

12 Ways to Build Your Brand and Increase Your Sales



Burn a positive experience into the minds of your customers!

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12 Ways to Build Your Brand & Increase Your Sales

Tip 1 - Building a Brand: If you don't help them – they will do it for you!

It's Easy with Specialty Printing.

It might be your business, but it is your customers who will ultimately determine your Brand – not you. The Brand is simply how customers perceive and understand your company through their eyes.

That's not to say it's impossible to take hold of the reins and drive their image of your business toward the one you want it to be. In a way, you want to shepherd their conception of you. Unfortunately, human customers tend to differ greatly from sheep.

Customers love to feel respected and enjoy a business's subtle touch, like its quality specialty printing, versus the huffing and puffing of a bossy sheep dog.

So you may not have 100% control over your brand, but you do have 100% control in taking the steps below to ensure that the customer sees the best possible side of you! From your customer service, to your product, to the specialty printing, the common customer is very calculating in how they view your business.

So, make sure that you take a good, hard look at your restaurant through the eyes of your customers.

How is the brand you want actually being projected?

See if your Brand's message is clear from the specialty printing to the pictures on the wall, to the overall atmosphere in your restaurant.

You can hire a true secret shopper to come to your restaurant to evaluate you and give feedback, OR you may want to have a close friend, that will be brutally honest (well maybe not as harsh as Gordon Ramsey, but you get the idea) go to your restaurant for a meal and a truthful review.

Take those comments and improve upon them.

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Tip 2 - Building a Company Reputation.

It Can Start with Deli Paper.

Building your Brand is much like building your reputation; whether you have no reputation or years of excellent quality service – if no one knows about it, do you really have a reputation?

It's like that old question if a tree falls in a forest and no one hears it does it make a sound?

No.

No matter what you are serving, one thing is for sure: everything within eyesight of your customer should be branded with your logo, even the [deli paper](#).

All the big companies do it for a reason (think MacDonald's, Burger King et al).

Zach Nigut of Tavern Hospitality Group, Denver, CO says of branding:

“As a locally owned bar and restaurant chain, we are always looking to improve our products and make customers happy. Our director of culinary operations was looking for a [high quality deli paper](#) that would offer a better product, as well as the potential to expand our brand. I spoke to Ryan with [Custom Packaging & Products](#) over the phone about 3 years ago, and we have been doing business ever since. He helped me through the process of not only finding the right style of deli paper, but with aiding in the design as well. We get numerous compliments on our attention to detail as people are impressed that even the burgers have our logo on them. Taking every opportunity to put our Tavern brand in front of people has helped us build a reputation. Thank you to [Custom Packaging & Products](#) for being a part of our success and always offering a cost effective solution.”

Branding is not about cutting corners; it's about the subtle details that make your brand shine...like, say, [deli paper](#).

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Tip 3 - Your Company Logo Matters, A Lot!

If branding's an iceberg, the logo is just the tip of it.

Logo's are the jumping off point for leading your customers to the story of what you do.

For this reason, you want your logos to be

- Simple
- Easy
- Readable and
- Specific.

This way, your customers will recognize it without a thought from the flashing lights above your restaurant to the simple, subtle sandwich wrap.

You want your logo to be so engrained that a customer passing a garbage bin with your sandwich wrap in it, gets hungry for your specific food and comes to your store.

You want your customers to know exactly what your product is and how it will help solve their hunger.

Think of what your niche is, whether it's having the biggest burgers, the hottest sauces, or the fact that you have been in business since 1950.

Design a logo that incorporates it and then put your logo on everything: your menu, your sandwich wrap, your kids, your dog.

You will definitely be making an impact on your reputation and be well on your way to burning your brand into the minds of your customer base.

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Corey Kaplan, Owner of NYC Bagel Deli in Chicago, IL, says:

“[Custom Package & Products](#) is a complement to our World Famous sandwiches. Located in Downtown Chicago we service thousands of patrons daily and our partnership has proven to be invaluable. [CP&P](#) enables us to leave a lasting image to go with our world famous experience.”

Sometimes, it really does come down to the sandwich wrap.

Every piece of branding counts.



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Tip 4 - Let Social Media and Your Food Presentation Meet in the Middle!

It is easy to be swept up in the hype of this new thing called Social Media (aka Social Networking) which consists of sites like Facebook, LinkedIn, Twitter, etc. It's easy, and it's fun.

