



buzztime BUSINESS

66 PROMOTIONS
that drive traffic on slow nights

***REV UP REVENUE
AT YOUR BAR***



Start Your Engines.

These High-Octane Promotions Deliver a Turbo Boost in Business.

Let's Ride! What's Included in the 66 Promotions:

- 9 Ideas to Turn Happy Hour to Rush Hour
- Detour Customer Traffic to Your Bar with 12 Offbeat Holidays
- 6 Ways to Turn the "Buy Local" Trend Into Big Business for You
- 4 Fresh Ways to Reward Guest Loyalty
- Late Night Promotions to Keep Sales Up Till Close

...and Much, Much More!



Turn Happy Hour to Rush Hour

Every bar does happy hour. Only you do it like this.

1. Flight Night

Let guests pick your house wine! Offer happy hour wine flights of your 4 contenders, let guests vote on the wine they want to be crowned house wine. Announce the winner on social media the next day.

2. Pick a Premium

Offer a great special – like half off a premium liquor or craft beer. This is the “loss leader” concept where you break even or even lose a little on one item in order to bring in crowds. But sales of all other items at full price make it worth your while.

3. Try a Can-Do Attitude

Seen in Miami and New York City: build a trendy canned cocktail menu. One bar in Chelsea serves mojitos in Seven Up cans with a straw and sprig of mint. Another bar offers a PBR Shandy: Half beer, half lemonade served in the hipster-approved Pabst Blue Ribbon can with a lemon wedge.

4. \$1 Seafood

\$1 oysters have become the “it” happy hour offering. If your crowd isn’t into oysters, apply this concept to shrimp for \$1 and let guests select quantities. Offer shrimp fried with an aioli plus traditional shrimp cocktail.



5. Best Seat at the Bar

Want to bring everyone in early for happy hour? Put numbers on every bar stool. Each night, pull a number – whoever is seated on that bar stool gets half off their next drink. Once that person leaves? Pull a new number.

6. The Comfort Zone

43% of happy hour patrons [come in to unwind](#). Help them mellow out by setting out a round of delicious, complimentary comfort food at happy hour's start. Make it hot and indulgent, just like the best comfort food. Think warm biscuits, tater tots, and meatballs. Bonus: team up with a local masseuse to offer 5-minute chair massages.

7. Olive and Almond Bar

Create a mini buffet of complimentary, gourmet olives and almonds. The salty, bite-size snacks won't just inspire drink orders, they'll boost guests' appetites. A recent study showed that salty food [actually increases hunger](#).

8. "Ring in Happy Hour with Us"

Task one bartender with ringing a bell at a random time during happy hour. Every bell ring means 50 cents off any drink or menu item ordered within 10 minutes. The bell can ring twice or up to four times – you decide.

9. Package Deal

Most happy hour menus are made for solo patrons, yet, [38% of guests come in to meet friends](#). So...create big group "packages." Example for Group of 6-7: 3 Pitchers, 3 Appetizers (You Pick!). As a bonus, you don't need to discount the items, the benefit for the guest is easy happy hour ordering!



Familiar Streets: Promotions That Tap Into the “Buy Local” Trend

10. “Local Love” Happy Hour Menu

41% of U.S. customers are influenced to choose a bar or restaurant if they source local ingredients. Send your chef to the farmers market or buy direct from a local farm. Bring in local craft brews. Even one local ingredient per dish is enough. Then, build a “Local Love” happy hour menu. **BONUS:** the farms and breweries will be promoting that you carry their products, too!

11. Buy Local Week

Many communities already have an annual Buy Local Week. Does yours? If not, start one! Pool together funds with other businesses to promote the week. Create a special cocktail for each day of Buy Local Week – each featuring a local ingredient like local mint in a mojito, local beer in a beer cocktail (yes, that’s a thing – [here are 17 recipes to prove it](#)).

