

The Text Marketing Guide for Restaurants

Hello future text marketer 🙌

Let's go on a journey to learn how to use SMS and MMS messaging for your restaurant marketing strategy! Then you will be ready to build upon your loyal customer base and improve your target ability so your customers can enjoy what you do best!

Regards,



Nick Miniello

VP of Sales • Textmunication



You booked at Delicious Diner in SF for 2 on 2/14/24 at 6:15 PM. Reply 1 to confirm, 9 to cancel.



Table of contents

Our guides are like appetizers: quick, tasty and actionable!

1. Creating irresistible offers
2. Let your database set the table
3. Build and share customer relationships
4. Tailor to specific customer segments
5. Integrate with your POS system

Bon appétit!



Creating irresistible offers

Everything starts with creating a irresistible opt-in offer. Think of ways to make your customers feel special and connected your brand. For example, here is a promotion idea:

Headline: Want to know a secret? 🤫

Tagline: Well you can on our secret and exclusive menu 🤫

Body: Get access to our secret menu: an exclusive menu experience for our VIP text club subscribers only!

CTA: Text VIP to 52236



Secret

Opted in through QR code

Shh! You're in the know. Ready to unlock our secret menu, loaded with tasty options only available to VIP text club members like you? Visit or order today: <https://txhd.io/r/#97Mzf>

