

5

## WAYS OF PROMOTING COMMUNITY CAFES



### **TRIED BUT TESTED**

Use billboards, 'A' boards or banners outside your café.

**WORD OF MOUTH!!**

The smells coming from your café!



### **LINKING WITH OTHERS**

.... with other activities in your premises,  
and in your community

.... with other organisations e.g. schools.

### **USING LOCAL MEDIA**

e.g. church bulletins, local radio, local newsletters



### **USING SOCIAL MEDIA**

e.g. facebook, website, twitter.....

### **USING REWARD SCHEMES**

e.g. loyalty cards, money-off vouchers, 'free' meals.....



### **BUT REMEMBER....**

Get to know/think about your customer base. What may work for/with them?