



Restaurant Marketing & Events Calendar

Sizzling Summertime Marketing Strategies



Let's Get Started

Summer is many people's favorite season of the year, marked with beach time memories, warm sun and outdoor adventures with friends and family. Summertime is also a key marketing season and a great time to launch new menu items and drive sales of all things cool and refreshing.

Summer food holidays and national events are a great opportunity to get creative with the types of offers and incentives that you give to loyalty members or your wider customer base. So have FUN with it! And remember it doesn't hurt to keep any offers exclusive to loyalty members to encourage new signups.

Summer Highlights



June 20th
First Day of Summer



July 26th:
Kick-off for Summer Olympics in Paris



August 4th
National Chocolate Chip Cookie Day



National Holidays

Many brands experience a boost in sales during major holidays, so no need to give away something for free. Smaller discounts or discounts that require additional purchase are a good way to go. Best Friends Day just shouts for a BOGO for half price offer!



Hot Tip: Summer is the perfect time to pilot a Subscription program. Consider having a subscription where the customer pays a flat fee upfront and unlocks the ability to get a free item or discount every day for a month or for the summer season. It's a great way to drive summertime frequency, especially if your brand is known for a particular product like iced tea or smoothies. Turn June 10th and 21st into the launch of your new subscription program!

Surprise & Delight

Gamify your loyalty program and drive engagement this summer with instant win prizes. With Punchh's Derived Rewards, you can set up various odds of winning different prizes for customers and have them triggered only after they make a qualifying purchase.



Hot Tip: Send out an email/Push/SMS message announcing that all visits during the summer have a chance at winning bonus points, free items or valuable discounts.



Challenges, Challenges & More Challenges

For many brands their traffic spikes during summer. A great way to drive more incremental behavior without discounting during your high season is to roll out a challenge. Reward your customers after a certain number of activities have been performed and remember to keep them inspired along the way.



Hot Tip: Build out a long sequence of tasks, like purchasing 10 milkshakes or ice creams to get 500 bonus points. Run the challenge in your app so customers can visualize and track their progress.



Make the Most of Your Summer Campaigns & Multiply Loyalty Program Acquisitions

Encourage sign-ups in advance of the holiday or event you're promoting with a special sign-up campaign a week or so ahead of time to share your loyalty offer in advance. The Punchh Platform makes it possible to give the offer in advance while also configuring the offer to only work on the holiday or event day itself. Additionally, you can use this opportunity to encourage existing members to refer extra friends during this time by providing an additional bonus offer to anyone who refers a friend or family member into the loyalty program.












Encourage sign-ups in advance of the holiday or event you're promoting with a special sign-up campaign

June

National Dairy Month | National Pride Month



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4  National Cheese Day	5	6	7  National Veggie Burger Day	8  National Best Friends Day
9	10  National Iced Tea Day	11	12	13	14	15
16  Father's Day	17  Eat Your Vegetables Day	18	19  Juneteenth	20  First day of summer	21  National Smoothie Day	22  National Onion Rings Day
23	24	25	26	27	28	29
30						

Make A Splash!



June 10th:












National Iced Tea Day!

Celebration Tip: When your brand has a strong association with a National Food Holiday, go all in on your promotion! A press release outlining your event is a great way to kick things off and can be followed up with social media posts and loyalty program messaging. Remember your event is a great way to encourage loyalty program acquisitions!

July

National Ice Cream Month
Summer Olympics in Paris Kickoff



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1  Wimbledon	2	3	4  Fourth of July	5  National Fried Chicken Day	6
7	8	9	10	11	12  National French Fry Day	13
14	15	16  MLB All-star game	17  National Hot Dog Day	18	19	20
21  National Ice Cream Day	22	23	24  National Drive Thru & National Tequila Day	25	26	27
28	29  National Chicken Wing Day	30  National Cheesecake Day	31  National Avocado Day			

Embrace the Competition!








July 26th: Kickoff the Summer Olympics!

Celebration Tip: Stay up to date with what's happening during the Summer Olympics 2024. As one of the most popular events in the world, create an Olympic-themed challenge and add it to your mobile app with Winning Deals they can earn from July 26 – August 11.

August

National Back-to-school Month
Summer Olympics in Paris Wraps Up



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4  National Chocolate Chip Cookie Day	5	6  National Root Beer Float Day	7	8  National Frozen Custard Day	9	10
11	12	13	14	15	16	17
18	19  National Soft Serve Ice Cream Day	20	21	22	23	24  National Waffle Day
25	26	27	28	29	30	31

Offer a Sweet Sweepstakes!



August 4th:

National Chocolate Chip Cookie Day!

Celebration Tip: Lean into Exclusive Rewards to up your loyalty game. Offer new and exciting merchandise that guests can't get anywhere else. Rewards Member Giveaways provide a fun and engaging level of exclusivity that will drive acquisition and engagement for your brand.



About Punchh

PAR Punchh is the leading loyalty, offers, and engagement solution for restaurants and convenience stores. The AI-powered platform enables marketers to increase customer lifetime value through personalized, data-driven campaigns and offers. Over 275 of largest brands successfully scale with Punchh relying on our over 250+ integration partners and end-to-end loyalty strategy services.

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Let's Make More Loyal Customers
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