



# Staying Strong in Difficult Times: Best Practices and Solutions for Restaurants

# Local Restaurants Support

## We Are Here for You

As a local restaurant, we know you are being impacted significantly at this time, and Cox Media wants to do everything we can to help. As you shift your focus to delivery, takeout, curbside, and/or drive thru services, we have developed two opportunities to help get the message out to the public that you are open, but operating in a new capacity.

At Cox Media we pride ourselves on working with the best interests of our customers and communities at heart. Our continued goal is to help you feel confident and supported in any environment. That is why working with the local restaurants to share their message with our community is important to us.

**We believe that we are Better. Together.**

# Tips & Best Practices for Continued Success

**To support social distancing—and continue generating revenues—restaurants like yours are depending on new ways to stay in business. Here are a few steps you can take:**

## UTILIZE DELIVERY SERVICES

- Delivery services like DoorDash, Uber Eats, Grub Hub have made changes to benefits restaurants such as: no-contact delivery options, deferring commission fees for restaurants and free delivery for local orders.

## ADJUST YOUR MESSAGING

- Let consumers know you are offering delivery or curbside pick-up. Include an offer if possible to entice them to select your restaurant.
- Humanize your brand and spotlight your employees and/or chef. Highlight your food safety preparation.
- Create non-crisis content and communicate positive messages to help shift the mindset and increase brand lift. For example, give easy cooking tips on Facebook or Instagram.
- Most importantly: Be authentic and transparent.

## GET THE WORD OUT

- Extend your reach beyond just your social media followers. Determine the most targeted type of advertising medium to minimize waste.

This is Cox Media's Investment in our Communities:  
There is no cost to the local business owner.

\*\*Available to the first 40 restaurants to sign up\*\*  
[www.sunvalleyrestaurantrelief.com](http://www.sunvalleyrestaurantrelief.com)

# Free Advertising :: What's Included



## CREATIVE

Your business will be featured with other restaurants on a television commercial encouraging residents in your area to support local businesses and dine out.



## TV

Consumers are watching TV more than ever, catching up on their favorite programs, national news, movies and more. A commercial featuring your restaurant will air across Cox's ad-insertable cable networks.

If you want to expand your reach, we are also offering restaurants a discounted package for social media advertising.



# Why social media advertising with Cox Media?

As you shift your focus to serving your customers and employees, our focus is on you.



STRATEGY: Let our experienced marketing professionals handle the targeting and tactics to make your campaign effective.



ONE-STOP SHOP: From optimization to creative work to insights & reports, experience the convenience of working with a team who is there to help you reach your business goals.



Influence people where they are sharing, engaging and commenting



Reach consumers throughout their buying journey

# Social Media Advertising

Time spent on social media is at an all-time high. It's the perfect place to reach people around your business.



Whether you are offering takeout, drive thru, curbside, or delivery service, let customers know you are ready to take their order. Provide them with your business hours and website so they can view your menu and specials.

**Discounted Rate: \$300 per month, \$900 total**

**~60,000 impressions per month delivered within a 10 mile radius**

**\*\*Free Ad Creation\*\***

*This offer is only good for restaurants in Wood River Valley.*

*Must have an active facebook page and provide Cox Media access to the page for the campaign to work.*

Select your flight:

