

7. LAUNCHING THE PROGRAM



This tool will help you determine the most effective ways to market your program to your focus customer base.

#7 OBJECTIVE:

The most important factor here is to treat your program as a fresh new offering, even if you have currently been providing a limited or small service. **POST** your phone number on all materials and information pieces.

LAUNCH OPTIONS INTERNAL:

- Separate Takeout Menu**
- Clip or Printed Notice on Menu**
- Printed Internal Signage**
- Written Script for Waitstaff**
- Eye-Appealing Takeout Display**
- Takeout Wall Poster**
- Add to Your Web Site**
- Window Display**
- Table Tent Promotion**
- Phone Answering Message**
- Wait Staff Answer Phone Message**

LAUNCH OPTIONS EXTERNAL:

- Mail a Postcard (included)**
- Local Press Kit**
- Deliver Takeout to Local Radio DJ**
- Give Away Free Takeout Lunch Over Radio**
- Deliver Takeout to Local Community Function**
- Award a Free Takeout Lunch to Local Business**
- Sponsor a School Team**
- Flyers or Door Hangers Where Youth Gather**
- Host a Charity Function**
- Fax Out New Takeout Menu**