IMPACT DATA

Make your marketing work harder

The ultimate marketing guide for tough times

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OUR TOP CAMPAIGN SUGGESTIONS

MORE TIPS THAT GET RESULTS

Let's face it, at some point every business goes through tough times.

Whether it's due to their own situation or the economy, when times get tough every pound spent needs to work a little harder for your business.

A critical point is that we don't stop marketing to our customers. Research shows that if we stop marketing during a downturn we lose market share and it's considerably harder and more costly to reclaim.

To help you get more from every marketing pound, the *Impact Data* team has put together this guide to help make your marketing work harder and help drive more visits, more often.

This guide will help you with:

- Our top-performing campaign suggestions
- Ideas about using well-timed incentives
- Successful strategies from other hospitality businesses

1. Target customers

Target customers who have not visited on your quiet day and entice them with a deal to change their normal purchase day.

Online Ordering and Reservation Partner data is analysed by TalkBox to find opportunities that moves demand to lower peak periods. By identifying customers who only visit on your peak days, you can email or SMS them with an early week/quiet day offer.

TOP TIP

Connecting TalkBox to your online ordering or reservation partner you will gain insights into the days of the week that your customers have visited.
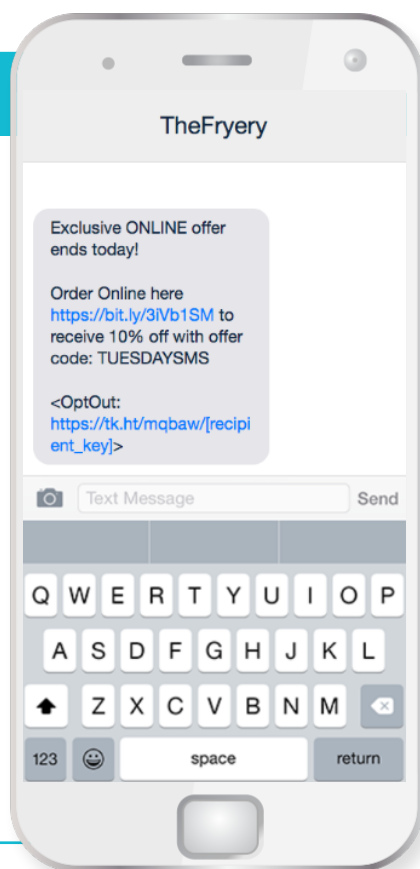
● ● ● **CLIENT CAMPAIGN**

The Fryery

The Fryery's goal was to increase sales on a Tuesday, traditionally their quietest day.

After sending out a **10%** offer every week on a Tuesday for five consecutive weeks their sales increased by **111 orders** and generated an additional **£1,153.93 in revenue.**

The campaign has been so successful that it's now part of their regular communications strategy.

TheFryery

Exclusive ONLINE offer ends today!

Order Online here https://bit.ly/3iVb1SM to receive 10% off with offer code: TUESDAYSMS

<OptOut: https://tk.ht/mqbaw/[recipient_key]>

Text Message   Send
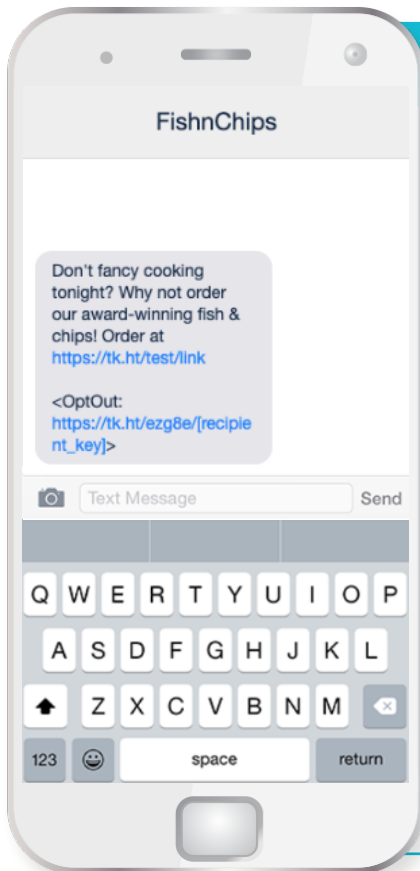
2. SMS Campaigns

A simple reminder of how tasty your food is can sometimes be enough to get them back

SMS is a powerful marketing tool to grab attention. Customers on average check their phones over **58 times a day**. So your message will get delivered.

