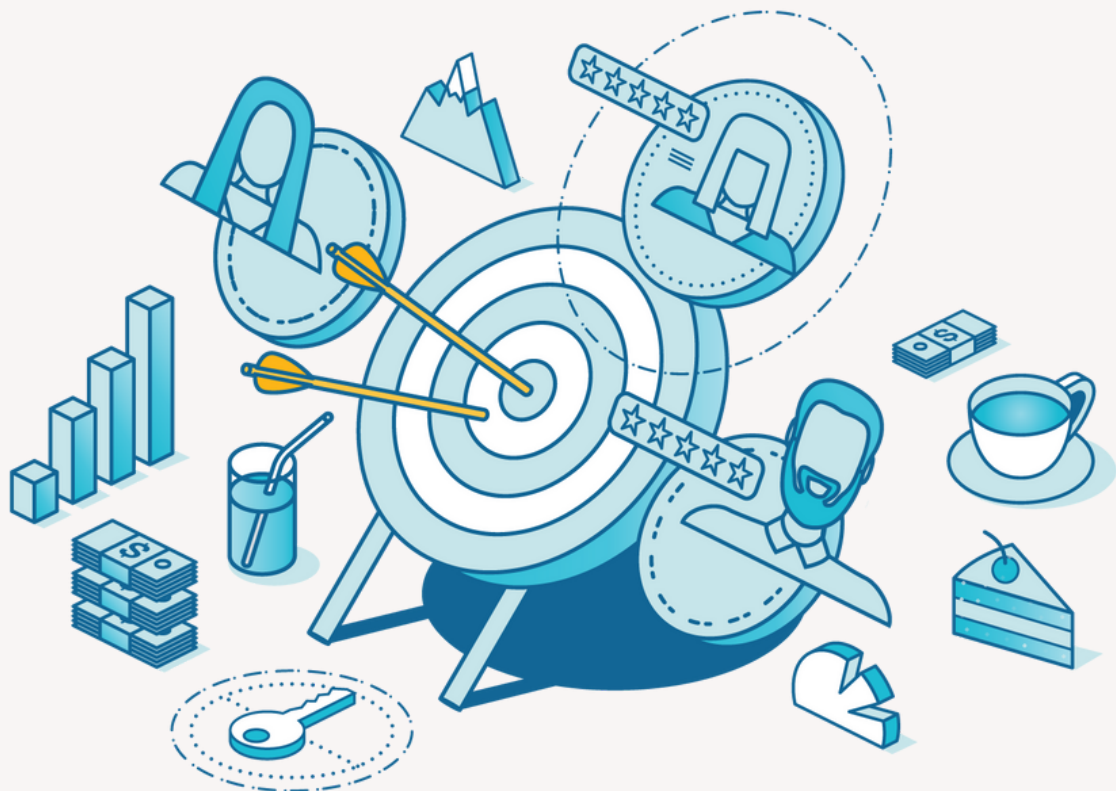


How to **win** your competitor's crowd



Have you noticed a few more empty seats around your gaming lounge, bar or bistro than a few months ago?

It's time to take action and fill those seats.

This cheat sheet will help get the crowd back in two easy stages: **laying the foundations** and **action stations**.

Stage 1

Laying the Foundations

Like buildings, businesses need strong foundations. It might be time to go back to the start and clearly define what your business is about.

This checklist will help you:

1. Know what you are up against

This means understanding the competition deeply. Visit during peak and off-peak times to really understand what they are doing to bring in a crowd (or not, which is also important to understand).

What do they have that you don't?

When are they busy?

How are they marketing to their customers?

2. Learn from the best

Join the loyalty programs and databases of those who are doing it well and obviously your closest competitors too. But also, whenever you are out and about, join other loyalty programs — you never know what insights you might find. This creates a flow of clues on how others are marketing to their customers, and this will no doubt spark new ideas.

Join at least 3 databases

3. Put your best digital foot forward

We know every journey starts with Google.

So how is your business portrayed across search and social?

Is your branding up to date on all platforms?

Are your opening hours correct?

Are you getting good reviews? Check out our [NPS article here](#) for how to get more feedback on your business

4. Look through the lens of your customer

Get a few people who haven't been to your venue in a while to walk the floor and give detailed views of what they see.

5. Get the basics right

This is what people complain about most. So take the time to get them right.

Are your toilets spotless?

Is your coffee drinkable?

Is the lighting right?

Critically, how are patrons welcomed into your venue?

6. Take a hard look at your menu

Armed with what your customers love, it's time to cast a critical eye over your menu and make sure your profits are maximised and the labour required for food and drinks is not overdone. This may be a good one to get professional help from someone like [Cooking the Books](#) (AU) and [Twice Baked](#) (UK).

Menu up to date

7. Finish that list of jobs

We all have that list of jobs we never get to. A list that would just make your venue a bit better. Time to stop procrastinating and either finish the list or get some professionals in to do it for you.

To Do list

8. Invest in your people

Are your staff skilled enough to deliver a level of service right for your venue? If not, train them up and keep them, because the moment they leave they become targets for other venues.

