

Offers & Promotions Designer

Food Service, Restaurants & Cloud Kitchens

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces an offers-and-promotions plan — promo types, margin-safe structuring, trial vs loyalty offers, delivery-app deals and timing — to drive sales without eroding margin. Use it to design promotions. For loyalty programs use the Loyalty Program tool.

Purpose of this tool & output

Run offers that drive sales, not losses

How the output is used

Use the designer to run offers that drive sales, not losses.

Important cautions

Structure offers to fill off-peak or raise AOV (bundles/thresholds) rather than deep blanket discounts that lose money — especially on delivery where commission already eats margin. Measure whether an offer adds sales or just discounts existing customers.

Companion documents

- Restaurant Marketing Plan
- Food Social Media Playbook
- Restaurant Loyalty Program Designer
- Online Review & Reputation Management
- Google Business Profile & Local SEO
- Food Influencer Collaboration Plan

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