TOP TIP

Want to get the most from your SMS marketing?
Download our SMS Guide.

CLIENT CAMPAIGN

Don't fancy cooking tonight? Why not order our award-winning fish & chips! Order at https://tk.ht/test/link

<OptOut: https://tk.ht/ezg8e/[recipient_key]>

FishnChips

The Chesterford Group

The Chesterford Group generated **£4,939** of additional revenue using SMS to re-engage with customers who had not ordered in over five weeks.

This campaign was purposely sent without an offer and on a quiet Tuesday evening, proving some customers only need to be reminded about a business to make a purchase. The short succinct message reminded customers about their 'award-winning fish and chips' and included a link to order.

3. Get creative with your incentives

Get creative about what people love about your business.

Could you offer a free take-home jar of your famous pasta sauce? Do you have a sports bar where you can reserve the best seats in front of the big screen for major events? What about access to a video masterclass with your chef, or better yet get your suppliers to help you with a great offer? Many food and beverage suppliers can help with products or cash backs if you will promote their products. So work with them on creating something to grab the attention of your customers.

TOP TIP

Use TalkBox vouchers to measure the success of different offers. Learn about TalkBox vouchers in our Support Centre
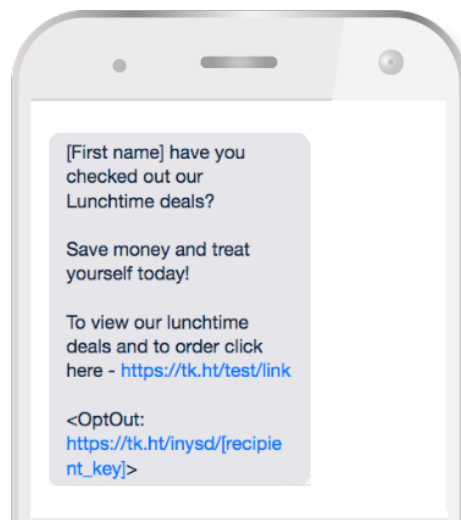
4. Showcase your daily offers

For daily offers, let your customers know about them

If you have lunchtime, dinner or day of week deals ongoing, communicate this with your customers. Specials on your menu make for enticing content to generate a visit. Sometimes reminding customers that they can afford to treat themselves is all it takes to get a visit.

TOP TIP

TalkBox sections saves time and effort when creating content like your Day of Week specials. Want to learn more about using TalkBox sections? Click here

[First name] have you checked out our Lunchtime deals?

Save money and treat yourself today!

To view our lunchtime deals and to order click here - https://tk.ht/test/link

<OptOut: https://tk.ht/inysd/[recipient_key]>

Here is a suggested SMS message.

5. Got seats to fill?

Create a message that's ready to go to create last-minute bookings.

Target customers at the time when they're thinking about tonight's dinner and make it easy to take action by including a link to your reservation partner in the message.

TOP TIP

Connecting your reservation partner and TalkBox account will not only help grow your database quickly, it will also help you understand who hasn't visited in a while and are best to target.

"

We regularly send batches of SMS to promote the bistro and when we do, that night the bistro is completely filled.

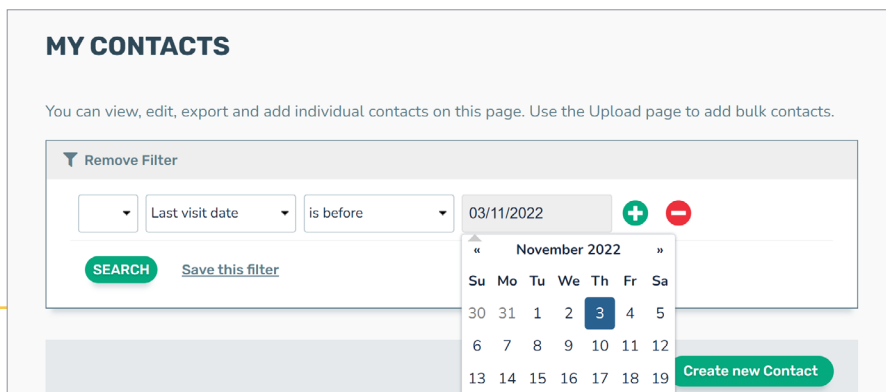## - SCOTT, CLUB MANAGER
THE YARRAVILLE CLUB

