

Fill My Bar Group Traffic Toolkit™

Turn One Customer Into Six.

One of the fastest ways to increase sales isn't by attracting more individual customers—it's by giving people a reason to bring their friends, coworkers, teammates, and family with them.

The Group Traffic Toolkit is a collection of plug-and-play promotions designed to help you fill larger tables, increase average ticket sizes, and create the kind of social atmosphere that keeps customers coming back.

Inside you'll find ready-to-use promotions, social media posts, staff scripts, and marketing ideas that make it easy to encourage group visits and word-of-mouth referrals.

Promotion #1

Birthday Bash VIP Club

Objective

Turn birthdays into group celebrations.

Why It Works

Most birthday parties include 6–15 people.


That means one birthday customer can easily become an entire table of paying guests.

The Offer

Celebrate your birthday with us and receive:

 Free Birthday Dessert

OR

 Free Birthday Drink

OR


 Free Appetizer

(valid with the purchase of an entrée)

Bonus Offer

Reserve a table for six or more and the birthday guest receives an upgraded reward.

Social Media Post

 Birthdays are better together!

Celebrate your birthday with us and enjoy a special birthday surprise when you bring your crew.

Sign up for our Birthday Club today!

Staff Script

"Is anyone celebrating a birthday this month? Make sure you're in our Birthday Club—we've got something special waiting for you."

Promotion #2

Team Victory Party

Objective

Attract local sports teams, bowling leagues, softball teams, darts, pool leagues, and recreational clubs.

Offer

Show up wearing your team jersey and receive:

 Team Drink Special


 Shared Appetizer Discount

 Reserved Team Seating

Weekly Version


Every Tuesday becomes Team Night.

Social Media Post

 Coaches.

 Players.

 Bowlers.

 Softball Teams.

Celebrate your next win—or shake off a tough loss—with your teammates here.

Ask about our Team Night Specials!

Bonus Idea

Feature a Team of the Week photo on social media.

Promotion #3

Bring-A-Friend Night

Objective

Encourage existing customers to introduce new customers.

Offer Ideas

Bring someone who's never visited before and receive:

 Free Appetizer

 Buy One, Get One Draft Beer

 Half-Price Signature Cocktail

Social Media Post

Know someone who's never been here?

Bring them with you this week and enjoy one of our Bring-A-Friend specials.

Good food is even better with good company.

Staff Script

"Have you brought someone new with you tonight? Let us know—we have a little thank-you for introducing them to us."

Promotion #4

Office Escape Happy Hour


Objective

Bring in coworkers after work.

Offer

Groups of four or more receive:

 Pitcher Specials

 Shareable Appetizers

 Reserved Table

Target Groups

Banks

Schools

Hospitals

Factories

Retail Stores

City Employees

Social Media Post

Clock out.

Grab your coworkers.

We'll take care of the rest.

Promotion #5


Alumni & Class Reunion Night

Invite graduating classes, alumni associations, and former coworkers to reconnect.

Offer:

 Group Photo Area

 Reunion Specials

 Door Prize Drawing

Promotion #6

Club & Organization Night

Invite:

Rotary Clubs

Lions Club

Kiwanis

Car Clubs

Motorcycle Clubs

Book Clubs

Garden Clubs

Offer reserved seating and a group appetizer package.


Promotion #7

Anniversary Celebration Package

Couples celebrating an anniversary receive:

 Complimentary Dessert

 Keepsake Photo

 Surprise Gift

Encourage reservations with family and friends.

Promotion #8

Game Night Gathering

Promote board games, card games, fantasy football drafts, poker (where permitted), or trivia.

Offer group food and drink packages for tables of four or more.


Promotion #9

Neighborhood Meetup Night

Invite local neighborhoods or subdivisions to choose a designated evening to meet at your venue.

Feature:

 Food Specials

 Drink Specials


 Door Prize

Promotion #10

Double Date Night

Groups of two couples receive:

 Wine Special

 Complimentary Shared Appetizer

 Couple Photo Contest

Group Promotion Social Media Formula

Use this simple framework for nearly every group-focused event:

Headline:

Who are you bringing?

Reason to Gather:

Birthday • Reunion • Team Party • Happy Hour • Celebration

Offer:

A food, drink, or VIP perk for groups.

Call-to-Action:

Tag the people you're bringing!

Fill My Bar Pro Tip

Groups almost always spend more than individual customers.

Instead of asking, "How do I get more people in tonight?"

Ask:

"How do I give one customer a reason to bring four more with them?"

When your promotions are designed around celebrations, friendships, teams, and shared experiences, you don't just fill seats—you build traditions that bring customers back again and again.

That's how bars grow from busy on weekends to busy all week long.

