



## More bookings, more often for *your restaurant*

Your hands-free marketing solution works to get your business more bookings, sell gift cards and drive lucrative function bookings automatically.

Check out the automated promotions that are included in your TalkBox package. These will be set up in your account. You can view, edit, activate and disable these messages at any time by navigating to Automated > Date triggered, Birthday or Recurring

# Automated promotions to get you more bookings are:



## Welcome Message

Thank customers for visiting and gauging the first impression. This communication is sent 1 day after a customer's first visit date and includes a Net Promoter Score survey (NPS) to measure customer satisfaction.



## Update Details Message

Capture more information from your customers. Knowing more about your customers means you can send them personalised communications they love reading. An update details campaign that links to a TalkBox form allows your business to capture information such as date of birth and food preferences that can be used to invite them back.



## New Customer Revisit Series - 3 Messages

Turn first-timers into regulars. This series of communications is sent 30, 60 and 90 days after a customer's last visit date, with 1 or 2 visits recorded. This automation gives you 3 opportunities to get the customer to visit again. Include a voucher that increases in generosity as the time between visits increases.



## Existing Customer Retention Series - 2 Messages

Recover customers who haven't visited in a significant period. This series is designed to be sent to customers who have visited multiple times but haven't returned within 30 days & 60 days of their expected next visit.



## Lapsed Customer Retention Message

Recover customers who haven't visited in 6 months or more. This message is sent to lost customers who may need a reminder about your business. We recommend including a generous voucher to entice them back.



## Birthday message

Invite your customers to celebrate with you. This message is sent two weeks before a customer's birthday and includes a birthday gift from your business. A 2-4-1 meal voucher or \$ amount voucher is a great way to capture those birthday bookings.

## Automated promotions to help you sell **functions** are:



### Milestone Birthdays

Acknowledge significant birthdays and invite customers to see your function packages.

These messages are sent to contacts up to six months before the date of birth of contacts who have an upcoming milestone birthday such as 30th, 40th, 50th etc. Include details about your events or functions manager.



### Function Reminder

Regularly remind customers about your event or function packages.

Recurring automated communications are set up to be sent every 4-6 months and work to remind customers about your function facilities.

## Automated promotions to help you sell **gift cards** are:



### Gift Card Reminder

Regularly remind customers about your gift card options.

Recurring automated communications are set up to be sent every 4-6 months and work to remind customers about your gift cards.