6. Lapsed customers can be a goldmine

Win back your lost customers by sending a generous offer. You could send a series of offers over a few weeks to get them back in the habit of visiting.
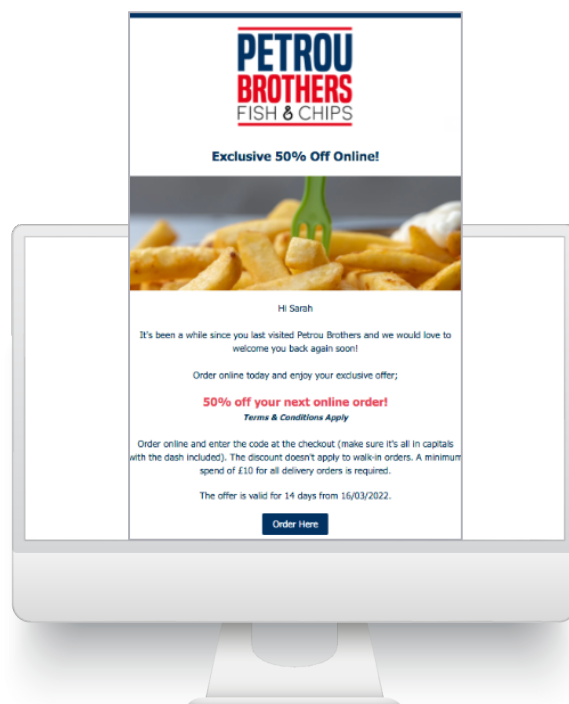
TOP TIP

Using TalkBox's filter feature, you can identify contacts who haven't visited in a while and send them a message to get them back. Use our powerful automated communications to set this up as a 'hands free marketing campaign to help build more visits, more often for your business.

MY CONTACTS

You can view, edit, export and add individual contacts on this page. Use the Upload page to add bulk contacts.

Remove Filter

| Last visit date | is before | 03/11/2022 |

SEARCH   Save this filter

« November 2022 »

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

Create new Contact

Petrou Brothers Campaign

Petrou Brothers discovered 223 customers with an email address hadn't visited their venue in more than a year and in addition another 113 customers with an email address hadn't visited their venue within six months. Totalling 336 customers with email addresses.

224 contacts opened both emails and Petrou Brothers received 26 orders from customers who haven't visited for six months to a year, and made an extra **£430 revenue.**

PETROU BROTHERS FISH & CHIPS

Exclusive 50% Off Online!

Hi Sarah

It's been a while since you last visited Petrou Brothers and we would love to welcome you back again soon!

Order online today and enjoy your exclusive offer;

50% off your next online order!
Terms & Conditions Apply

Order online and enter the code at the checkout (make sure it's all in capitals with the dash included). The discount doesn't apply to walk-in orders. A minimum spend of £10 for all delivery orders is required.

The offer is valid for 14 days from 16/03/2022.

Order Here

7. Get feedback and reviews

Asking for feedback has many benefits in helping you understand customer sentiment and with TalkBox it can be added to any mail.

TOP TIP

Add a link to your Facebook or Google My Business Page in your Promoter Response to get more customer reviews and build your SEO. Need help, check out our support centre.
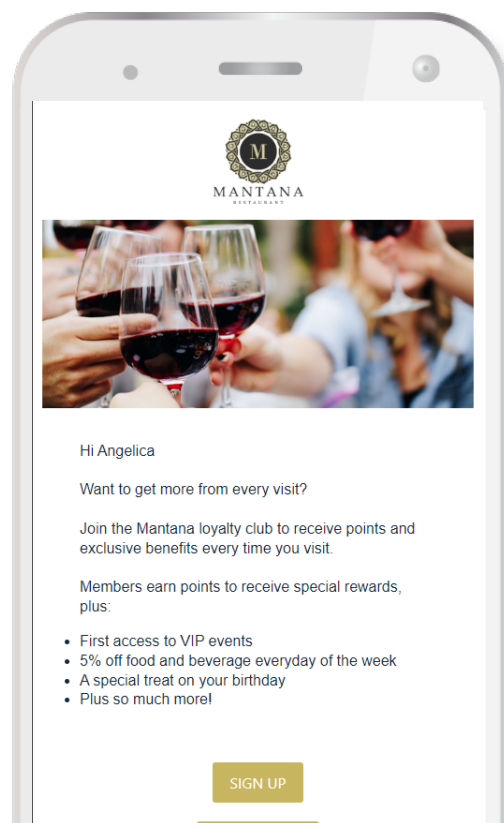
8. Tell your story

Customers joined your database for a reason and sometimes we assume they know more about your business than they do.