You can socially network all you want but if you don't have the product, the food presentation, or the promise to back it up, it's not worth anything.

We most definitely recommend using the Web and Social Media to spread the word, but keep in mind, a picture is worth a thousand words!

Show off what you have to offer, and tie it together with your Brand.

Your restaurant produces tasty foods that can create a huge amount of buzz if used correctly in Social Media and on the Web. Put together the perfect food presentation with your logo, take a photo, and send it across the Web.

Imagine your most impressive signature burger, choreographed in perfect food presentation, photographed and posted on your web site, food blogs, Facebook pages, or photos that your customers took while on vacation and eating at your restaurant.

I experienced this first hand because during a recent trip to Italy, my father-in-law took pictures of every meal we had. It's just a blur of food now because Italians are apparently not into branding. I can not remember which bowl of tagliatelle went with which restaurant. In fact, even with scrumptious food presentation of very rememberable gnocchi, bolognese and risotto, I can't remember the names of the restaurants.

If you have a web site – don't forget to put up your best pictures — nothing is worse then going to a restaurants web site, that is devoid of photos:

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You should have photos of:

- Food
- Happy people eating it
- Happy people working on and serving it, and
- A picture of the storefront so they can spot it when they drive to it!

Also, don't forget these important must haves on your web site or on your Social Media Page:

- Contact information (Phone number & Address),
- Directions to your locations
- Email Address (but ONLY list one if you will check and respond within 24 hours)
- PDF of your Menu, and
- Any other useful info about
 - Parking
 - Hours of operation, and
 - How or if reservations are welcome or required.

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Tip 5 - Being Consistent Matters, from Your Food to Your [Basket Liners](#)

You have delicious food and all the other necessities, but is it consistent? Now you just need to have A Delectable Menu, with descriptions of what customers will get.

Remember to keep with the theme of your restaurant, as it will continue to re-enforce your brand.

This goes for *everything*, including the [basket liners](#). If your logo is a cow, your basket liner shouldn't be a chicken.

You want to streamline your branding; make it easy and digestible for the average customer.

Here's an example:

If you have a Southern BBQ Style Restaurant – you may want to write out your menu with a Southern Drawl... Y'all get the idear?

Leah Gossmann, Director of Operations at Six Feet Under Atlanta, GA says that

“Over the years, Custom Packaging & Products, Inc. has continued to provide our company with quality basket liners that have served as a Six Feet Under branded back drop for several of our menu items. The product has been consistent and the customer service has been admirable. With new competition surrounding us, we realize the importance of keeping our logo front and center in the eyes of our guests. The logo [basket liners](#) definitely help us to achieve that goal.”

As separate parts,

- A [basket liner](#)
- A Logo, and
- A menu

may all seem like very small measures to push your Brand, but together, the whole is greater than the sum of its parts.

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Tip 6 - Personal Branding:

Make Sure That You Are Investing In Your Brand.

Let's say you have a sandwich shop. Nothing irks a customer more than watching their sandwich get pummeled by an employee who does not know how to wrap a sandwich with care.

Part of branding is instilling in your workers the care and respect you have for your product. It's important that they become invested in your brand as well since they are representing it.

Whether it's teaching your workers how to wrap a sandwich or when to smile at your customers, your brand is inclusive.

Train your people to understand the company's values so that they can be a loyal voice and advocate for your business and help continue to Burn the Brand into your clients' minds.

Let them know that each of them have a voice in the company.

Encouraging new ideas from your staff breeds creativity. It gives workers a stake in the process and makes them feel more connected to the brand.

If you put the time and care into teaching each employee, say, a simple thing like how to wrap a sandwich with care, each and every task it takes to run your restaurant successfully will feel just as important. Make the customer notice the care you and your employees take.

In a sense it comes down to trust.

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Tip 7 - Make Sure That Your Quality Products Aren't Wrapped in Trash!

Like I mentioned in my earlier tip about training your people on everything from *how to wrap a sandwich* (use [Kraft Paper Rolls](#)!) to *smiling at customers* (Tip 4), your Brand is your image.

It's how you present yourself.

The restaurants with the best reputations have customers that trust them.

Here are some measures that you should try to maintain so that the quality of your food matches the quality of your Kraft Paper Rolls, and if you didn't know, [Kraft Paper Rolls](#) are eco friendly and great quality.

