



Contributed tip from [Howard Tinker](#) of [restaurantprofits.com.au](#)

Here are the basic things you need to run an ideal email marketing campaign for your restaurant:

- Build and manage your contact list
- Think of a creative mailing strategy
- Come up with a perfect email for your campaign.
- Create effective content and think of attention-grabbing calls to action
- Measure and analyze the results

45. Update your free and paid directory listings



Contributed tip from [Howard Tinker](#) of [restaurantprofits.com.au](#)

Aside from joining and being active on social media, don't forget to update your listing on free and paid directories regularly. Directory listings like [Zomato](#), [UrbanSpoon](#), [TripAdvisor](#), [Yelp](#), [AGFG](#), [TrueLocal](#), [FourSquare](#), [TimeOut](#), [PartyStar](#), [Venuetohire](#), [VenueMob](#), and [TheHappiestHour](#) also help people when searching for a restaurant or café so you definitely want to be there, too.