

Make sure that you are portioning everything in your meals at the proper weight. This does not only help you meet food targets, it can also ensure that you are ordering the right quantities, reducing the need to raise prices and potentially turn your business into a really profitable one.

IMPROVING YOUR MARKETING GAME

32. Make the most of the Internet

Gone are the days when people would flip through yellow pages to look for nice places to dine in. Today, people turn to the Internet for nearly everything, including looking for good restaurants.



Contributed tip from Howard Tinker of restaurantprofits.com.au

So now's the right time to make the most of all that the Internet has to offer. Put up your own website or try online advertising. Or perhaps, go for inexpensive e-newsletters that you can send to your customers on a regular basis.

33. Use Wi-Fi marketing platforms

Cody Hicks of Turnstyle shares how Wi-Fi marketing platforms can be surprisingly effective at making it fast and easy for restaurants to build their email lists.

You can get contact information from guests that [sign-in to your Wi-Fi](#) in exchange for the free wireless connection you provide. This way, you can send out updates, messages, and coupons to them, giving them more reasons to keep coming back.

34. Spread the word

“Word of Mouth” can be a very influential element that can drive purchase decisions. Consumers recommend a restaurant to their friends and family if they've had a great dining experience.

So if you have loyal customers, with loyalty cards/membership, are 70% more likely to spread the word about your business.