- Keeping it fresh.
 - Review your menu every 6 months to make sure that your food costs are in line with the menu prices.
 - Customers become discouraged when they notice overpriced food items.
 - If the food costs don't align with the menu prices, customers are inclined to cook at home.
- Review menu items for
 - Profitability, make adjustments as needed, after all, you are running a business.
 - If the food item isn't selling, take it off the menu and decrease any losses.
- Keep an eye on the trends.
 - While you want your brand to be a constant thing, it's inevitable that small changes to it should happen over time with new trends.
 - If your logo becomes more specific, you should update your [Kraft Paper Rolls](#).
 - Don't let yourself become outdated; make sure your are on the front end of the trends.

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Tip 8 - Increase Your Check Average With a 2-for-1

Offering your customers deals is a great way to increase business and hype.

As a restaurant owner, it's always nice to increase check averages. In fact, you WANT to increase check averages.

The question is, how to increase check averages while promoting your brand?

It's a 2-for-1.

Here are some methods to consider:

If you offer side items, or as the French like to say "à la carte," you will not only increase check averages, but you can push your Brand even more! It's a 2-for-1.

Offer side items like

- Desserts
- Drink refills, or
- Alternative drinks

Think about McDonald's (now defunct) Supersize campaign. The Supersize concept was entwined not only with McDonald's, but with the actual side item.

Another method is coming around with a dessert platter with your custom Kraft Paper Sheets underneath your sweets. Just because a customer doesn't ask for it doesn't mean they don't want it!

You could also offer rolling specials or non-advertised specials.

Nothing can put me over the edge like a 2-for-1 or BOGO FREE for drinks, appetizers or even desserts.

This is part of your brand-making that can get really exciting and creative.

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Think outside the box, consider the theme of your restaurant and take a risk.

The most important thing is to test and measure to make sure your ideas create profits.

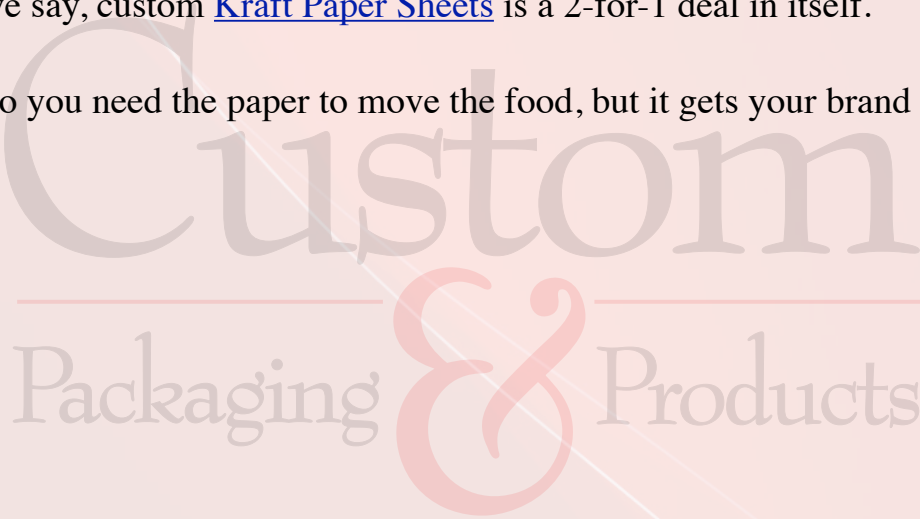
If an idea doesn't work, nix it and move on.

You may also want to consider selling merchandise.

You'd be surprised how many people want a t-shirt to match the logo on your custom [Kraft Paper sheets](#).

And like we say, custom [Kraft Paper Sheets](#) is a 2-for-1 deal in itself.

Not only do you need the paper to move the food, but it gets your brand out there!



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Tip 9 - Have a Group or Business Meeting Lunch to Help Spread Your Brand.

Think about it this way: The more people eating your food while noticing your food packaging supplies, the more saturated your brand becomes in the community.

If you have the space in your restaurant, consider creating a group/business meeting program.

The modern company meeting is happening over breakfast, lunch or dinner.

These are key opportunities to get business and make them notice your branding through your service and food packaging supplies.

Make sure these meetings involve your restaurant.

Whether a company meeting comes in for a meal or orders out, your food packaging supplies are key to getting your brand name ingrained in their heads.

And if you've ever worked in an office, you know that if they liked you once, there is likely to be a frequency in which people return for business. Or just for pleasure.