12. Midnight Madness

This is another popular promotion that brings local businesses – and customers – together for a night of late night shopping. Stores stay open till midnight with fantastic deals (perfect to run the Friday before Black Friday!). Then, bring everyone back to your bar to celebrate with themed cocktails like a Midnight Manhattan.

13. Cross Promotion

Here's a simple promotion. Grab your menus and visit the 3 nearest businesses. Ask if you can leave your menus on their counter, and offer to put out their business card or brochure at your bar. Cross promotion is free – and super effective.

14. Block Party and Bar Under the Stars

One city in Upstate New York shuts down the downtown streets once a month to host a live concert and block party. Restaurants and bars bring tables and chairs outdoors for drinking and dining under the stars.

15. Scavenger Hunt

Send the community on a scavenger hunt to local businesses. Of course, invite them to start and end at your bar. If they completed all the clues, reward them with a \$5 gift card or complimentary appetizer.



Race to Win: Contests That Jump Start Friendly Competition (and Sales)

No one-and-done contests here! These ideas bring guests back week after week.

16. By the Decade Contest Series

Host a decade theme night. Play music from that decade and invite guests to dress up. Let the crowd vote on the best male and female costume by applause noise. The winning duo becomes “King and Queen of the 1980s” or whatever decade you’re featuring.

17. Trivia Night Contest Series

Live trivia is one of the best midweek events to run. Save yourself the hassle and expense of hiring a host, and do it yourself! All the trivia questions are provided, your TVs showcase the questions, and guests [answer on handheld tablets](#). Scoring is fast and automatic. Create friendly rivalries by inviting businesses, local charities, or college teams to face off.

18. The Mighty Mug Monthly Contest

During your slowest month, challenge guests to come as many times as possible – give the 10 most-frequent guests a beer mug with their name to use throughout the year.





Take the Wheel with a Theme Week

Turn a week during a slow month into a big win for you – and your guests.

19. Craft Beer Week

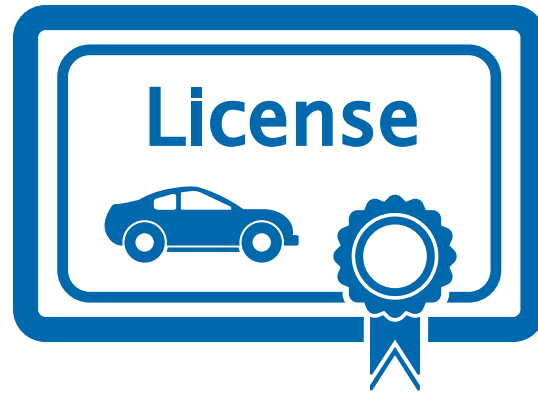
This is a great way to bring in millennials, [57% of whom drink craft beer](#) at least once a week. Invite in the brewers to do a guided tasting of a flight of brews. Bring in a local home brewing supply store owner to give a homebrew 101 workshop. Create a “Taps and Apps” beer pairing and appetizer menu.

20. Winterfest

Many downtown associations launch city-wide events during February – one of the slowest months in the retail and foodservice industries. It gives guests a chance to beat the winter blues while enjoying fun activities like chili cookoffs, martini mix-offs and more.

21. Bartender’s Challenge

Inspired by the Food Network’s Chopped show, this promotion asks customers to submit crazy ingredients on social media that your bartenders have to use in a cocktail. You could do this once a week to bring traffic in on your slowest night. Use the Facebook or Twitter polling function to let them vote on the ingredients.



License to Party Like It's Your Birthday

It only happens once every 365 days, or does it?

