

# UNLOCK YOUR MENU POTENTIAL

## LTO PROMOTIONAL CHECKLIST

### HELLO OPERATORS!

As you might have guessed, LTOs work best when properly marketed — they *are* promotions, after all. Please use the below checklist to ensure your LTOs are advertised to maximum effect. (It should be used in conjunction with the Promoting Your LTO guidebook.)

#### FIRST OFF, DEFINE YOUR LTO

- ☐ Name
- ☐ Brief description
- ☐ Price
- ☐ Offer period

#### THINK ABOUT YOUR PROMOTION PLAN IN THREE PARTS

- ☐ Build buzz with teaser messaging and content
- ☐ Actively promote off-prem and on-prem during the LTO window
- ☐ Invite feedback and reviews so you can learn and optimize for the next LTO

#### CONSIDER ALL COMMUNICATION CHANNELS

- ☐ Website
- ☐ Social media (FB, Insta, YouTube, TikTok)
- ☐ On-premise

#### SMARTPHONE PHOTOGRAPHY AND VIDEOGRAPHY TIPS

- ☐ Utilize natural light
- ☐ Steady your camera
- ☐ Shoot from a 45° angle
- ☐ Represent your establishment authentically
- ☐ Ask for feedback

#### ADDITIONAL CONSIDERATIONS FOR VIDEO

- ☐ Film vertically
- ☐ Add captions
- ☐ Keep it under 60 seconds
- ☐ Be conversational, strike the same tone as your in-house experience

#### MAKING THE MOST OF RESTAURANT LISTING AND ORDERING SERVICES

- ☐ Identify how your restaurant is appearing on services such as Google Maps, Yelp and GrubHub
- ☐ If you haven't already, claim your business on these platforms
- ☐ Determine if your LTO is displaying properly. **Tip: Search "how to promote an offer" via each service.**
- ☐ Monitor frequently to view and respond to any LTO reviews
- ☐ If not automated, set a calendar alert to end your LTO promotion on these platforms at the end of your LTO window



#### HAVE QUESTIONS?

Contact your local McCain® Sales Representative or visit [McCainFoodservice.ca/LTOs](http://McCainFoodservice.ca/LTOs) for more information.



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