

# 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 [McCainUSAFoodservice.com/LTOs](https://McCainUSAFoodservice.com/LTOs) for more information.

