**Boomerangs Promotional Marketing Plan**

**Objective:**

To attract a larger, more frequent customer base for Boomerangs Bar and Grill.

**Budget:**

The budget for this promotional project is at a minimum. Since there is not large budget I will be focusing the majority of this project on cost effective marketing solutions.

**Target Market:**

IUP Students

**Tactics:**

 **Social Media:**

 Social media has changed the rules of advertising. By integrating social media into this

 promotional marketing campaign one could potentially reach an unlimited amount of patrons

 at a very minimal cost.

 **Facebook:**

 Boomerang's already has a Facebook page, but it could be better utilized. Once a Facebook page

 is created it is done it is just beginning. Only 193 people “like” the page. The first step is to get

 there and gain followers. The more followers you have the larger the potential audience is that

 you can reach. Get the word out there. In my personal opinion I think that in-house promotion is

 the best way to attract a better following on all social media platforms. Nowadays the vast

 majority of your target audience are using smart phones. Simple reminders in the bar can add to

 your network. Utilize posters behind the bar that patrons are forced to read while waiting to

 order or engage your audience with your DJ by giving him a script to read off of (sample script

 attached).

 **Twitter:**

 Integrate social media. A major promotional mistake is to use only one medium of

 communication, especially when they are free. Use the traffic from your Facebook page to

 recycle your audience back to your twitter page and the other way around. Do not post the

 same information on both pages. A really great way to use twitter at bar and grill is have

 dynamic specials. This tactic is being utilized by many major bars bringing in a serious customer

 base. What I mean by dynamic specials on your twitter pages is randomly promoting a product

 on a random day. There are limited bars in the Indiana area in which your target market is going

 to on a regular basis. People go where the specials are, use twitter to promote the special for

 the day. If it’s going to be a slow evening update your twitter account with different special and

 and try to motivate customers to come out. This tactic can be used in different timeframes if

 you so please you can either have a random daily special, random weekly special, or even a

 randomly hourly special on your most busy nights. This is an effective approach because your

 creating a curiosity in your customers to see what is going on a Boomerang's and all the while

 they commenting, liking, and just visiting your social media outlets.

 **Smartphone Apps:**

 Having an idea of the most popular apps that are relevant to your business is essential in a

 low budget promotional plan. Make sure your business is listed on the most popular food and

 drink apps. A couple examples of this would be Yelp or Where?. Integrate your promotional

 ideas with smart phone apps to gain a larger audience. Foursquare is a perfect example of how

 one could accomplish this task. If someone checks in on Foursquare have them show the

 bartender and REWARD them. This reward could be something as simple as a free draft or a free

 pitcher if a group of people check in. Why would you want to give out free drinks? Because if

 someone checks in on Foursquare literally every single person who is a friend with them on

 facebook or follows them on twitter can see that they are at boomerangs. This is a great way to

 accomplish cheap advertising. Advertise things like this on other social media outlets as much as possible.

 **Traditional Cheap Promotion:**

 **Street Teams:**

 Have employees come in early and have them handing out flyers and putting up posters is again

a very cheap surprisingly effective way of promoting a bar or restaurant. The only problem with this kind of promotion is that success of this tactic is relatively hard to measure. Research is key. Where do you want people to see these signs advertising your specials at? Think of your location. Boomerangs is the last bar on Philadelphia Street therefore your want your promotions to be at the beginning of the street so people have an opportunity to see your advertisement before they walking into another bar. Where do the college students have to walk the most every day for class that is where you want to be.

**Original Special Events:**

Everyone has the same kind of specials in Indiana. Come up with a different idea that will stand out from the rest of the bunch. An example of such an idea could be Drink for free from 10-12. I’m sure your stomach is turning over at the thought of such an idea, but it will work. Charge a high priced cover at the door to insure that you still are making money, but things like this make your business stand out from the rest and will eventually lead to higher audience acquisition. The tricky part is finding the right price to charge at the door. In order to find this out you have to figure out how many people, on average, are coming to your bar on any given night and how much is each person spending, on average. I can help you determine this, but I would first need to know these numbers.