

# Oakland Restaurant Week

May 10-16

Oakland Restaurant Week is designed to drive traffic, visibility, and new customers to your restaurant. Beyond the collective promotion, the most successful participants pair our marketing efforts with their own outreach to fully capitalize on the moment.

## What We're Providing

All participating restaurants will receive:

- Inclusion on the Oakland Restaurant Week landing page (OaklandPittsburgh.com)
- Placement on the official Restaurant Week map
- Posters and promotional materials for in-store

BID members & opt-in restaurants will also receive:

- A professional food photography session featuring your Restaurant Week special
- Inclusion in a social media post or reel highlighting your restaurant
- Inclusion in the Restaurant Week promotional email
- Inclusion in the Restaurant Week press release and media outreach

*Marketing assets (logos, pre-made social posts, and more) will be available in the Member Resource section of OaklandPittsburgh.com by April 20 for you to download and use in your own promotion.*

## Not a Restaurant? You're Still Part of Restaurant Week.

- **Be Open When It Matters-** Consider extending your hours during peak dining times to capture pre- and post-dinner traffic when the neighborhood is most active.
- **Create a Reason to Step Inside-** A simple sign, small promotion, or eye-catching display can turn passersby into customers. Keep it easy and approachable.
- **Connect to the Moment-** Lean into the energy of Restaurant Week with a themed display, "date night" picks, or a light-touch offer for diners.

- **Make It Discoverable-** Let customers know you're participating through your social channels and in-store signage, and we'll help amplify participating businesses across our platforms.

## **Ready to Go Further?**

Restaurant Week works best when you actively promote your participation. Here are simple, high-impact ways to build momentum:

### **1. Show Up Consistently on Social**

- Post your Restaurant Week menu at least 3–5 times leading up to and during the week
- Use your professional photos to elevate your content
- Share behind-the-scenes prep, staff picks, or “what to order” videos
- Repost and engage with Oakland Restaurant Week content

### **2. Make It Easy to Say Yes**

- Link directly to reservations in your bio and posts
- Clearly list your Restaurant Week offering on your website
- Pin a post about Restaurant Week to the top of your profile

### **3. Activate Your Existing Audience**

- Announce your Restaurant Week participation to your email list
- Showcase your menu and make it easy to book or order
- Build momentum with a mid-week reminder or “don't miss out” message

### **4. Create an In-Restaurant Experience**

- Train staff to mention Restaurant Week and highlight the special
- Use provided posters, table top & POS signage, or QR codes
- Encourage diners to share their experience on social

### **5. Lean Into Urgency**

- Promote specific days or limited quantities
- Use language like “only available this week”
- Share real-time updates (“Almost sold out tonight!”)