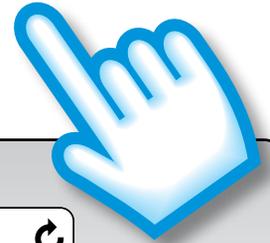


Smart Cross-Marketing

Building Linkages Benefits Business

by Amy Annen



The screenshot shows a web browser window with the title 'Wisconsin Restaurant Association' and the address bar containing 'http://www.wirestaurant.org'. The main content area is a promotional page for 'Ardy & Ed's Drive In'. It features a navigation bar with links for 'about us', 'menu', 'specials', 'news/events', 'photos', 'gift shop', 'contact us', and 'home'. The 'Specials' section highlights 'THIS WEEK'S SPECIAL' for September 7: 'DOUBLE CHEESEBURGER BASKET - A REAL VALUE! \$5.79' and 'FAR 5 SPECIALS' for 'All Day - Every Day!' including 'Your choice of a Hot Dog, Cowdy Dog, Hamburger, BBQ or Grilled Cheese with Regular Fries and Regular Drink JUST \$5.00'. The 'News/Events' section announces 'FALL HOURS BEGIN AUGUST 30' with 'Our fall hours of 11AM to 8PM Daily begin on Monday, August 30. You can enjoy all your Ardy & Ed's favorites through Sunday, October 31'. There is also a 'Come Visit Us...' section with a 'Specialist MENU' and 'Ardy & Ed's Drive-In, an Oshkosh Landmark since 1948. Experience It!'. The page includes social media icons for Facebook and a QR code.



We all know that websites are an integral part of successfully promoting any business. Websites are tools that communicate the essence of your brand to customers, showing off what you offer and helping you reach new audiences.

But have you thought about cross-promoting your website with other groups you're affiliated with? By adding a link to the Wisconsin Restaurant Association and other affiliated organizations, you'll accomplish a few key goals.

High-Profile Branding

Presenting a logo of a group you're affiliated with on your website elevates the credibility of your establishment. You'll show customers you're respected in the industry and you'll provide a good impression before they even arrive at your business. Madison's Imperial Garden (www.imperialgarden.com) displays connections with restaurant groups on their website, including WRA. Ardy & Ed's Drive In (www.ardyandeds.com) of Oshkosh showcases logos and links to the WRA, NRA and to their local Chamber of Commerce. Associating your business with the high-profile groups you're

involved with helps customers know that they're patronizing a reputable brand.

Upping Industry Sales

Linking to the WRA Gift Certificate program at www.wirestaurant.org/giftcert helps your community of restaurateurs. When a customer buys a certificate from WRA, that certificate may be redeemed at any participating member restaurant—yours included!

You can increase awareness for a program that supports sales in your business and the local economy. Every WRA Gift Certificate sold brings money to Wisconsin restaurants. With a link to the program on your website, you're supporting your entire industry.

Check out member website www.delafieldbrewhaus.com for an example. By promoting WRA Gift Certificates on their site, the Delafield Brewhaus has collected thousands of dollars in WRA Gift Certificates in recent years. Just imagine the possibilities if all WRA members linked to the program.

Promoting Restaurants

If you're a current member and you've provided WRA with your web address, we've already linked to your website on the Online Dining Guide. Your free restaurant listing is great promotion that builds traffic for your business. Be sure to check your listing for accuracy and to see if your website is included. Not linked on the Online Dining Guide? Simply let WRA know your web address and we will take care of the rest.

Demonstrating Quality

Members of the Wisconsin Restaurant Association are highly respected. John Q. Public knows that WRA members have a commitment to serving the local economy. They know members keep on top of the latest in food safety. And they know members take pride in ensuring a quality experience for their families. So why not promote your participation in a respected organization to your customers?

Pinewood Supper Club (www.thepinewood.com) in Mosinee proudly displays their involvement in WRA on their website. So does Foxy's Bar and Grill (www.foxy'sbarandgrill.com) in Spooner. In both examples, attaching the association logo to the restaurant brand indicates respectability and commitment to quality, as well as demonstrating participation in a great organization.

Being a member of your trade association is something to be proud of. And, it's something to promote to the masses. Because working together, we all build a better industry.

For more information on link exchanges, WRA's Online Dining Guide, the WRA Gift Certificate program and more, visit www.wirestaurant.org or call WRA at 800-589-3211. A simple how-to on adding the WRA logo to your website is available on the WRA home page—look for "Smart Cross-Marketing." WR



Quick Access to Resources

Don't forget to access WRA's website for timely information and essential resources.

You'll be one finger stroke from industry alerts, laws governing small business, chapter events, training opportunities and more.