22. Your Bar's Birthday

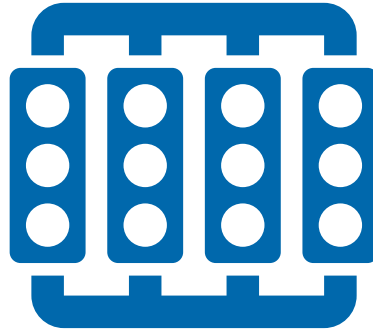
When did you officially open? Throw a big bash to celebrate your birthday, complete with a cake and candles (make it a sheet cake and serve complimentary slices to guests). Party hats, noisemakers, and confetti add to the party vibe. Yes, you need the crowd to sing happy birthday to your bar. Use Facebook LIVE to record the crazy event.

23. The Owner's Birthday

If you like having a presence in the front of the house, make the most of it. Invite your patrons to YOUR birthday bash. Let everyone know that YOU'RE giving out the presents: surprise guests at the door with mystery envelopes that contain: \$1-\$5 off coupons plus a few envelopes that contain "big" prizes like \$20 off.

24. Monthly Birthday Party

Designate a day once a month to throw a birthday party for patrons celebrating a birthday in that month. Create a festive atmosphere with a "Happy Birthday" banner behind the bar. Come up with creative shots and drinks like a birthday cake martini.



Drive in Crowds with Casino-Style Action

I'll see your crowds and raise you a casino-inspired promotion.

25. Casino Night

Run a hassle-free [Texas Hold 'Em poker tournament](#) – scoring is fast and automatic. The dealer is...your TV! Guests use handheld tablets to play their cards. Some bars run this event weekly because it's so popular. Up the ante even more by running high stakes drink promotions at the same time:

26. Spin the Wheel

Purchase a [customizable prize wheel](#) for less than \$60. Write out drink specials on each segment. Include some silly ideas like requiring the guest to sing for their drink or other funny tasks combined with great specials.

27. Card Face Off

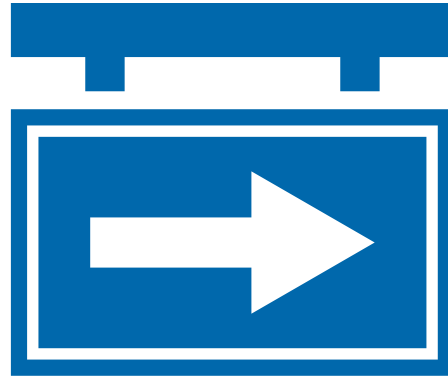
Guests select a card from the bartender. Red cards get a discount: Hearts=\$1 off, Diamonds=50 cents off. If the guest gets the Joker card? The bartender has to tell them a joke.

28. Roll the Dice on Well Drinks

Assign 6 simple discounts and put them on a poster (or better yet, use [digital signage](#)). Invite guests to roll the dice:

1. Buy one, get one half off
2. Make it a double
3. No dice! (no discount)
4. \$1 off
5. No dice!
6. 50 cents off





#29-41 Take a Different Route: Offbeat Holidays and On-Point Promotions

January 4: National Trivia Day

Did you know otters hold hands while they sleep so they don't drift apart? Celebrate random facts with an all-day trivia marathon at your bar – with Buzztime, guests get [on-demand access to trivia](#) 15 hours a day, 7 days a week at your bar!

February 13: Valentine's Day Eve

Chances are you do big business on the 14th. What about the 13th? Host a speed dating event for singles and call it a “Last Minute Date Finder.”

March 23: International Puppy Day

Partner with a local animal shelter to donate 10% of proceeds from drink sales. Then, bow wow your guests with hilarious drinks named after man's best friend: Bark and Stormy, Whisker Sour, Cosmo-paw-litan.

April 1: April Fool's Day

Fools rush in when your bar hosts an open mic night – for aspiring comedians.



May 25: Wine Day

The crowds will pour in for wine specials. Offer “bottle and board” specials that include a bottle of wine with a cutting board loaded with tasty appetizers. (Not be confused with “Drink Wine Day” on February 18th)

June 1: Flip a Coin Day

This promotion writes itself. Guests flip a coin. Heads=\$1 off drinks. Tails=no discount.

