

3 Reasons to Use Proximity Ads in a Restaurant

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If you own a large restaurant, you know how hard it is for the waiters and waitresses to keep the specials straight. If you have new bands every week, it can get even more confusing. If you are new, how do you let people know what you have to offer? So how do you keep your specials and your events straight? Proximity Ads, that's how.

1. Easy Access to the Menu

In a large restaurant, customers naturally expect the best. Actually, no matter what the size of the restaurant, customers expect the best. If it is a new restaurant, it can be daunting to customers. "What if they don't serve anything I like? What if the prices are too high?" Any number of questions can run through the minds of the potential customer. Placing a media content server in the parking lot would allow the potential customer to pull in the parking lot and see the entire menu. This way there are no surprises. They know exactly what is on the menu and how much it costs. This certainly is preferable to going into the restaurant, seeing the menu, realizing you either don't like what's on the menu, or worse, you didn't bring enough money. It is embarrassing to some to have to walk out before even ordering.

2. Weekly Events

Most people make plans for the weekend during the week. If they don't know what you are offering, they can't make plans to attend. Having a media content server allows the patron to come within 100 yards of the restaurant and checking to see who will be featured during the weekend. This is convenient for the patron and a great way to advertise talent and draw in customers. If you offer special foods or all-you-can-eats, advertise it so that patrons know what you are offering before you even get there. You can drum up better business by advertising specials in advance. If you know what you will be offering next week, let the patron know. A week of thinking about an all-you-can-eat spaghetti dinner can have the customer salivating by the time it is available and thinking about it all week can make the desire to eat at your restaurant intense to the point that it is almost a craving or maybe it will become a craving by the time it is available.

3. Visitors

If your restaurant is located in a town or city with frequent visitors, it may be in your best interest to put a media content server near a highway and let the visitors passing through know you are there. Many visitors want to see the town and experience the local restaurants, but when you are new to town, you may have a hard time locating them. You can put up a content server and send out a map along with the menu so that potential customers know where you are and what you have. It's the perfect way to draw in those new to the area.

Getting the word out is the most important thing in drawing in customers. When you have a convenient way to accurately reach those who are interested in your business, you attract more customers. Whether it is getting your menu out, announcing weekly events, or reaching visitors and those who are new to the area, proximity ads is the answer.

About the Author

Garrett Amans is author of this article on [Bluetooth Advertising](#). Find more information about [Free Business Advertising using Bluetooth](#) here.

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