

# Seasonal and Ongoing Promos

Sign Up to Maximize Revenue and Fill the House Year-round



At OpenTable we offer seasonal and ongoing promo pages where you can feature your restaurant and specials for free to get in front of more diners.

These pages account for the many different ways diners search for restaurants. Whether they're booking a Valentine's Day dinner in their hometown or finding a place to celebrate on vacation, diners rely on Internet searches and OpenTable to find new restaurants that fit their needs.

That's where we come in.

## Benefits

Search Engine Exposure

Optimized Landing Page

Wide Diner Reach

Direct Diner Marketing



## Did you know?



**+ 38% incremental lift**  
in seated diners for restaurants that participated in seasonal promos.



**9 million diners**  
booked reservations for major holidays on OpenTable in 2014.



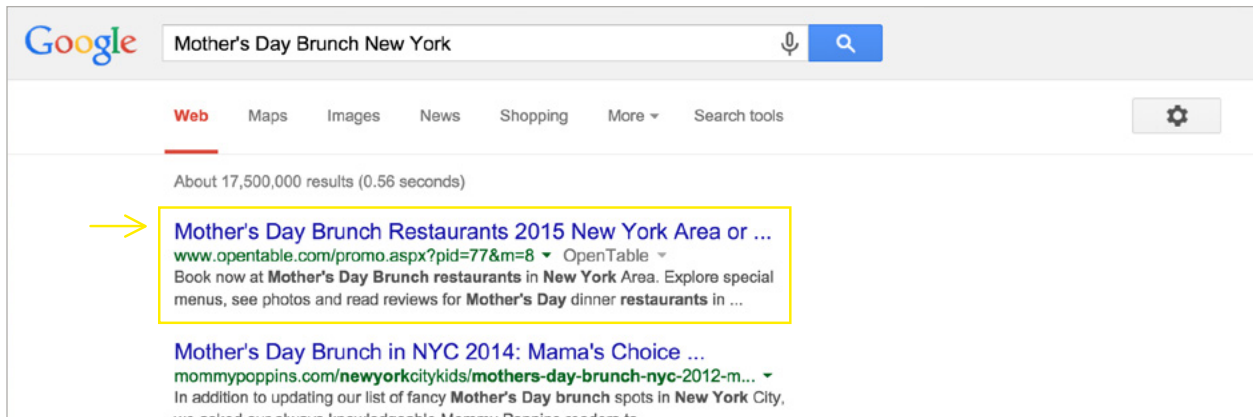
**15-20% of reservations**  
made are for 6 or more diners on major holidays like Easter, Mother's Day and Christmas.



