

# Get the Word Out about Your Pizzeria



**PMQ Pizza Magazine** — The past few months have thrown a curveball at restaurant owners. While your restaurant may still be open for business—feeding locals, healthcare workers and others on the frontlines—the way you’re running your restaurant right now is probably not “business as usual.”

Dine-in has taken a back seat to delivery and curbside takeout. Your cleanliness rating and cleaning procedures have become a topic of conversation. Maybe you changed your hours or revamped your products/services; some pizzerias are now offering take-home “build your own pizza” kits.

You’re doing all you can to stay afloat through this unique time. But how will consumers know about your new offerings if you’re busy working in the kitchen with your scaled-down crew? Although posting this information online is encouraged, consumers will appreciate it if you proactively reach out to guide them. After all, consumer habits have changed due to fewer options and less commuting; many consumers are stressed and unsure of where to get a good meal.

If your pizzeria can reach out during this time of uncertainty, not only will you gain

new customers, you'll help put food on families' tables amidst a time of crisis, which will make a lasting impression. That's what Our Town America is here for. Our Town America specializes in connecting local businesses with new customers. And through all the recent economic changes, a few things have remained the same: People appreciate a heartfelt message from a neighborhood business, and people are checking their mailboxes.

Here are three of Our Town America's many direct-mail avenues to consider:

**New Mover Marketing**—Reach a new set of new movers in your community each month. Meaningful offers are always, but especially now, welcomed with open arms and grateful hearts.



The flyer for Our Town America's New Mover Marketing program features a yellow and red header with the company name. Below the header, it states the goal: "WE ARE HERE TO HELP YOUR PIZZERIA GAIN & RETAIN CUSTOMERS THROUGH GOOD TIMES & BAD." The main headline reads: "Reach out to New Movers in your chosen ZIP codes with meaningful one-time offers." A list of benefits includes: reaching a new set of new movers every month, being an exclusive Pizzeria partner, targeting by demographic neighborhood, gathering detailed data of new customers, tracking ROI with the Our Town TruTrack Mobile App, and an optional Budget Billing Program. It also promotes a "FREE 1st Month Mailer" and offers digital or in-person offer redemption. At the bottom, it provides contact information: "Call Today! 1-800-457-8360 x226" and "OurTownAmerica.com".

**Saturation Postcards**—Reach consumers based on neighborhoods, distance from your restaurant(s) or median household age or income. Hit every mailbox—no recipient list needed.

**Targeted Demographic Postcards**—Reach a specific demographic or a group of prospects based on your criteria.

With 48 years of marketing expertise, Our Town America will advise you on which option is best for your business. Our Town America knows that local businesses are the backbone of our communities. So, let them help you get the word out about your pizzeria. After all, that's what they do best.

Source:

