



POS SYSTEMS GROUP
877-271-3730
www.schoolpos.com
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School Cafe Marketing Contest

Win \$100.00 to \$1,000.00 or Amazon Gift Card

Choose 2 or more marketing ideas (see below) - or make up your own.
Tell us your marketing story. Were you successful? Dates involved?
Supply evidence to back-up: Images, Video, POS Sales Report/Graphs.
Eligible student(s) must attend a school that uses our POS System
Submit each contest entry with School, Teacher & student(s) names to:
email: info@schoolpos.com **Entry Deadline: 5/27/22**

1. **Menu Postings** (Seasonal, Holiday, Daily-Weekly Specials, etc..)
2. **Take-Out Menu** (Grab 'n Go, Heat @ home, Bakery, etc..)
3. **Internet Marketing** (Online ordering, Web Sites, Google-Business, Search listing..)
4. **Social Media Marketing** (Facebook, Instagram, Twitter, YouTube,)
5. **Announcements & Video Commercials**
6. **Community Adv.** (Advertise in local paper, radio/t.v. station, bulletin boards, ..)
7. **Coupons** (Coupon Codes, Paper Coupons, Show Report Card for \$% deal)
8. **Calendar Promos** (Plan dates/times that sale begins & ends)
9. **Combo \$** (Pre-Package of specific items at a special \$, Gift Bag, Hat/Shirt,..)
10. **Mix & Match** (Sell 2 or more like or unlike items at a Group \$, 2/\$1.00..)
11. **Delivery Service** (Room & School Building Delivery, Postal Delivery,..)
12. **Curbside Pickup Service**
13. **Special Event Days** (Catering event, Bakery Day, ..)
14. **Contest Events** (Grade Level Sales Contest, Seniors v. Juniors, Trivia ?,...)
15. **Charity Donations** (Charity of month, round-up \$ amount, Donate loyalty reward)
16. **Customer Loyalty Rewards** (Sales history threshold = Free Gift or \$ Credit)
17. **Signage** (Digital Signs, Hall Signs, Enterprise Sign)
18. **Product Sampling** (new product survey, blind taste tests, ...)
19. **Mobile "pop-up" Sales** (sporting events, Open House, Conferences, ...)
20. **Partner with Groups** (Booster Clubs, Alumni, Sports Teams, ...)
21. **Gift Card Sales & Payments** (popular at Open House, student positive reward,..)
22. **Credit Card Payments** (electronic payment increases sales 30% or more)
23. **Staff House Accounts** (30-day charge increases sales, Wear & adv. Swag,..)
24. **Pre-Paid Student Accounts** (student ID# used as internal, debit card,..)

We can help. Please contact our office anytime for assistance