

Success Tips To Supercharge Your Red Envelope Promotion

- If you have any leftover envelopes at the end of the month, give them to another local business to pass out to their customers. This will help get you new customers and it's a gift that other businesses can give to their customers. We suggest gas stations, gyms, bakeries, florists and any business that has lots of foot traffic.
- Include a red envelope with every carryout order.
- Use social media/email as a powerful tool to promote to your customers to bring your envelopes back during the redemption period. Get video/pics of people opening up their envelopes and when they win a prize, post on your restaurants page encouraging customers that have envelopes to bring them back asap. Stress the deadline to bring their envelope back to see what they won.
- It's ok to stretch the redemption period by a day or two as long as you promote to redeem envelopes.
- Display the grand prize if applicable somewhere in the restaurant where your customers can see.
- Make sure the staff is handing out the envelopes. This is the biggest factor in making sure this promotion is a success. They need to get excited about the promotion. Keep reminding them how this will help increase their tips during the slow month.
- Possibly have a contest or some type of incentive with your staff whoever hands out the most envelopes, must be monitored, and their initials should be on the back of the envelope, wins a prize.