**Diners are 2x more likely**  
to book reservations for holiday dining than other days of the year.

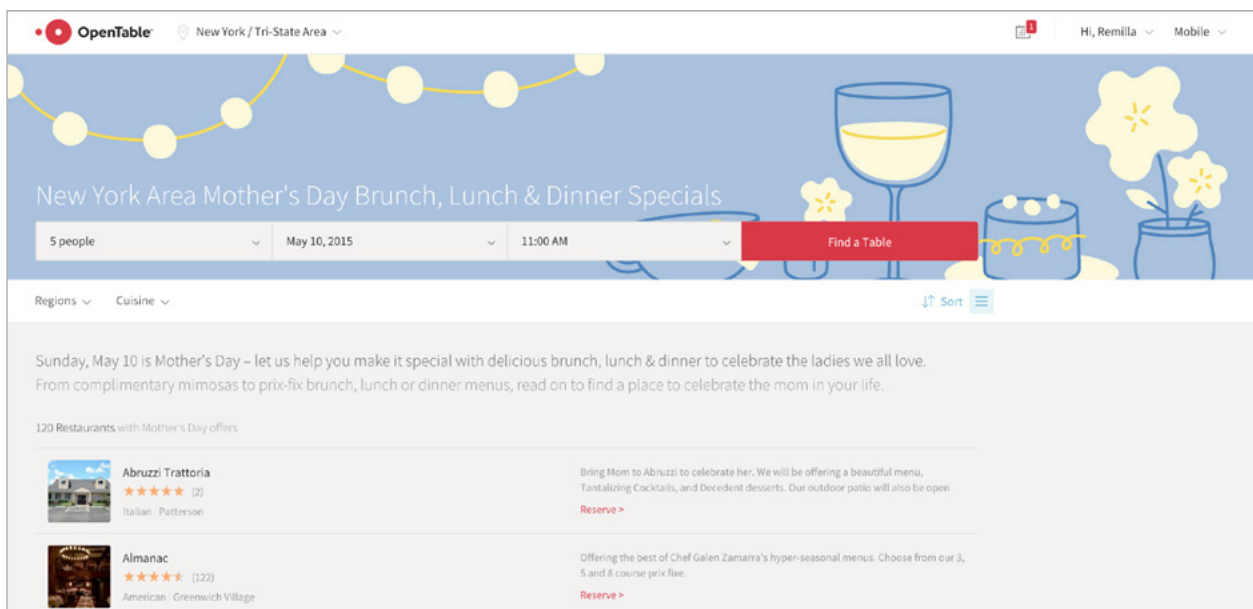
## Search Engine Exposure

When a diner searches specifically for your restaurant, they can find it easily. But most diners search more general terms, such as “Mother’s Day Brunch in New York.” All of OpenTable’s promo pages are SEO-optimized, so they appear at the top of search results, **bringing your restaurant directly to the diner.**



## Optimized Landing Page

Diners who search for reservations on desktop or mobile devices will land on OpenTable’s promo pages, which prominently feature your restaurant and your own special message.



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## Wide Diner Reach

OpenTable promotes these pages to diners across the US and Canada in more than **60** metros, giving you exposure to a wide audience -- including travelers.



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## Direct Diner Marketing

OpenTable promotes these dedicated promo pages with at least 3 diner emails for each holiday, strong display advertising campaigns across the internet and robust social media support.

A composite image illustrating direct diner marketing. On the left, a laptop screen displays an OpenTable interface with a 'Mother's Day!' promotion and a 'Find Your Table' button. A red arrow points from this button to a grid of restaurant recommendations on the right. The grid is titled 'Find the perfect table!' and features four restaurant cards: 'Sutro's at the Cliff House' (American, Richmond District), 'Fior D'Italia' (Italian, North Beach), and two other unnamed restaurants with images of their interiors and exteriors.

Find the perfect table!

Sutro's at the Cliff House  
»  
American  
Richmond District

Fior D'Italia  
»  
Italian  
North Beach

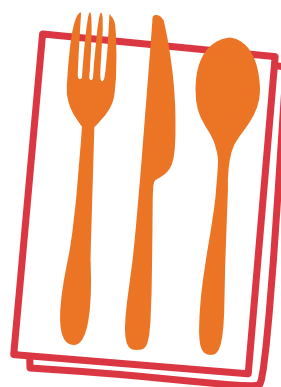
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## 4 Steps to Sign Up

Take advantage of the additional exposure and reservations these pages drive -- sign up now.

1. Log into OpenTable Restaurant Center at [otrestaurant.com](http://otrestaurant.com)
2. Click on the Marketing tab
3. Select [Seasonal Promos](#) and choose a holiday
4. Click the “sign up now” button and enter a personalized message for your diners

Repeat the above 4 steps to sign up for ongoing promos and be featured on pages that are live and promoted year-round.



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### Seasonal Promos:

<i>Sign Up Opens January</i>	<i>Sign Up Opens August</i>
Valentine's Day	Canadian Thanksgiving
Easter	Thanksgiving
Cinco de Mayo	Christmas Eve
Mother's Day	Christmas
Father's Day	New Year's Eve

### Ongoing Promos:

Outdoor Dining  
Sunday Brunch  
Vegetarian & Vegan Dining  
Business Bites  
Theater Menus  
Free Corkage/ BYOB  
Gluten Free  
Artisanal Cocktails

Sign Up now at: [otrestaurant.com](http://otrestaurant.com)