



FOODSERVICE
SOLUTIONS

PROMOTING YOUR LTO

INSIDER TIPS AND ADVICE TO ENSURE SUCCESS



CONGRATULATIONS!

You've developed your LTO menu item. Now all that's left is to promote it! Whether you're a seasoned pro at marketing your offers or just finding your footing, we've gathered expert advice from social media, marketing and photography professionals.

To get the most from your promotion, think about the different parts.



THE WHAT

Your LTO offering



THE HOW

Where you'll be promoting



THE WHEN

The duration and frequency of your promotion

GETTING STARTED:

DEFINING YOUR LTO

1. ☐ You'll need to name your LTO. Take a look at our Trend Guide for inspiration. The ideal name is both descriptive and fun.

2. ☐ Next, write a brief description of your LTO, including a mix of ingredients and descriptive words like crunchy or fresh.

3. ☐ Set the price. It should be on par with your other menu dishes. Adjust ingredients and plating as needed.

4. ☐ Define the offer period — how long you'll be running your LTO — and the dates it starts and ends.

5. ☐ Decide where you will promote your LTO. On premise (table tents, menu inserts) is a given that McCain can help with. This guide provides support and ideas for digital as well.

6. ☐ Photograph your LTO. With social driving dining experiences, make sure every photo of your dish is crafted to bring people through your doors.



Grown Up Grilled Cheese

Anchor® Breaded Cheddar
and Broccoli Bites
SKU: 50010277

SMARTPHONE (AND PROFESSIONAL PHOTOGRAPHER-APPROVED) TIPS FOR SNAPPING YOUR LTO

1 LIGHT IS THE MOST IMPORTANT ELEMENT.

Natural is best. Turn off your flash on your phone and ideally, shoot near a window with no overhead lights on. You can invest in a Flexfill to filter and soften light, but a clean sheet of white foamcore will do the trick. YouTube is a great resource for learning how to bounce light back on to your plated item. This eliminates dark or harsh shadows and ensures that the entire plated piece is appealing.

2 CONTROL IS KEY.

You want to limit camera movement. If you don't have a stand for your camera, simply balancing your arm or phone against the table edge gives you more control.

Next, use your phone camera to adjust your exposure before taking a photo. This will differ by phones but lowering the exposure will generally give you a more moody, sophisticated look. YouTube is a great resource for more camera phone how-tos.

3 FRAME FOR ACCURACY AND APPEAL.

Shooting from a 45° angle can distort items and make them appear larger. If you have particularly price conscious customers, be aware of this and shoot multiple angles. Compare the two for accuracy and appeal, then adjust your framing as needed.

Also consider if you are showing the full dish or cropping part of it out of frame. Cropping can be especially effective on social media but you'll want to start with a wider shot.

4 BE TRUE TO YOUR ESTABLISHMENT.

Your photo should make people want to come through your doors. It should also speak to the experience they'll get when they arrive. Don't overdress the table with items that aren't part of your standard service.

5 LISTEN TO YOUR CUSTOMERS.

Social metrics can give you a good idea of what's resonating visually with your customers, but don't be afraid to ask them what they think in person. It's a great opportunity to engage.

BONUS!

VIDEO TIPS



FILM VERTICALLY.

Horizontal videos aren't the natural format for social and can make your video stand out — in a bad way.



ADD CAPTIONS

or other text. Text on screen keeps viewers from scrolling past.



KEEP IT SHORT.

60 seconds or under is the sweet spot for social videos. 90 seconds is the longest that performs well. Any longer, and you're wasting effort and losing eyeballs.



BE CONVERSATIONAL.

Hospitality and sincerity is key to your business. Remember that when creating videos. They shouldn't feel like an ad, but rather an extension of your dining experience.

PLANNING YOUR LTO PROMOTION

Think about how you want to promote your LTO. Typically, we see success when thinking about it in three phases. This works for both your on-premise and digital campaigns.

1 Teaser content. This can help build buzz and anticipation before your LTO even starts. Include launch date to drive traffic. Of the three parts of your plan, the teaser content should have the fewest posts.

2 Launch content. This is typically the first 7 days but can be longer if you are running a 12-week LTO. If you ran a teaser campaign, now is the time to get more specific and educate your customers. This should include ingredients, duration and price. You'll also want to solicit their feedback and encourage online reviews or social posts. And don't forget about stories! Your LTO shouldn't just live on your feed. Stories give you the opportunity to post more frequently.