July 13: French Fry Day

Treat guests to a twist on the basic fry: offer 5 different fries from parmesan to buffalo flavor. Pair with brews.

August 4: International Beer Day

Celebrate beer in a big way with a “name that beer” challenge. Guests are served a mystery beer and have to guess which one it is from 4-5 options. If they guess correctly, the next one is half off.

September 17: Halfway to St. Patty’s Day

Sham-rock the house with specials on Guinness and give guests a discount if they wear green.

October 12: National Vodka Day

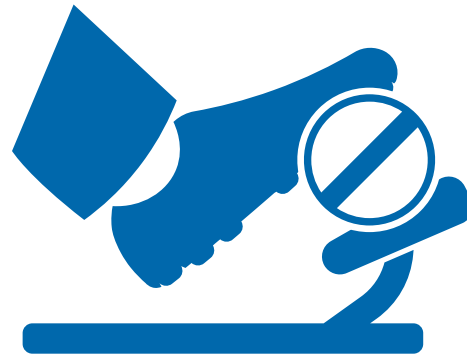
Challenge each bartender to come up with their best vodka drink and invite patrons in to pick their favorite.

November 12: National Happy Hour Day

This is an easy one! Offer happy hour pricing from open till close.

December 5: Prohibition Ends!

Celebrate December 5th, 1933 when prohibition ended. Offer moonshine cocktails and invite guests to channel the Great Gatsby and dress up for the occasion. Run a live costume contest where the crowd’s applause designates the winners.



Don't Hit the Brakes Early... Late Night Promotions Attract Night Owls

Why should early birds have all the fun? Keep the party going with late night promotions.

42. A Perfect 10 (PM): Late Night Happy Hour

Double up on happy hour. Offer a second round of specials starting at 10. In fact, 40% of guests ages 21-34 say late-night happy hour specials are very important in deciding which bar or restaurant to visit according to a National Restaurant Association report.

43. Last Call Countdown

Want to get patrons to stick around – and spend? Offer a mystery special announced an hour before close: it could be a 2 for 1 appetizer deal or a drink special. To alert guests that the countdown is on, use [Buzztime's digital signage system](#). It turns your TVs into attention-grabbing signage. You can program messages to display on set dates and times. Easy!

44. Industry Night

Show some love for people working odd hours in industries like hospitality, medical, or retail. They may not have a regular 9 to 5, but knowing that you have their backs with late night specials will bring them through your doors.



45. Playlist Takeover

Reward patrons who stay late by taking playlist requests. Patrons write their favorite songs on pieces of paper and place into a box at the bar. An hour before close, the bartender picks a handful to load up on the playlist. Everyone will be rocking out – and ordering up!



Pull in More Traffic: Smart Social Media Promotions

46. Hashtag Contest

Create a hashtag for your bar. First, use both Instagram and Facebook to search your hashtag idea to see if it has been taken. Then, tell patrons to take their best beauty shot of your food or drinks. Use your hashtag to search for their photos, then select a winner to receive a gift card. BONUS: ask if you can use guest photos in your own social media promotions.

47. Secret Snapchat Cocktail

What? You're not using Snapchat? If you're trying to reach millennials (60% of whom are on Snapchat) set up a Snapchat account – it's easy [with this simple 10-step guide](#). Then, share a secret cocktail with your Snapchat friends. Secret menus are a trendy tactic whether they're revealed on Snapchat or word of mouth.



