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Q: How do the costs of in-store marketing (window clings to menu inserts and table tents) compare to more traditional methods of marketing?

A: The costs of in-store marketing are lower than any other form of marketing because you are using your 'own' real estate (Table-tents, walls, storefronts, sidewalk stanchions, menus, Monitors, Shelf Talkers, to promote your message or offering.

Q: What are the most effective ways to market in-store?

A: The most effective strategy is using an integrated approach that combines: Staff communication with the guest; Table-Tents; Inserts in Check Presenters; Framed 'message' at Host Stand; and of course, providing a memorable experience.

Q: Why (or why not) is it preferred to other marketing outlets?

A: In-Store marketing is preferred because your 'message' can be more relevant to a known market – your own! There is no guess work about the impact or ROI as the operator gets immediate reaction to an offering.

Q: What mistakes do some pizzerias make when marketing in-house?

A: Some mistakes include: Lack of professionalism in graphics, positioning of the message; provide lackluster service/experience; lost opportunities for branding on disposable goods; not having a website; take-out menu; loyalty program; or staff that does not communicate well with guests.

Q: What do operators often overlook?

A: Operators fail to look at each area of their restaurant and understand the value and opportunity to communicate with the guest. This failure also leads to operators overlooking 'ugly' areas that need to be cleaned up to remove obstacles from getting guests to notice what is important or your marketing proposition.