

Marketing Ideas:

Successful Marketing is taking ordinary events, ideas and themes and doing them exceptionally well.

Sports Night: Sell table reservations for special sporting events that can be played on the Big Screen TV. Set a price that includes some promotional amount of food and drink. 40 lari for a 4 person table; include for example 8 beers, large pizza in the price. Anything purchased beyond that is added to the bill.

Friday Night Cinema: Hold a movie night each week with a discussion afterward. Show movies, documentary or art films and have the people attending talk about the movie. It will keep people around the café afterward and help advertise the café.

Holiday Invitational: Hold events and holidays special invitation to regular café guests, and important people to the café. Send out invitations and follow up to make sure you will have a full café. Include an appropriate seasonal food, drink and presentation.

Live Video Feed from Café: Stream live video of café, events and discussions on the web. It will prove that the café is interesting, fun, clean, special and popular. It offers a broad range of advertising possibilities.

Photo Contest: Offer a contest for different ages to take pictures of the region with a prize to the best in each category. Display the pictures on the wall of the café to show them off. It also will change the décor of the café and provide a fresh and different atmosphere.

Change the Pictures and Arrangement of Furniture periodically: By changing the wall decorations and the way the seating is arranged it adds a new and varied feeling and atmosphere to the café. This will keep it new and fresh for the guests that come in often.