

THE MESSAGES THAT MATTER

# Automated Communications That Will Drive More Visits, More Often



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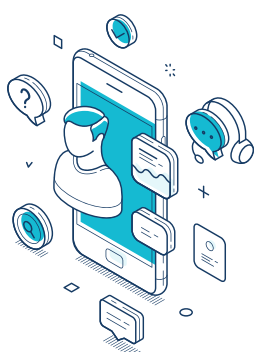




# Automated Communications that will drive more visits, more often.

## Some of the topics we're covering:

The Basic Series from Welcome to Birthday and revenue drivers like gift card campaigns



Welcome Messages



Birthday and Milestone



Update Details

TalkBox by Impact Data partners with thousands of clients across the world to help deliver more visits, more often. By using the data that's already in their platforms like membership, loyalty, reservation and point of sale, we trigger communications that drive customers back to the business.

We have spent years refining 'The Messages That Matter' series to help our clients turn first-time customers into loyal regulars. The communications are broken into 2 different series, the Basic and the Automated, which depend on the type of data that you connect to TalkBox. These messages are designed to welcome & onboard, engage, surprise & delight and retain.

This series is designed to do the heavy lifting of your customer retention program, giving your team the time to focus on promotions, news and local area marketing. If your TalkBox account is connected to one of our [Data Partners](#), your account will be set up with the automated messages that align to your data, and each day your TalkBox account will be updated to ensure it's always marketing ready.

Read on to learn the messages that matter to help you drive more visits, more often.

# Guide to *Welcome Messages*



Whether your customer database is from a newsletter sign-up or your loyalty program, rolling out the welcome mat is key. Think of it like this: when someone walks into your place, you say hello and make them feel welcome and perhaps explain how things work at your place. When they join your database, you should do the same.

[> LEARN HOW TO SET UP YOUR WELCOME MESSAGE](#)

## Our Best Welcome Message Tips

- ☐ Make your customer feel as welcome as you would if you were saying hello personally
- ☐ Remind them of what they can expect from you now that they are on your database
- ☐ Make it easy to find important information about your business with all the key links in your footer
- ☐ If you have a loyalty program, let the customer know how they earn rewards and how close they are to their next reward.  
*HINT: You may need a [Formula Field](#) for this*
- ☐ Ask for [Feedback](#)



### Top Tip

Make sure you select both email and SMS so that you capture all of your customers' attention in the channel they want to be communicated in



# Guide to *Anniversary Messages*



Celebrating the Anniversary of a customer joining your database is a great way to continue to build your relationship, even if they don't visit frequently.

> [LEARN HOW TO SET UP YOUR ANNIVERSARY MESSAGE](#)

## Our best Anniversary Message Tips

- ☐ Don't send the same message every year. Set up different automations for different anniversary years
- ☐ Add a TalkBox voucher for a generous offer to say thanks
- ☐ Merge Contact Fields like, sign up date, Total Visits to create a more personalized communication
- ☐ Create a [formula field](#) to calculate the number of years they have been your customer
- ☐ Give your customers a virtual badge they can share on socials
- ☐ Ask for Feedback and Reviews



**Top  
Tip**

Set yourself a reminder to update the text annually so it's always fresh

# Guide to *Birthday & Milestone*



Sending a birthday message is easy as long as you have captured your customer's date of birth.

But what to do if you don't have that data? TalkBox can assist in two ways

- Creating and sending an [Update Details](#) campaign
- Electing to celebrate your customer on the anniversary of their sign-up with a '[Celebrate Me](#)' communication.

Birthdays and Milestone Birthdays are an important way to celebrate your customer and use it as a reason to invite them back to your venue and hopefully secure a group or function booking.



**Top  
Tip**

If you add a TalkBox voucher as a treat in your Birthday Messages, don't forget to set up a reminder message.

## Birthday Messages That Matter

- ☐ A Birthday Treat - sent close to the birthday or on the day recognising your customer. Adding a TalkBox voucher is a great way to deliver the reward or offer
- ☐ Group Booking or Catering – Depending on your business, send a reminder 1–2 weeks before the event with an offer for groups of 4+. If you offer catering, remind them you could be the perfect option for their event.
- ☐ Milestone Birthdays - Milestone Birthdays are planned well in advance, so be prepared. Our team can target key milestones for your venue and reach out early to help secure lucrative function bookings.

LEARN HOW TO SET UP:

[> BIRTHDAY](#)

[> CELEBRATE ME](#)

[> MILESTONE BIRTHDAY MESSAGES](#)

[> TRIGGER AN UPDATE DETAILS CAMPAIGN](#)



# Guide to *Update Details*



Learning more about your customer can help create a much more compelling reason to get them to come back. Knowing the team they support or the code they watch can help fill your house for key sporting events.

> [LEARN HOW TO CREATE AN UPDATE DETAILS CAMPAIGN](#)

## Update Details Campaign Ideas

- ☐ Want to know whether your customers are local or just visiting? Use our [Locals Field](#) and add it to your TalkBox Form
- ☐ Send a follow-up email to everyone who completes the form with a TalkBox voucher as a thank you
- ☐ Tag customers who complete the form so you can track the results and re-market to them



If you use a TalkBox voucher as an incentive to get customers to complete your form, don't forget to promote it and let them know they will receive it when they complete the form.

# Guide to *Customer Feedback*



Feedback is a gift! Getting customer feedback is valuable for a business on so many levels and may even uncover a hidden issue or success story you didn't know about. With TalkBox, there are a few ways you can use our Feedback Tool.

> [LEARN HOW TO USE FEEDBACK AND CALCULATE YOUR NPS SCORE](#)

## Functions, Gift Cards and Catering

- ☐ Understanding first impressions is key, so we suggest you add the Feedback block to your Welcome email
- ☐ Make sure you have your automated responses set up by navigating to Tools/Feedback, and ensure the responses are sent to a monitored email address
- ☐ Think about adding a TalkBox voucher to a Detractor to see if they will give your business another chance
- ☐ Direct your Promoters to wherever you want your reviews to appear



Remember to monitor your NPS report by navigating to Reports/NPS Survey. You can filter by information that's stored on the contact, which can help you understand customer sentiment more deeply.



# Guide to *Functions, Gift Cards & Catering*



TalkBox can trigger a recurring campaign that is set to go on a regular schedule to promote key events or opportunities for your business. The most successful examples are designed to remind customers about your business on a regular schedule to stay top of mind and drive sales.

> [LEARN MORE ABOUT RECURRING CAMPAIGNS](#)

## Our Tips for Recurring Campaigns

- ☐ Functions and Group bookings are usually lucrative revenue streams for venues, and you never know when someone is celebrating an occasion. Make sure you put your best foot forward with gorgeous photos and menu options
- ☐ If you offer catering, this can be great to communicate around key sporting occasions or events as well as setting up a regular recurring campaign. Check out our [Hospo Events Calendar](#) for inspiration
- ☐ Gift cards are not only a great revenue generator, they also demonstrate that your customers are an advocate for your business. Why not send regular reminders about your options or even create a [TalkBox Section](#) that you can add to other emails
- ☐ Take online bookings? Send a quarterly reminder about making a booking at your place. HINT: if you have a reservation partner that connects with TalkBox, make sure you get it connected. Check out our Connection Partners [here](#)

# Read our Best Practice Guide for TalkBox

**GET THE FREE GUIDE >**



## Read our Dates That Matter Guide

**GET THE FREE GUIDE >**

### For more information:

If you would like assistance using the visits fields and activating automated communications please contact our support team.

**Get in touch >**

**Support Centre >**



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