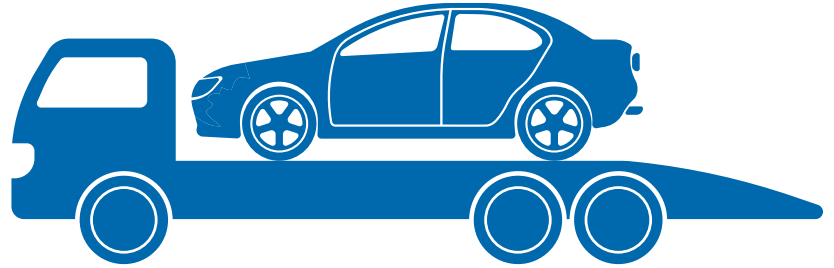
Carpool to the Bar! Promotions Meant for Sharing

48. Buckets o' Booze

Sharing is caring, especially when it's a bucket of brews served on ice. Or, serve a cocktail or punch in a large bucket and provide straws for sharing.

49. Long Flight

Extend your flights of beer or wine. Create a cool flight board with space for up to 12 pours – perfect for sharing in a big group. Plus, the large flight board will be eye-catching, ideal for attracting more orders.



Give ‘Em a Lift: Charitable Promotions

Show you’ve got heart: 72% of bar and restaurant patrons recommend venues that [support a good cause](#).

50. Brand Your Charitable Efforts

Create a program name for your bar’s philanthropic activities. For example, Bar Louie, a regional chain of pubs, has created “Louie Loves” with a heart logo. Anytime they launch a charity event, they use the logo. Use your bar’s name and get creative.

51. Be Timely

When tragedy strikes on a local or national scale, people want to pitch in. Help them do so in the right way with a fundraising event that donates 15% of food purchases to a reputable charity like the Red Cross. Or, if it’s a local family impacted by fire or an illness, write the check directly to them. Ask a local band to play for free or at a discounted rate.

52. Build a Strong Foundation with Guests

On a day that you’re closed, ask your employees to volunteer with you at a Habitat for Humanity site. Then, invite your patrons along, too! Reward them for their time with a wrap-up party at your place with complimentary appetizers.

53. Care About Their Causes

Each month, let guests vote on the cause they want your bar to support. Create a Facebook or Twitter poll, or set up a simple poll at your website (a great way to drive traffic). The winning charity sends a guest bartender in who can collect all tips and 10% of the proceeds. The charity will invite friends and supporters – an instant boost of new business.

54. Community Hero Award

Once a month, ask patrons to nominate a community hero who's making a difference. Set up a nomination form at your website and small intake sheets at the bar. The winner receives a \$25 gift card and recognition on social media.



Race to the Red Carpet

Make guests feel like stars and they'll come to your bar for the royal treatment.

55. Rule the Night

Each week, select one Facebook follower to be crowned "King or Queen of the Bar." They decide which cocktail, wine, or beer will be on special that week. Chances are they'll share your promotion and bring in their friends to celebrate. Bonus points if you have a crown they can wear – and take photos to share on social media.

56. Name of the Night

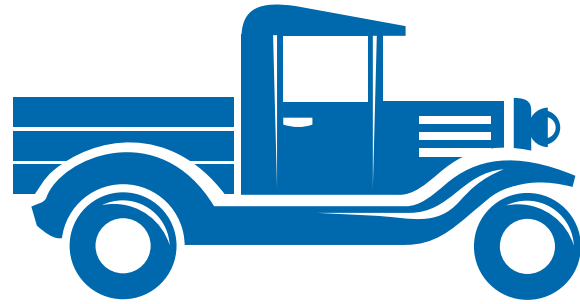
Once a week, pick a name for a guy and girl - like Eric and Jessica - then offer a drink special or giveaways to guests with that name. The simple promo makes their patrons feel like celebrities. To promote it, announce the names on social media and in your email campaign every Monday – you can even pre-schedule this for months in advance.

57. Red Carpet Night - Bring the Paparazzi

Let guests know you're bringing in a local photographer one night. People love having their photo taken – especially by a pro. Post the pics to a gallery at your website or on Facebook to draw guests to find their pics after. Plus, you'll have professional photos to use in future promotions. You could also roll out an actual red carpet for extra street visibility.

