them do it well. We see it all the time, like and share this post on Facebook and you'll be entered to win, and only one or two people do it, and they end up winning a fancy jersey or ping pong table. If you're going to run a contest, at least make sure you're driving a specific result for the business. Here are the two we feel are most important.

## **1. MORE BUTTS IN SEATS THROUGH BOOSTING THE CONTEST**

What is the point of giving something away if no one knows you're giving it away! If you're going to run a contest on Facebook for example, make sure you are reaching people who will be interested in winning by boosting the post to "Your Followers and Their Friends" an option when creating your boost. Most business pages who have one thousand followers, will only reach about one hundred or less of those people when they post and they don't even realize it. So in order to get maximum effectiveness from your contest, boost it!



# Contests



A screenshot of the Facebook Boost Post targeting settings interface. The interface is divided into several sections: Audience, Location, Maximum Budget, Est. People Reached, and Duration. A large red arrow points from the bottom right towards the Audience dropdown menu. The Audience dropdown is currently set to 'People who like your Page and their friends' with a small '[?]' icon to its right. The Location is set to 'Australia' with an 'Edit' link. The Maximum Budget is set to '\$47.00'. The Est. People Reached section shows a range of '2,200 - 5,900' with a progress bar and a note: 'Your budget and targeting determine how many people your post will reach.' The Duration is set to 'Boost this post for 1 day'.

Section	Value
Audience	People who like your Page and their friends [?]
Location	Australia [Edit]
Maximum Budget	\$47.00
Est. People Reached	2,200 - 5,900 (on a scale of 0 to 2,000)
Duration	Boost this post for 1 day

## 2. DATA FROM YOUR CUSTOMERS THAT CAN BE USED FOR BETTER TARGETING

Did you know you can plug your customer data back into Facebook and Google to improve your targeting ability and generate more engagement with your boosted posts and ads? It's super easy, and our favourite (most anonymous) way to collect data is with a phone number. Patrons can simply write their name and phone number on a piece of paper and these can be collected and manually entered into a spread sheet which can then be injected into Facebook. Another great way to collect this data is through our contest landing page template.

# Staff Amplification

The biggest lost opportunity for pub, bar and restaurant owners, is that they don't amplify content with their staff's pre-existing networks. All of your staff have followers who love and care about them and your content could be seen by them if you amplify it properly. This is a technique used by large tech companies such as Hootsuite for more important posts to boost **engagement** and **reach** every time. The two simplest ways to do this are with an all staff email list, or an all staff group chat. When you know an important post is going out, or right after you post it, notify all of the staff to like, share and comment on the post. This will amplify the post to a much larger audience and it works the same way as a referral, encouraging awareness to individuals who have a direct contact at your establishment. Staff should have no issue with this amplification because it puts more money in their pockets as well! And if that fails, try incentivizing the staff with prizes.



# Action Plan Tasks

- ☐ GET CLICKSPACE TV TODAY
- ☐ CHOOSE THE SCREENS YOU WANT
- ☐ CREATE GRAPHICS OF SPECIALS USING CANVA
- ☐ CREATE GRAPHIC OF HAPPY HOUR WITH CANVA
- ☐ CREATE 5 BOOMERANGS (SEE CALENDAR)
- ☐ RECORD 5 VIDEOS (10 - 20 SECONDS LONG)
- ☐ GET 5 EPIC GIVE AWAY PRIZES
- ☐ CREATE ALL-STAFF EMAIL LIST OR GROUP CHAT
- ☐ DETERMINE COMPANY OR STAMPEDE HASHTAG
- ☐ FOLLOW THE PROVIDED CONTENT CALENDAR

# Content Calendar

**June 23rd - Friday Special, happy hour**

**June 24th - Saturday Special**

**June 25th - Sunday Special**

**June 26th - Monday Special**

**June 27th - Boomerang 1 of drink pouring**

**June 28th - Wednesday Special, happy hour**

**June 29th - Video 1 of staff talking about Canada day**

**June 30th - Canada day 150 giveaway boosted post**

**July 1st - Boomerang 2 of Canada day decor**

**July 2nd - Sunday Brunch Hangover Post**

**July 3rd - Video 2 of staff stampede excitement**

**July 4th - Daily special, happy hour**



# Content Calendar

**July 5th - Stampede contest announcement**

**July 6th - Video 3 of staff only 1 more day pump up**

**July 7th - Stampede contest reminder, daily special**

**July 8th - Video 4 of staff stampede dancing**

**July 9th - Boomerang 3 staff in stampede wear**

**July 10th - Daily special, happy hour**

**July 11th - Boomerang 4 staff come on down**

**July 12th - Daily Special, happy hour**

**July 13th - Final contest reminder, daily special**

**July 14th - Video 5 staff final few days!**

**July 15th - Contest winner announced, daily special**

**July 16th - Boomerang 5 staff final day**



# Social Media Guru Analysis & Assessment

Regular \$149 on for **\$49\***

Includes:

Insights on your social media presence

Real content ideas and suggestions

5 custom audiences on Facebook



Call **403.277.5591**

\* Per establishment