

Published based on [Restaurant Promotions - Getting The Word Out With Flyers](#)

# **Restaurant Promotions - Getting The Word Out With Flyers**

Flyers are an inexpensive yet effective way to advertise your business. Chances are, you are not professionally trained to create graphic designs, however, you can still design a very effective flyer if you put your mind to it.

You might feel that you do not have the skills or the computer equipment to develop a flyer design that is going to be effective. In some cases, the best thing to do might be to invest in hiring a designer who is skilled in projects such as these. Most of the time, though, any average business owner will be able to create an effective design.

The headline is the most important part of the flyer. While some do not have headlines, chances are you will need one to catch the attention of a potential customer. Be creative. If it is simply the name of your business, chances are, it will not be read.

A limited time bonus or discount will make your potential customers find your restaurant quickly, otherwise they might put down your flyer and forget about it. If you pressure them to act fast, they will be more intrigued to eat at your restaurant business.

While you can use the back of your flyer to include additional information such as a restaurant menu, you should keep the front considerably simple and uncluttered. It should display the best things about your restaurant and why someone should want to come and visit.

Before you run off any copies of your flyer, you should make absolutely sure that you have not made any errors, especially any of the address or phone number of your business. Otherwise, you might end up with a large stack of useless paper that you paid to have printed.

When it comes to delivering your flyers to new customers, you need to make sure that you are reaching people who would be interested in your restaurant business. For example, it might be a great idea to ask a local school to give your flyers out to students, but this would be a horrendous idea if you own a pub.

If you hand out your flyers on the streets while people are walking by, they will already know the local of your restaurant and they will be able to read your flyer as they walk. You can also ask those who already enjoy your restaurant business to hand out flyers to their friends. This will create a social connection between your restaurant business and your customers.

Post your flyers anywhere and everywhere. Ask store owners if they will let you put them up in their windows, and you will get more calls and restaurant diners in your local area.

Using technology and the Internet has made some people believe that the outdated method of passing out flyers obsolete. However, the very opposite is true. You can use these new strategies to find more customers, and you will be able to succeed with the tried and true method of using flyers as well.

Design your flyer effectively and use your own strategies to help the right people find them, and you will find more diners coming in.

More information - [Restaurant Layout](#) , [How to Start a Restaurant](#)

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