Mastering a Public Relations Campaign

There was a time when promoting your business meant something as simple as placing an ad in the local newspaper or in the telephone directory. Today, things have changed dramatically. Many business owners, large and small have learned that by diversifying their advertising program, they are able to achieve greater exposure. Through combinations that can include print, web-based as well as other forms of advertising, businesses can be seen by greater numbers of consumers than ever before.

Although these developments present new challenges, there are also tremendous opportunities concerning the branding of your business. Broaster Company now provides Licensed Trademark Operators with the tools in which to create a public relations campaign.

Located on the broaster.com website, is the NACS Public Relations Toolkit. Created by experts from the National Association of Convenience Stores (NACS), this informative, easy-to-understand guide provides you with the necessary resources that you need to launch your own publicity efforts in your community - from how to write a press release and crafting talking points to how to pitch an interview and inspire great media coverage.

Although this toolkit was created by NACS, the information contained within translates to virtually any type of business, from c-stores to large restaurants and everything in between.

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Enhancing your image does require an investment of your time, but consider it as an element of building your brand. Brand repetition,
Building a media outreach program can be beneficial for your business in a number of important ways:

1. **Build Consumer Recognition:** A favorable mention for your business in the news can provide more value than buying an ad. This can increase local consumer awareness of your business's name and location(s).

2. **Improve Employee Satisfaction:** Show your employees that you value their contributions to your team and let prospective job seekers know that your business is an excellent place in which to work. Tell the media about your promotions, your participation in local charity events and educational accomplishments. And perhaps even allow employees to share their pride in your business.

3. **Help Generate Positive Coverage for Your Industry:** Whether you operate a restaurant, c-store or a different type of business that includes Broaster® Company products in its offerings, your media relations efforts can help your industry by generating positive coverage of its people, its accomplishments and its contributions to our economy.

The media can serve as a conduit to the people who shop in your stores. It is also a way to reach organizations with whom you do business, such as banks, suppliers and public utilities.

Public relations should be integrated into your marketing program to amplify and support your overall company messages. In many cases, successful public relations programs carry more credibility than marketing programs, because your message is delivered by a third party, not you directly. That is why public relations efforts to get news articles are called "earned media", while advertisements are known as "paid media".

Your ultimate goal in launching your own public relations program is to manage your image in the community. If you don't have the resources for an effective public relations program, consider working with the local high school, community college or university. Most have journalism students who crave real-world experience and will often work for credits and/or food. Contact your local school to see what kinds of programs you can develop.

To learn more and to download your own Public Relations Toolkit, visit broaster.com. After logging in, click on the tab labeled, "Operator Resources" and scroll downward until you find "Public Relations Toolkit - NACS". If you are new to the Broaster Company website and need login assistance, send your request via e-mail to broaster@broaster.com.

Advertising can help get your name in the publics' consciousness; a public relations campaign can connect you with the public in a positive way.

Source: NACS® Public Relations Toolkit

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**Beginning with the Spring 2017 issue, What's Cookin' is going digital!**

By providing us with your current information, you will continue to receive the informative content of What's Cookin' from the convenience of your desktop, laptop, tablet or smartphone!

**In order to stay connected, simply e-mail your information to broaster@broaster.com, including:**

- Business Name
- E-mail
- Operator Number (located above the name and address on this mailer, beginning with the letters "S" and "O")

Each Operator who provides this information will be entered into a random drawing for a chance to win one of the following prizes:

**GRAND PRIZE**

$1,000 WORTH OF PRODUCTS FROM BROASTER® COMPANY

**2nd PRIZE**

$500 TOWARD A SERVICE CALL ON BROASTER COMPANY EQUIPMENT

**3rd PRIZE**

$250 OFF AUTHENTIC BROASTER COMPANY PARTS

**ACT NOW FOR YOUR CHANCE TO WIN!**

Deadline for entries is December 31, 2016. Entrants must be Broaster® Company Licensed Trademark Operators in good standing with a signed contract on file at Broaster Company in Beloit, WI. Only one entry per Operator as duplicate entries will not be accepted. Winners will be notified by e-mail. Names of winners will appear in the Summer, 2017 issue of What's Cookin'. Prizes will be in the form of certificates and/or vouchers and will be mailed to the winners. Decision of winners by Broaster Company is final. No substitution of prizes. Certificates and vouchers good only on Broaster Company products and services. Broaster Company is not responsible for lost, stolen or damaged entries or prizes. Void where prohibited.
5 WAYS Restaurants Can Attract Today's Customers

Restaurants can connect to customers and drive traffic by adopting these five approaches. Serving food has proven to be more than just offering a meal; consumers want an experience.

1. **BE TRANSPARENT.**

Many consumers are increasingly interested in knowing where ingredients come from and how their food is made. Be ready to answer their questions honestly and to explain your decisions. If a customer has concerns about some of your practices, explore ways to adjust them.

2. **BE FUN.**

Try offering unusual items as specials to help express your brand. Special items will help your restaurant get noticed, and possibly garner positive attention on social media. With more than 29 million Americans posting pictures of food and drinks on social media, that kind of attention can be invaluable.

3. **BE ENGAGED.**

Use social media, loyalty programs or other methods to receive and respond to customer feedback. Ask them for menu suggestions to illustrate that their needs and wants are important. If many of your customers are asking for gluten-free, vegan or other niche products, consider responding to them. If one person in a party of eight wants a gluten-free item and you can't provide it, then all eight of those people might take their business elsewhere.

4. **OFFER HEALTHFUL CHOICES.**

More and more, customers are seeking healthier options when dining out. To many customers, a small act of sacrifice can justify a fairly high level of ravenousness. Ordering a healthy sandwich may justify adding a larger order of fries. Many fast food restaurants now include salads on their menus, which helps to make consumers less conscious about ordering sides or desserts along with their healthier main entrée.

5. **OFFER CUSTOMIZATION.**

Many consumers enjoy having the ability to customize their orders. The fast-casual model of assembling food in front of customers seems ideal, regardless of your service style, it's important that your guests know that you will happily add, take away from or otherwise modify their order in any way they like. You might even consider making customization of menu items part of the ordering process.

Source: Bret Thom, from "What America Eats", at nrn.com

C-store consumers surveyed have indicated that they are consuming 43% more chicken/turkey than a year ago!

Source: NACS
Grow Your Business by Attending our Operator Seminars!

Discover the methods necessary to help you to achieve success when you attend our Licensed Trademark Operator Training Seminar at Broaster® Company’s training facility in Beloit, Wisconsin.

This informative two-day seminar provides you with an in depth look at everything from preparing Genuine Broaster Chicken® to Broaster Pressure Fryer operation and much more.

Our Licensed Trademark Operator Training Seminars provide you with the tools to launch or enhance a successful branded business. For additional information, contact Lois Zide at 608-365-0193, extension 310 or at lzide@broaster.com.

2016 Trademark Operator Seminars Schedule:

August 23-24
September 20-21
November 15-16

*Dates subject to change