

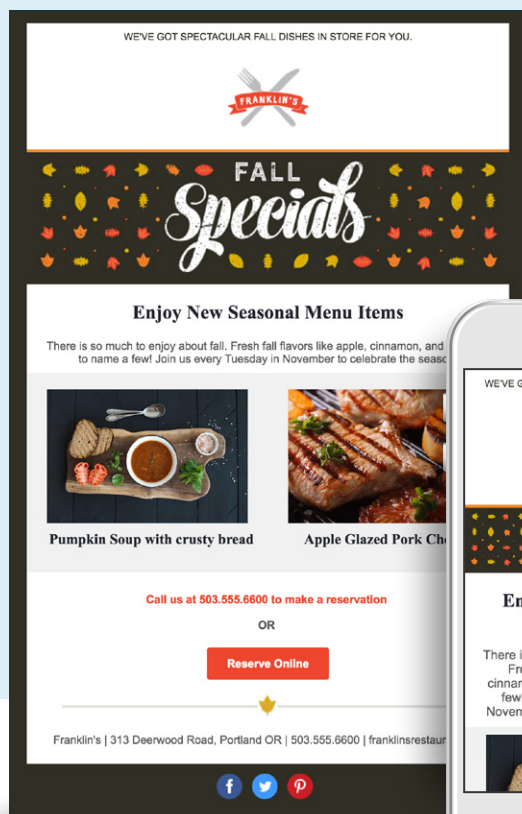
# EMAIL CONTENT IDEAS FOR RESTAURANTS

Constant Contact®

Seasonal Menu  
Change Announcement →

Fill Slow Nights →

Seasonal / Holiday →



## Seasonal Menu Change Announcement

Announce changes to your menu on a seasonal basis (e.g. Spring, Summer, Fall, Winter)

### Subject Line:

We're cooking up something new! Find out what.

### Recommended Template:

Menu Changes

### Call-to-Action:

- See full menu
- Make a reservation

### Business Result:

- Give your existing customers a reason to come back
- Make it easy for customers to share your new menu with friends
- Increase the number of reservations



### Suggested mailing schedule:

**Week 1:** Announce the start of the new menu availability

**Week 2:** Highlight a special appetizer or signature dish

**Week 3:** Offer a special on one of your signature dishes or appetizers

# Fill Slow Nights

Encourage customers to come in on nights you expect to be slow by providing a special offer like half off appetizers or a free appetizer with purchase of entrée.

## Subject Line:

Act Fast – this great dining deal is only for [TODAY/THIS WEEK/MONTH]

## Recommended Template:

Flash Special

## Call-to-Action:

- Make a reservation
- Come in
- Share with friends and family

## Business Result:

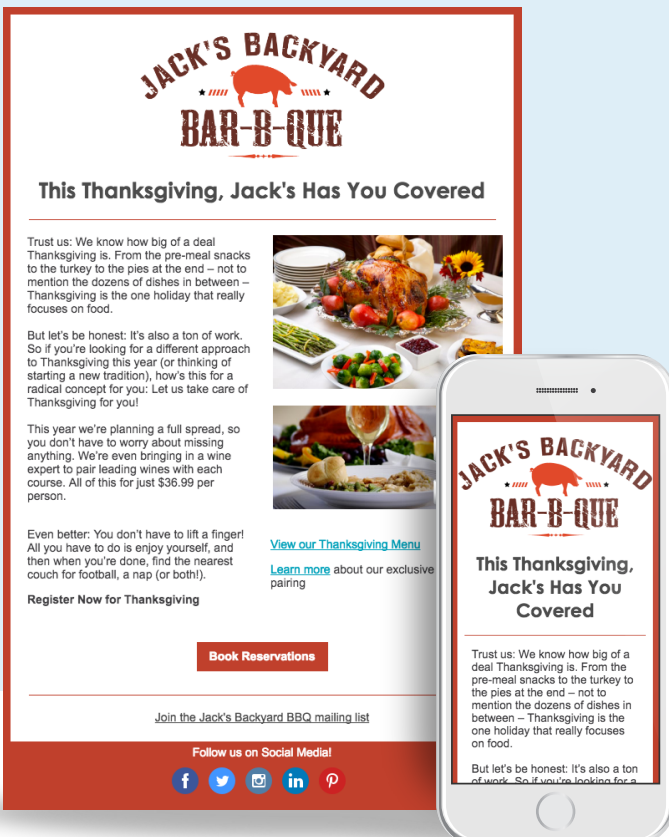
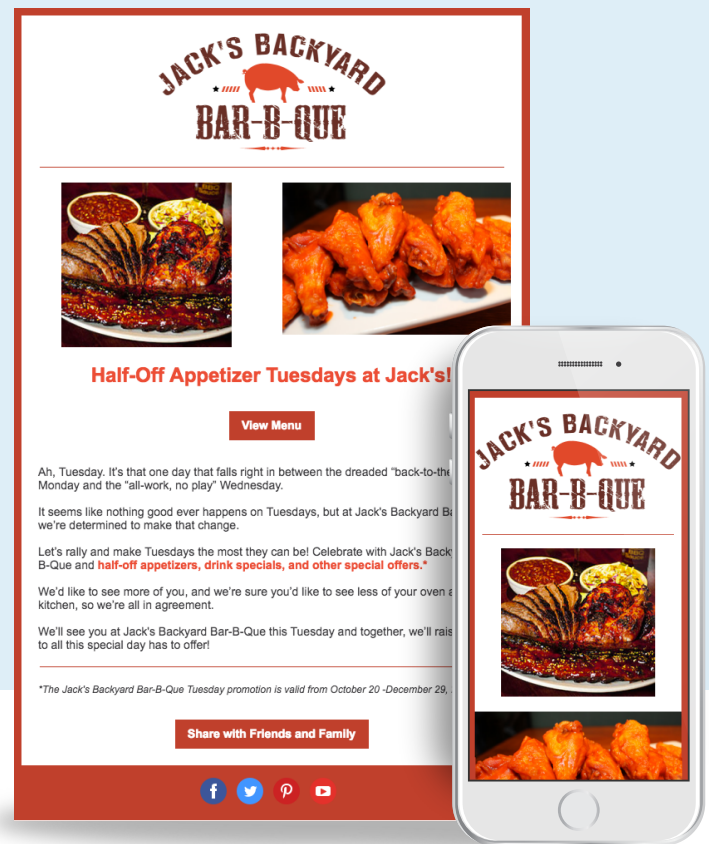
- Increase reservations
- Fill empty seats
- Increase revenue



