

# AdKey Enterprises

SINCE 1999..... "WIN / WIN" IS STILL THE "KEY"

## HOTEL STAFF DISCOUNT CARDS No Cost Supplement To Your AdKey Programs

11 years working with hotels has taught us a lot about maximizing our client's ROI on their AdKey programs. One major thing we've learned is taking a good AdKey program and making it a great AdKey program is possible when a relationship is formed between the restaurant and the hotel. The "Key" is:

- 1) getting the hotel's management to appreciate the partnership
- 2) getting the hotel's front-desk staff to love your restaurant.

Accomplish these 2 things, combined with your exclusive keycard exposure and you'll see redemptions that you never thought possible from such a small investment.

Here is how we do it:

- We will print a discount card for each approved staff member at your AdKey hotel(s) similar to the samples shown below.
- We recommend front-desk staff and managers only. Typically 8-12 staff members.
- The staff member's name and hotel name are printed on each card.
- You set the discount & terms. Please be generous, this is like paying a sales force with food. The goal is to get them into your restaurant. No take-out. Some suggestions: ONE ½ PRICE ENTREE or APPETIZER, 1 FREE BOWL OF SOUP or SIDE SALAD, 1 FREE TAP BEER or GLASS OF HOUSE WINE, 25% OFF MEAL, etc.
- You set the expiration date. You can try it for 60 - 90 days if you like.
- You can include a POS code if needed.
- Every time a card is presented the manager on duty should come out, introduce himself/herself, thank them for their support and offer take-out menus if needed.



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