Wow! Love the menu items

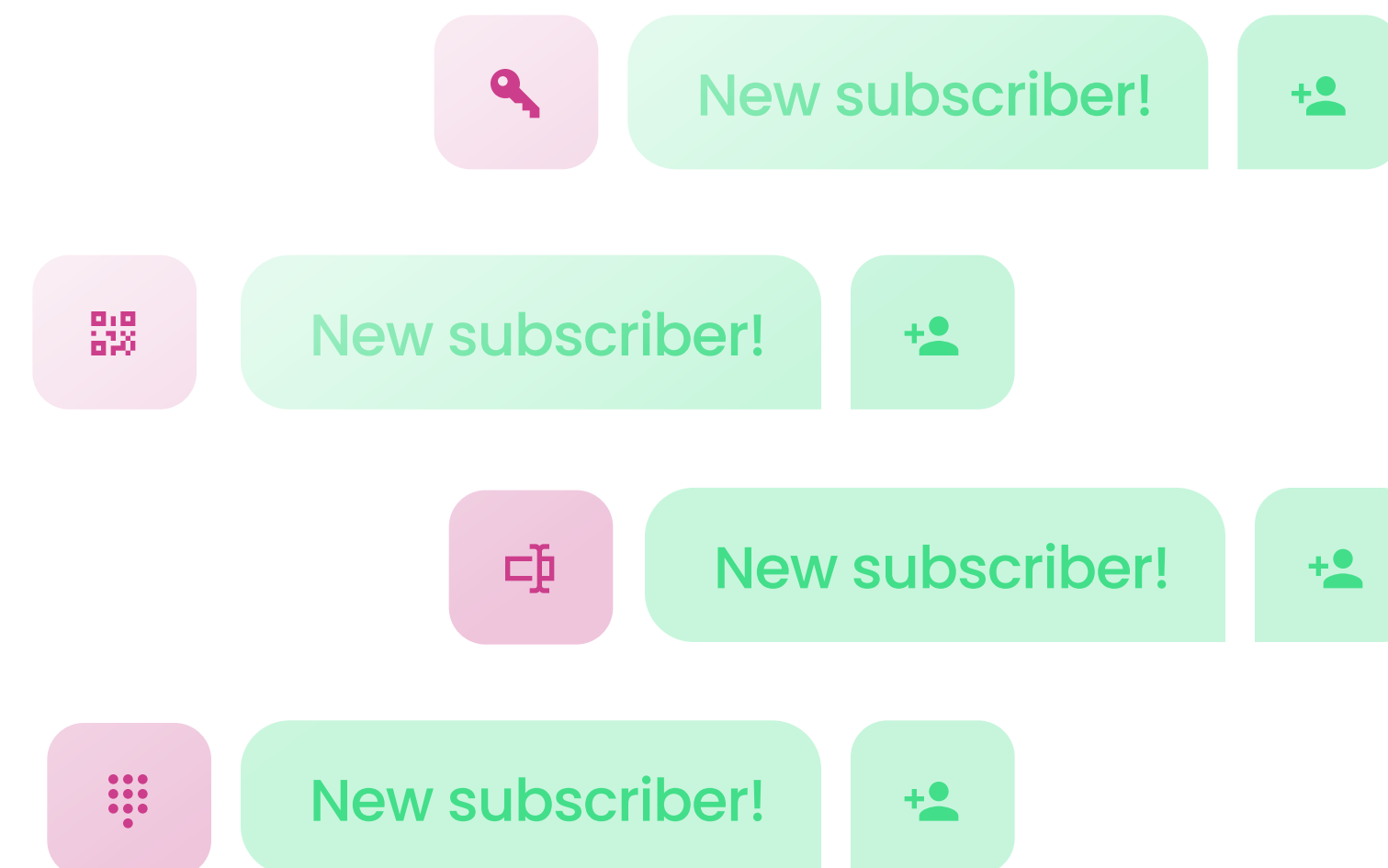


Let your database sets the table

Irresistible offers are the key to building on new and existing customers:

The beauty of SMS and MMS marketing is that it is permission based so the users who enroll really want to hear from you, they trust you and your restaurant fits their lifestyle. Opt-in toolkits come in handy and come with options like:

- Keywords (a keyword a customer texts to opt-in)
- QR codes (a barcode a customer scans to opt-in)
- Webforms (a form a customer fills out to opt-in)
- Keypads (a keypad a customer punches in to opt-in)



Build and share customer relationships

What is a good experience if it is not shared with together? After customers have a great time at your restaurant, encourage their feedback through polls and surveys to generate new reviews. Reward those who complete your survey and invite them to bring more family and friends!

Fun fact: 45% of customers are likely to check Yelp reviews before visiting a business.

* Want to fact check? Here is our source: Enterprise Apps Today



Hi Sara, we hope you enjoyed your time at Delicious Diner! Would you mind leaving some feedback on your experience? We would love to hear from you! <https://txhd.io/r/#97Mzf>



Of course! 5-star!