### Suggested mailing schedule:

(Consider sending one or all three)

- Send one week before slow night
- Send night before
- Send reminder on day of



# Seasonal/Holiday

Remind customers of upcoming holidays and occasions like Mother's Day, Easter, Thanksgiving, or graduation season and offer advanced reservations, gift certificate ordering, special offers and/or remind them of your holiday hours

## Subject Line:

We've got the best dish for you this [VALENTINES DAY, THANKSGIVING, ETC.]

## Recommended Template:

Spring Specials

## Call-to-Action:

- Make Reservation
- See Holiday Hours
- View Menu
- Order a Gift Certificate

## Business Result:

- Increase reservations
- Fill empty seats
- Increase revenue



### Suggested mailing schedule:

- Send 2 to 3 weeks in-advance of holiday.
- Send week of if reservations are not full or to remind patrons of hours, if changed.

Take advantage of the upcoming seasons by sharing new menu items, specials, gift ideas and tips related to:

## WINTER

### December

- National Egg Nog Month
- National Fruitcake Month
- National Pear Month
- **Hanukkah**
- Safe Toys and Gifts Month
- Bartender Appreciation Day
- Chocolate Covered Anything Day
- National Maple Syrup Day
- **Christmas**
- National Sangria Day

### January

- Hot Tea Month
- **New Year's Day**
- National Thank You Month
- Be Kind to Food Servers Month
- International Creativity Month
- International New Year's Resolution Month for Business
- Oatmeal Month
- Shape Up US Month
- National Soup Month

### February

- Hot Breakfast Month
- Cherry Month
- Bake For Family Fun Month
- Heart Month

## SPRING

### March

- National Nutrition Month
- National Peanut Month
- Red Cross Month
- National Craft Month
- Music in Our Schools Month

### April

- **Easter**
- National Coffee Cake Day
- National Caramel Popcorn Day
- National Beer Day / New Beer's Eve
- National Blueberry Pie Day
- National Shrimp Scampi Day
- National Oatmeal Cookie Day
- National Siblings Day

### May

- **Memorial Day**
- Military Appreciation Month
- National Barbecue Month
- **Mother's Day**
- National Hamburger Month
- National Strawberry Month
- National Waiters and Waitresses Day

## SUMMER

### June

- Country Cooking Month
- Lemon and Mango Month
- National Candy Month
- National Fresh Fruit and Vegetable Month
- National Frozen Yogurt Month
- **Father's Day**
- National Iced Tea Month
- National Soul Food Month
- National Steakhouse Month

### July

- National Berry Month
- National Blueberries Month
- **Independence Day**
- National Grilling Month
- National Hot Dog Month
- National Ice Cream Month
- National Picnic Month

### August

- National Sandwich Month
- National Catfish Month
- National Panini Month
- Family Meals Month
- International Beer Day
- National Soft Ice Cream Day
- National Lemonade Day
- Franchise Appreciation Day

## FALL

### September

- Better Breakfast Month
- **Labor Day**
- National Chicken Month
- National Honey Month
- Random Acts Of Kindness Day
- National Cheese Pizza Day
- National Chocolate Milkshake Day
- Stand Up To Cancer Day

### October

- National Caramel Month
- National Chili Month
- National Cookie Month
- National Pizza Month
- Breast Cancer Awareness Month
- National Taco Day
- Do Something Nice Day
- National Dessert Day
- Take Your Parents To Lunch Day
- National Chocolate Day
- **Halloween**

### November

- Banana Pudding Lovers Month
- Georgia Pecan Month
- Peanut Butter Lovers Month
- Vegan Month
- National Sandwich Day
- **Thanksgiving**
- National Eating Healthy Day
- National French Toast Day
- Small Business Saturday