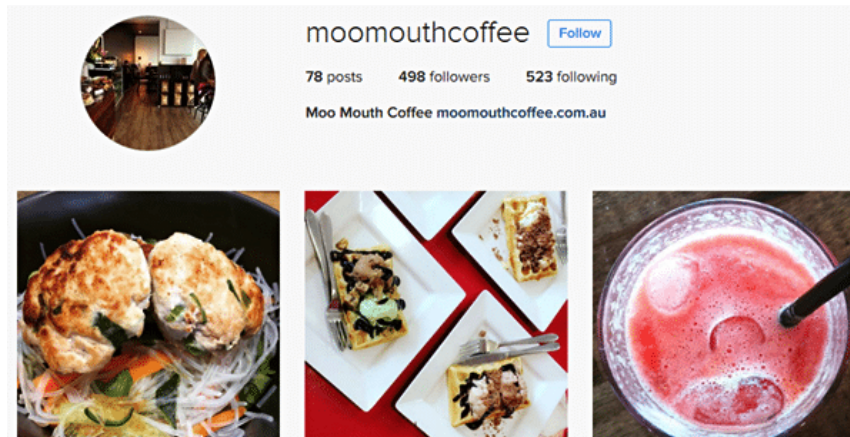


53. Offer an Instagram #FOTT (Food Of The Day)



[Moo Mouth Coffee](#) Instagram account

You can also do this on your quiet days. Offer your customers a specific meal served on a specific day and promote it with a creative name or hashtag that will stick to your customers.

This is a good way to keep them coming back because they'll want to know what you will be serving on on the next day!

54. Set up or join food markets

Join food markets or food bazaars. This is a great way to get yourself out there for people to discover. If there are no food bazaars happening anytime soon in your area, you can set it up yourself at your place.

Invite small homemade food businesses to join and sell their homemade food.



Alice's stall and her creations in a food market/bazaar. Photo from [Summer Tomato](#).

55. In-house promotions

Why not slip a promo flyer in with the bill? Or maybe have a table talker on the tables? How about a poster in front of your restaurant.

Make the most of the time a customer is already inside your cafe or restaurant. Make sure they by the time they come out, they already know all the great deals and delicious meals you offer.