You could also begin a Birthday Special where the birthday boy or girl eats free. In birthday party cases, the birthday boy/girl will bring in their whole entire posse of people hungry for food...another great opportunity to get your brand out there with your service, food, and food packaging supplies.

Finally, if customers are loyal, reward them.

Let your loyal customers know that you are looking to create a network of "foodies" that will come in together for a set discounted menu price.

You can offer several signature dishes will be available for them to sample and to post reviews online.

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It is a gesture that most customers enjoy greatly and appreciate.

So, like we said, the more, the merrier. The bigger the party, the more Brand Identification with your services, food and food packaging supplies.



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Tip 10 - Increase Frequency of Visits with Your Custom Product Packaging and that Extra Edge

As I mentioned in my earlier tip, it is important to reward your loyal customers.

The best brands utilize an integration of resources to create an overall experience.

This is what your customers take with them, not just the delicious aftertaste of your favorite deli sandwich or the look of your custom product packaging.

Much of the battle comes with actually defining what your Brand is about and implementing it into your menu and custom product packaging. And as important as things like your menu and custom product packaging are, nothing beats the smile of a customer who has just had the perfect experience.

Happy customers tell their friends, and nothing beats word of mouth. So be creative!

Here are some of my suggestions that you can use as a springboard:

Come up with a rewards system for your loyal customers; make it very clear what customers will gain by being loyal. Offer a membership program, a discount after so many visits or a flat 10% discount for their loyalty.

A little appreciation will go a long way.

Just like the extra thought that goes into custom product packaging, go the extra step with your customers.

Make their happiness your business!

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Tip 11 - Get a Branding Community to Increase Your Brand Awareness.

Making a presence in your community is one of the best ways to brand yourself and gain popularity.

There are various ways to go about getting involved in your community no matter how big or small your community may be.

Taste of the Town Events are commonplace in every community across the US and definitely something you should look into.

Something like this is a great opportunity not only to meet and greet customers, but to get them familiar with your brand through your:

- Menu
- [Custom Printed Sandwich Wrap](#)
- [Basket Liners](#)
- [Deli Paper](#), and
- [Kraft Paper Sheets](#)

A customer who might have never stepped foot into your restaurant before will now recognize your brand because of something like your [Kraft Paper Sheets](#) and sit down for a meal!

Contact your chamber of commerce or get in touch with your non-profit organizations, for sponsoring opportunities, typically they will budget for food.

Often they will have opportunities for restaurants and delis like yours to showcase your special menu items and when you do, make sure to take advantage of this opportunity to BURN your brands name in to their heads.

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This means it's time to bring out the big boys:

- [Custom Printed Sandwich Wrap](#)
- [Basket Liners](#)
- [Deli Paper](#) and
- [Kraft Paper Sheets](#)

with the food items you serve.

This will make an impression not only on the client eating your delicious meal, but others will also see and pick up on your brand.

So use whatever opportunity within your community than you can to get to know the people, and spread word of your Brand via things like [Kraft Paper Sheets](#).



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Tip 12 - Branding Opportunity: Make Sure You Are Taking Advantage of All Opportunities!

Just as I mentioned the significance of making your Brand a member of the community, it's just as important to celebrate the holiday season with your community. And, of course, more Branding opportunity!

People love the holidays.

So make it your mission to make your Brand part of their holiday season.

When customers dine with you, you can have holiday specials, and if they take their food home, they'll take a piece of your brand with your [Microwaveable Paper](#) keeping their food warm.

Customized microwaveable paper is not only great for the holidays and cold weather, but any time you want to keep your food warm.

[Microwaveable paper](#) holds in heat just as long as foil. And, an added perk, you can BURN your BRAND by customizing it.

Don't forget about all the other holidays that pepper the year.

Everyone LOVES a Holiday, so Value Them!

It's one of the #1 reasons people eat out!

Tie your restaurant's theme to a holiday. If there isn't an obvious holiday such as Cinco de Mayo for Mexican food, then be inventive and seek out the general holidays to create an event around.

Or create your own holiday (anyone for an "Eat with your Hand" Holiday ;) at maybe a BBQ place?

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Make sure to advertise this on your web site and social media sites like Facebook.

Remember, use every opportunity you can to BURN your Brand.

Holidays are the perfect time to show customers who you are through your custom product packaging and [microwaveable paper](#).

