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| --- |
| Reason:  **To increase bar sales by offering more competitive with our bar pricing.** |
| **Promotional Activities to help us achieve our goal**  **Flyers**  **Social Media**  **Promo calendars for Media & Popular Websites**  **Print Media**  **New times**  **Table Hopping** |
| **Track progress**  **Bar Sales**  **Marketing Goals Completed** |
| Did it work |

**UNO’s Amazing Happy Hour**

**Promotional Schedule**

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| --- |
| **FOCUS CATAGORIES FOR NEXT 12 WEEKS** |
| 1-Insiders Bar Party Invite |
| 2-Plan Kickoff Party |
| 3-Dough Raiser Contacts-Specifically Teams |
| 4-Football |
| 4-Lounge Email Blast |
| 6-Paint Parties |
| 7-Gluten Free Night |
| 8-Industry Night |
| 9-Teachers |
| 10-Hotels |
| 11-Bartenders invitation to regulars, guests and family |
| 12- |

**Notes:**