58. Customer Appreciation Night

Got a loyalty program? (If not, here's a quick guide on how to design a [great customer loyalty program](#).) Invite anyone in your loyalty program to your bar for a "gift card giveaway." At a set time, the server brings around a basket of gift cards – each guest gets to pick one. Set them to be mostly \$5 gift cards but put in a few \$10 cards – including one for \$100.



Take a Country Drive

Take a cue from a good old-fashioned country fair with throwback games at your bar.

59. Putt Putt Win

Perfect for sports bars, set up a [portable putting green](#) near the bar. Give guests a chance to sink a putt and score 2-for-1 Arnold Palmers (iced tea + lemonade). Add a shot of vodka for the adult version – also known as a John Daly.

60. Ring Toss

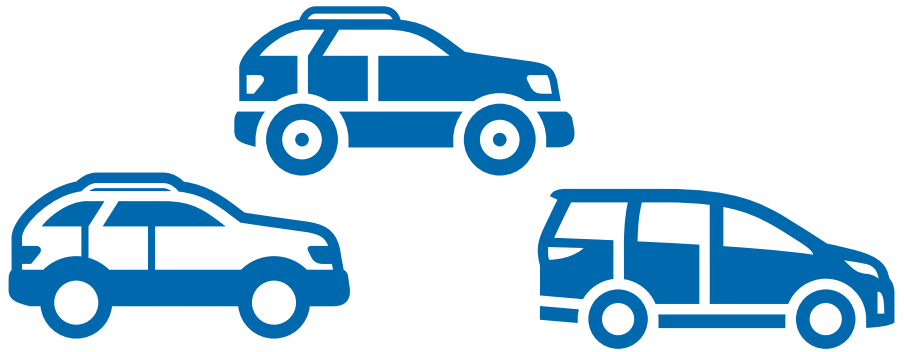
Glue, we repeat, glue a few bottles onto a board and set behind the bar. Guests can attempt to toss a ring around the bottleneck for a prize. This is hard. So, when guests ring that bottle? The drink special should be worthy.

61. Guess Your Birthday Month

Bartenders guess the patron's birthday month. If they're correct – the guest gets a 2-for-1 special or a double.

62. Rubber Ducky Prize Pond

What to do with that old aquarium? Fill it with water, add a few dashes of blue food coloring, purchase a dozen rubber duckies. On a few ducks, write a discount on the bottom. See a splash in drink sales.



The Family Vehicle: Promotions for All Ages

While your “sweet” spot may be the bar crowd, don’t forget families! They can offset slow times like early midweek evenings.

63. Family No-Cook Night

Appeal to parents who need an escape from cooking but still want to spend time as a family. Provide family-style dishes and of course - the entertainment! Buzztime handheld tablets include access to [on-demand digital arcade games](#) with fun for all ages and interests. Mom and dad can connect while the kids play games. Or the entire family can battle it out with a round of interactive trivia.

64. Keep it in the Family

Bring friends and family together. Offer a bundled meal that includes a family-style entree and sides the entire table can share for one set price. This concept lends well to certain cuisines, like large pasta dishes or southern comfort food (think pieces of fried chicken with delicious sides).

65. Be a Team Player

Midweek youth sports are your golden opportunity to attract big groups. Recruit the kids and parents to your place after the game by contacting the coach and offering a few coupons for complimentary appetizers.



66. Pay the Babysitter

Invite in families on a midweek night. While they're at your place, they can sign up to win a \$50 gift card they can use to pay the babysitter and come back again for a night out without the kids.



Catch the Buzztime Effect.

Looking for a fresh, fun way to bring more guests to your tables – and keep them coming back? Join the Buzztime nation of 3,000 venues like yours serving up fun, games, and good times on our touchscreen tablets. Buzztime’s social gaming solution brings everyone together at your place for trivia, live events, predictive sports, card tournaments, and arcade games.

Want to learn more? Let’s chat.

TALK WITH SOMEONE TODAY