

## Bar/Pub Marketing Ideas

In no particular order, share these thoughts with your local bar owners to provide inspiration on ways that they might participate in an upcoming shopping event or promotion, or attract new customers to your district.

1. Guest bartenders: Whether it's a celebrity or one of your more avid customers, putting them behind the bar is sure to draw a crowd of fans (or their friends and family).
2. Coupons: Offer Buy One, Get One Free, free desserts or appetizers, or Kids Eat Free coupons only redeemable on your slow days.
3. Leagues: Start a weekly league where your customers form teams to play billiards, darts, trivia, card games, etc.
4. Sports teams: Sponsor local, community teams – whether it's little leaguers or an adult softball league. Not only will the team hold their victory celebration with you, they'll come in during the off season as well!
5. Loyalty cards: Print up pocket-sized cards with an area to track how many times a guest has visited or how much money they have spent over time. When the card is completely full, reward their loyalty with a free appetizer, drink or full meal.
6. Football parties: With pro football training camps opening up in the summer, August is the perfect time to host fantasy football draft parties. And, then, provide football drink or food specials every week so your fantasy leagues go to your place each Sunday.
7. Wii or Xbox night.
8. Theme nights: Disco, 80's, 90's, Mardi Gras, Toga, Crazy hat, Pajama, Gangster – theme nights are only limited by your imagination.
9. Charity events: You can draw a crowd that's ready for a good cause, and donate a portion of your proceeds for great charities like Toys for Tots, Walk-a-thons, Susan G. Komen Breast Cancer and more.
10. Ladies' night / Men's night
11. Hospitality or Industry night.
12. Karaoke / Live Music / Comedy
13. Trivia / Card Nights
14. Jersey night: Anyone who comes in wearing the jersey of their favorite team will get 10% off their bill.
15. College night: Similar to jersey night, dress up in your favorite college gear – hat, scarf, shirt, shorts, socks. The more they wear, the better prize they'll receive.
16. Speed dating / Singles' night
17. Foursquare/Facebook: Check in and receive a special deal.



18. Battle of the Businesses: Let businesses around your bar or restaurant know that whichever company brings in the biggest crowd will receive 50% off their bar tab!
19. Yappy Hour: If you have an outdoor patio, host a weekly happy hour that is dog-friendly. Remember to have plenty of water bowls around – and offer a biscuit to every furry friend as they arrive.
20. Mug night: Bring your favorite reasonably sized coffee or drink mug and get refills of your favorite beverage at a discounted price.
21. Kids eat free night: Anyone under 10 years old with an accompanying adult eats free.
22. Pick an NFL team with an active fan base in your area, i.e. Stacy's Place, home of the Buffalo Bills (but located in your state).
23. Work with your local wine company to host tastings once a month.
24. Invite local artists to set up their work on Saturday afternoons.
25. Military, Firemen, Police appreciation day.
26. Prize wheel: Put numbers on the back of every chair in your location, spin the wheel each hour and that seat wins a free drink. Oscar or Emmy night: Make an event out of the awards shows. Have customers dress up and give out prizes for the best dressed.
27. Did you know that when people order food at a bar, they stay over 50 minutes longer than when they are just ordering drinks? Add nightly food specials, ideally with drink pairings. No kitchen? Host a local food truck adjacent to your business and do joint marketing.
28. Create a contest, such as free dinner and drinks for two. Posts about contests are very likely to be shared on social media so your contest may go viral and attract many new bar customers.
29. Invite local concierges and merchants in for an hour or two to begin to build relationships and eventual referrals. Tasty sample menu items and a cocktail will go a long way and are a small investment.
30. Implement a pay it forward option for customers to buy beer for others, or for strangers.

