



W E E K D A Y W A R R I O R S

10 Tips to Drive Weekday Traffic

Weekends are for friends, families and fun. But Mondays through Fridays are for the warriors The work-teach-learn-and-do-everything-from-home crew who have a lot going on. Here's how to drive profits during the week and make sure one of the many things on your customers' plate is something they crave.





01 | What's your theme?

Themed days pull in guests. So, create one. Try Mix'n' Match Monday. Or Free FryDay. Themed days are fun, memorable and help customers keep your operation top of mind.



02 | Words matter

Use language like "while supplies last," "order today" or add a countdown offer on social media to get customers off the couch and into your restaurant.



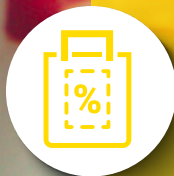
03 | Make it social

Done right, a social post that shares a "Special of the Day" or shows a to-die-for snack creates buzz and gives "Like" buttons all over town a workout.



04 | From outdoor to in

Use outdoor signage, like yard signs and window clings, to build excitement and curiosity.



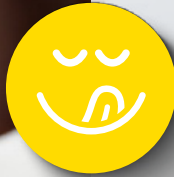
05 | Keep 'em coming back

Drop a coupon into their order bag or add an offer to the receipt that allows your customers to enjoy same-day savings or discounts on their next visit.



06 | Let's be loyal

Guests love to earn points as much as you love seeing them come back. A good loyalty program or double points on weekdays does both and is a win-win for everyone.



07 | Kids eat free

Offer free kids' meals on weekdays with every adult entrée. The only thing better than a meal that keeps kids happy is not paying for it.



08 | Family feast nights

Your customers work from home, learn from home, do everything from, yup... home. Reward them with a night away from cooking with Family Feast Nights.



09 | Make an offer they can always use

Cross-promotions let guests use weekend purchases for discounts during the week and helps keep online orders and drive-thrus busy.



10 | Share the love

Donate a percentage of each sale to the essential workers or a cause that's popular with your guests. Give them a reason — other than your delicious food — to stop by.

For more tips and ideas, talk to your local McCain sales representative today. To find one near you, visit us at McCainUSAFoodService.com/sales-rep-lookup