



## TOP POS MARKETING IDEAS FOR RESTAURANTS

Point-of-sale (POS) marketing is a promotional strategy where products are placed right before check out to motivate customers for a last-minute purchase. In ecommerce, POS marketing includes cross-selling and upselling at the shopping cart or checkout stage online. In this article, we'll cover point-of-sale marketing ideas along with insights and tips to improve your POS marketing game.

### 1. Add Displays to the Line for Cashier

Google's latest consumer research shows [80% of holiday shoppers](#) will consolidate their spending to make fewer trips than they did in previous years. So while most in-store shoppers already know what they want to buy, you can still entice them to make last-minute purchases if it helps finish their shopping faster.



This [back to school](#) sign contains messaging that speaks directly to parents looking for healthier snack options for their children.



### 2. Include In-Store Ads That Answer Customer Pain Points

As much as possible, use messaging that provides answers to common customer problems. Nowadays, in-store shoppers always have a purpose, and while customers usually know what they came to buy, they are still open to alternatives. Knowing your customers' pain points like "what will we eat for dinner" will be your selling strength and should be the highlight of your in-store advertising.

**How to start:** [In-store retail signages can cost](#) anywhere from \$10 to \$1,000. But if you're feeling creative, you can make your own and get huge savings. Make sure your ads are short and straight to the point. Use large, legible fonts in eye-catching colors, and try viewing them from afar. Stay relevant in your choices for design and regularly update to match upcoming events and seasons.



### 3. Add a Creative Cashier Counter Display

Checkout counters in brick-and-mortar shops are the most natural areas to encourage impulse buys, which [80% of shoppers](#) admit to doing so before the COVID-19 outbreak. However, this can be challenging when products come in all colors and sizes. Use a point-of-sale display that ensures all your products are eye-catching without being visually overwhelming to the customers.



**How to start:** Keep your display rack simple. Get creative by going against the grain, and instead of designing larger signage, use unexpected, and sometimes even inexpensive, materials for a unique approach to display marketing.



*Instead of brightly colored racks and signage, this display made use of simple, [monochrome cans](#) to make the product stand out.*

### 4. Display a QR Code at Checkout

Last year, statistics showed [81% of adults in the US](#) have QR scanning capable smartphones.

Amazon Go is taking the lead in the use of QR codes. Customers can shop in any brick-and-mortar store, scan a QR code, and any item they leave with is automatically charged to their Amazon account.

**How to start:** Use QR codes for marketing campaigns. Some customers might still be hesitant in using QR codes for contactless payment, but would not mind using it to get a discount.

**Offer the discount in exchange for an email address and start a loyalty program in one go!**





## 5. Use a Compelling Call To Action

Call to actions (CTAs) were already being used on physical store signages for a long time. And just like any website, the right CTA can drive as much as a [90% increase in foot traffic](#) and increase potential sales.

Restaurant owners can take a page right out of the retail playbook and should, therefore, know how to create strong and compelling CTAs and add it to their point-of-sale marketing strategy.

**How to start:** Keep your CTA simple and straight to the point. The message should be short and sweet, starting with a strong verb and keywords like “yours,” “now,” and “discount” to make it compelling. The sign should be big enough to catch customer attention and direct them to the product. Use bold fonts and colors that highly contrast the background of your [point-of-sale or point-of-purchase](#) countertops to make sure they stand out.



This mini display cart uses a [simple call to action](#) for busy shoppers, as well as additional information at the bottom for those who have time to read more.

By [Anna Dizon](#) on October 19, 2020



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