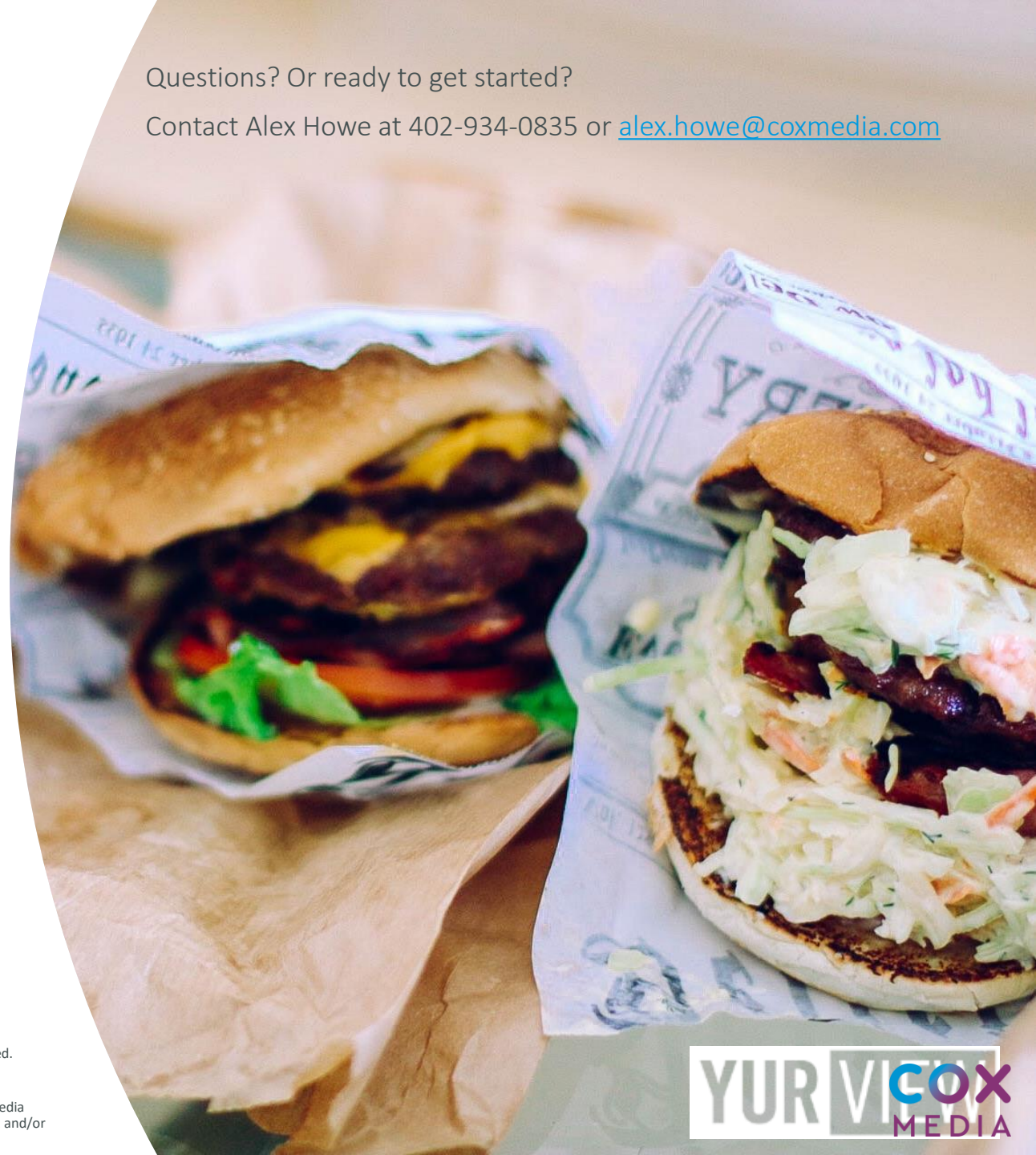
\_\_\_ April-June or \_\_\_ May-July

Client Signature

Date

Questions? Or ready to get started?

Contact Alex Howe at 402-934-0835 or [alex.howe@coxmedia.com](mailto:alex.howe@coxmedia.com)



\*Impressions are dependent on availability. The targeting is 10 mile radius from your business. Impressions will be scheduled for 30 days, unless otherwise requested. Production of one ad included in offer. Additional versions can be purchased.

All services provided by Cox Media are subject to the terms and conditions set forth at <http://coxmedia.com/terms-conditions> (the "Cox Media Ts&Cs"). The Cox Media Ts&Cs are subject to change from time to time. Customer acknowledges receipt of, has read, and agrees to and accepts Cox Media Ts&Cs by signing this Agreement and/or by receiving the services Cox Media provides. Pre-empted spots will be made good in similar programming.



# Cox Media & (Restaurant Name) **Better. Together.**

Let's let the Community Know You're Open for Business!