TOP TIP

Send customers on a welcome journey that shares your story, talks about your menu and staff to really connect new customers to your business.

A good welcome email example

MANTANA

Hi Angelica

Want to get more from every visit?

Join the Mantana loyalty club to receive points and exclusive benefits every time you visit.

Members earn points to receive special rewards, plus:

- First access to VIP events
- 5% off food and beverage everyday of the week
- A special treat on your birthday
- Plus so much more!

SIGN UP

9. Create FOMO (fear of missing out)

Creating campaigns with a limited time to redeem or action creates a sense of urgency. With TalkBox vouchers you can use our 'happy hour' settings to create short term offers.

TOP TIP

Use TalkBox voucher reminders to let customers know they only have a few days left to redeem their vouchers. See our support centre for more detail.

A happy hour voucher in an email example

RESTAURANT

The happiest hour!

Come in on Friday between 5pm and 6pm to enjoy a drink on us!

Present this voucher to staff when you order to receive $10 off your bill. T&C's apply.

1. Timing is everything

Sending an SMS close to the time someone is likely to be thinking about your business makes sense. For example, if you are a family pizza business, sending a message at 9am Monday morning won't have a great impact. But sending that SMS while someone is sitting in traffic could just do the trick to get a visit.

2. Maximise reach for your campaigns (*use email & SMS*)

The reality is that you may not have email addresses or mobile numbers for every customer so to ensure you reach the greatest number of contacts, select both email and SMS when you are creating your campaigns. Need help, check out our helpful <u>training videos.</u>

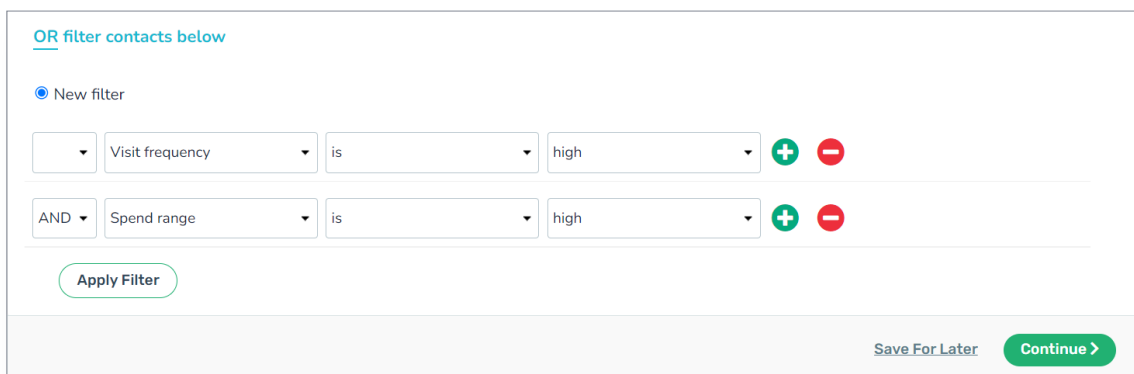## 3. Make the effort to grow your database

Growing your database is an 'always-on' activity, so make sure you and your staff can articulate quickly why a customer should join your database. Also, work with your reservation, ordering and EPOS partners to understand how they can help grow your database.

4. Automate to save time and effort

Marketing can be time-consuming so taking advantage of automating key campaigns like birthdays and win-back makes sense. This gives you more time while your business grows incrementally.

5. Segment your audience

Not all customers are created equal. It's important to recognise that in your communications. Your best customers deserve to be treated as VIPs. The easiest way to manage this is to create filters that segment your audience into *High Visit Frequency + High Spend Range* and use these powerful tools to talk to your top customers.

Get started today and market better with TalkBox:

hello@impactdata.com.au

Login to Talkbox

Login to HeadOffice