Training program reviewed

9. Keep your staff informed

A great tip is to load them into your loyalty program and tag or segment them with a name that makes sense to you and then send them all your promotions first. So they see what the customers see.

Use technology like [Tanda](#) or [HumanForce](#) to effectively manage your rosters so you know you have the right number of staff on.

Staff updated in database

10. Ask your customers

Understand what brings your customers back. How? By asking for feedback and using that to clearly understand your point of difference.

Then ask for permission and use it in your marketing as testimonials.

Remember that we buy services (like dining out) based on recommendations and the recommendations of strangers are **highly valued** in reducing tension when deciding to try something new.

Updated testimonials

Bonus tip

11. Is your tech stack fit for growth

Now that you have laid all this groundwork for success, will your technology support it?

- Are your systems integrated? If not, [submit a ticket here](#) and we'll get you going.

- Where are all the places to update your: menu, hours and other info?

- Do you have a loyalty program that can automate retaining your customers?

- Are you risking potential data breaches by moving customer information manually between systems? Talk to us today about keeping your data secure.

Stage 2

Action Stations

Now that you have a business that's fit for growth, it's time to get those customers flocking to your venue. Get ready to take action and realise the benefits of all the work you have done.

1. Tell your story


Create a dedicated communication plan to keep customers up to date with what's going on in your business.

Are your Welcome communications activated?

Is your Net Promoter Score communication activated? If not, [here](#) is how you set it up.

Are your Birthday communications activated? [Here](#) is how.

Are your [Trending away](#) communications activated?

 Email, SMS and socials are the tools in your control, use them. And don't forget to consider local advertising options or sponsorships.

2. Put your best foot forward...

... With a front-of-house team that clearly understands what you're trying to achieve. Make sure they can sell that story to guests in 30 seconds and give them the language and tools they need to create a memorable impression:



Tip top training

to be alert & attentive



Presentation skills

for a polished image



Ability to give freebies

or a small treat for the kids

3. Don't have a database? Then it's time to build one

Have a look at all your customer facing technology:

Point of Sale

Reservations

Order at Table

Your Website



Connect them to your TalkBox account to build your database quickly.

4. Got entertainment? Shout about it

If you are running trivia, poker or even a kids club for the school holidays, don't wait until customers are on premise to tell them. Make sure your website, socials and digital marketing keeps customers updated.

Also, talk to your suppliers about what promotions or prizes they can offer and use that in your communications to build a crowd.

If you aren't running entertainment it might be worth considering. Or chat with the experts at [Entain Venues](#) who can supply you with the right events for your venue.

5. Create a sense of FOMO

One of the simplest and most effective ways to create [Fear Of Missing Out](#) is a good old-fashioned **member draw**. Whether it's a meat (or mushroom) tray, or even a jackpot, it can only work if your customers know about it.

Schedule a regular SMS to infrequent customers with offers to entice them back.

6. Reactivate your lost customers

Chances are there will be a percentage of your database that has stopped visiting regularly. Reach out to them with a hot offer to get them back to see all the changes you have made.

If you need help getting this automated, reach out to support@impactdata.com.au.

7. Functions are lucrative

Functions are not only lucrative, but they also introduce new customers to your business. Do you have a function space that can create a special event for weddings or baby showers? Whatever it is, make sure to get a **professional photographer** for the lasting memories in your venue— and make sure your menu leaves people impressed.

8. Celebrate birthdays and milestone birthdays

Once you have a database, invite customers to celebrate their special day at your venue.

Not capturing DOB? No problem, the **Impact Data** team can work with you on our [Celebrate Me Date](#) where we fix a date to acknowledge customers and invite them in for a treat.

Birthday program sorted

9. Elevate the trends

At the moment one of the hottest trends is **Bottomless Brunches**, why not step it up a notch with a signature cocktail or seasonal menu?

My hot trend is

10. Think of your venue in time zones

Can you attract:

The business crowd for corporate breakfasts?

The stay at home parents for a mid-morning coffee and snack?

The tradie lunch?

10. Think of your venue in time zones continued...

Can you attract:

The after-work wind-down?

The lunch crowd ?

The dinner crowd ?

And the late night revellers?

Can you manage multiple service periods across the day and set your venue accordingly?



Once you are organised you can target them accordingly. Work with the team at **Impact Data** to understand how we can use service periods, day of the week and customer frequency calculations to drive business from these groups.

Bonus tip

11. Connect with local organisations

Like Traders Associations, Rotary and other community groups and offer them free use of your space for meetings during off-peak times, then give them a bounce-back offer for another visit. This can be a lucrative group of influential people that can help you build slower periods.

Top 3 groups in my area

Let's wrap it up

This **Cheat Sheet** has given you plenty of ammunition to create a venue that pulls a crowd.

If you need a Health Check for your TalkBox account [submit a ticket here](#) to our support team.



For assistance in getting your TalkBox account doing more of the heavy lifting for your customer attraction, engagement and retention contact us:

[Get in touch](#)

[Visit our website](#)

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