

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 for more information.