3 Sustain content. This runs for the remainder of your LTO campaign. Create some urgency with language like, "Get it before it's gone," or, "Only XX days remaining. Don't miss out!" Of the three phases, sustain content is the most shaped by how well your LTO is performing.



Across all phases, you should have enough photos and messages to keep it fresh. Start with 3-5 photos, shot from different angles and use in rotation. Add more as you can.

CREATING **YOUR** SOCIAL MEDIA CAMPAIGN

SIMPLE TIPS

- Use Canva or Adobe Express to plan your content calendar and post sizes by platform.
- Stay consistent in your brand voice, tone and style.
- Be responsive to online questions. The community is your customer, whether they're at their computers or walking through your doors.
- Keep it brief. If adding copy on your image, go for 3-5 words like, "Here for a limited time!"

MORE POST TIPS!

- Always lead with the main selling point. This could be a photo of your LTO menu item. For the post copy, it's the name of your LTO and how long it's offered.
- Keep post copy under 125 characters, including spaces. Shorter posts perform better.
- Be conversational, but not overly familiar.

ADVANCED TRICKS

BUILD BUZZ AND ANTICIPATION

Document your entire LTO process behind the scenes to tease your LTO. A photo of several dishes with the kitchen staff can create enthusiasm for your offer while celebrating staff. Don't be afraid to take videos, too, to vary your content.

SHOW WHY IT'S WORTH THE SPLURGE

With social, simple is often best. Large QSRs drive tremendous buzz by focusing on the food and showing off the ingredients (think a side-view shot of a burger). Take a similar approach and showcase your LTO from all angles.

ASK YOUR AUDIENCE

Everyone loves to think they're a chef. As your current LTO is winding down, think about soliciting customers' ideas for an upcoming LTO. And you can carry that over to in-person interactions too.

88%

of customers are influenced by a company's reviews when making a purchase decision.

Zendesk 2024

MAKING THE MOST OF RESTAURANT LISTING AND ORDERING SERVICES

Take advantage of free services to promote your next LTO. If you haven't yet claimed your business on Google Maps and other services, start there.

With your business claimed, it's time to add your LTO promotion. This is where your up-front planning pays off. You've already defined your LTO. Now you just need to add it.

STEP 1.

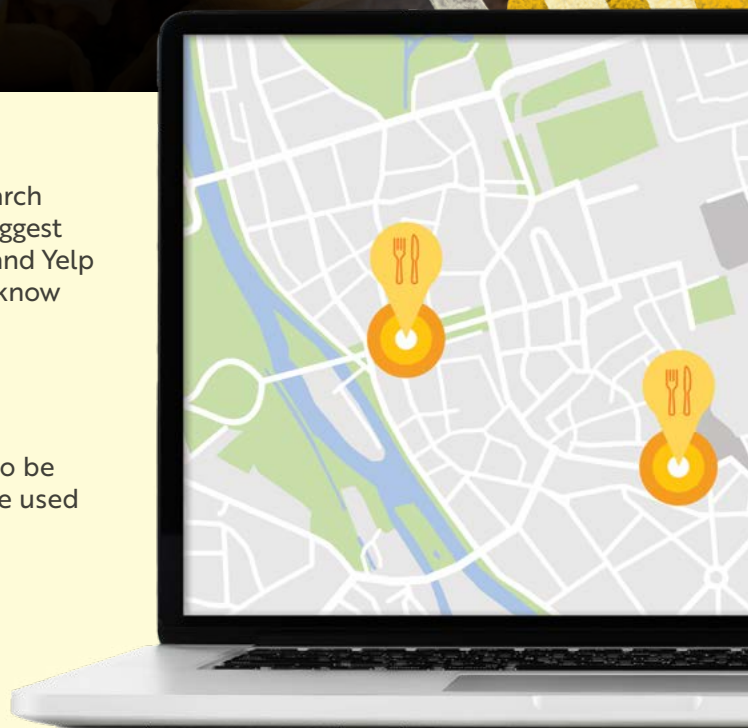
Identify places your business is already listed and search for how to promote an offer on those services. We suggest starting with the big ones — Google Maps, GrubHub and Yelp — and then tweaking your plan based on where you know your business is already coming from.

STEP 2.

Monitor online reviews frequently. First, you want to be responsive. But secondly, a positive review(s) can be used to create an LTO social media post.

STEP 3.

If it's not automated, set a calendar alert to end your LTO. The last thing you want is a customer asking for a dish no longer offer.



BONUS

Make sure you are posting photos of your menus and dishes. If you created a menu insert for your LTO, add that too. You want to ensure your photos are legible and clear — two qualities a lot of customer photos lack.