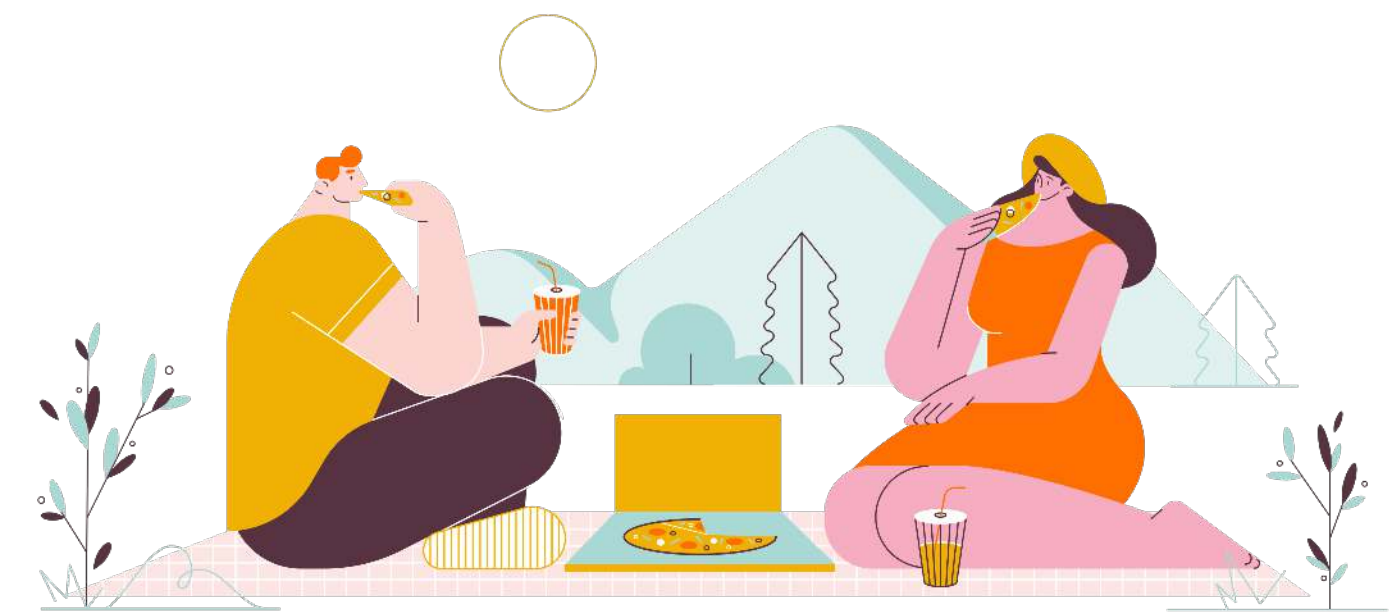
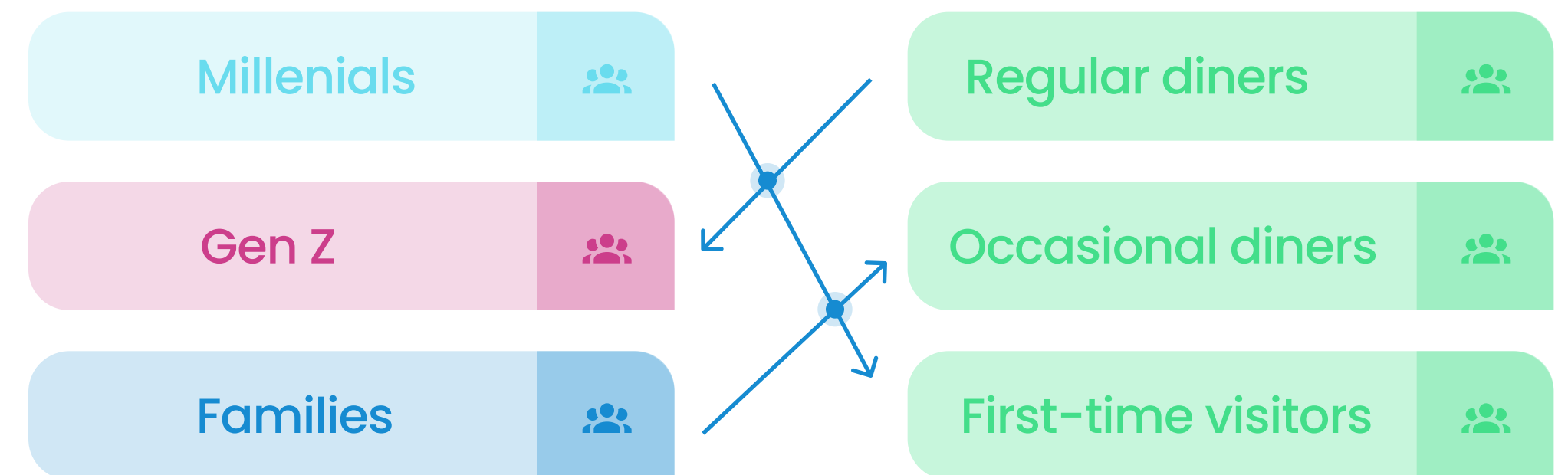


Tailor to specific customer segments

Use what you know about your customer profiles to tailor specific messages to them. Discounting done right includes limited-time deals, loyalty rewards, and birthday surprises. What customers are:

- Foodies: Experimenters, adventurous palates.
- Health-conscious: Focus on organic, locally sourced ingredients.
- Value-seekers: Price-sensitive, attracted to deals.
- Convenience-driven: Order online, delivery or takeout preferences.

Also think about creative takeout options so that they can take your delicious food to fuel their appetites anywhere.

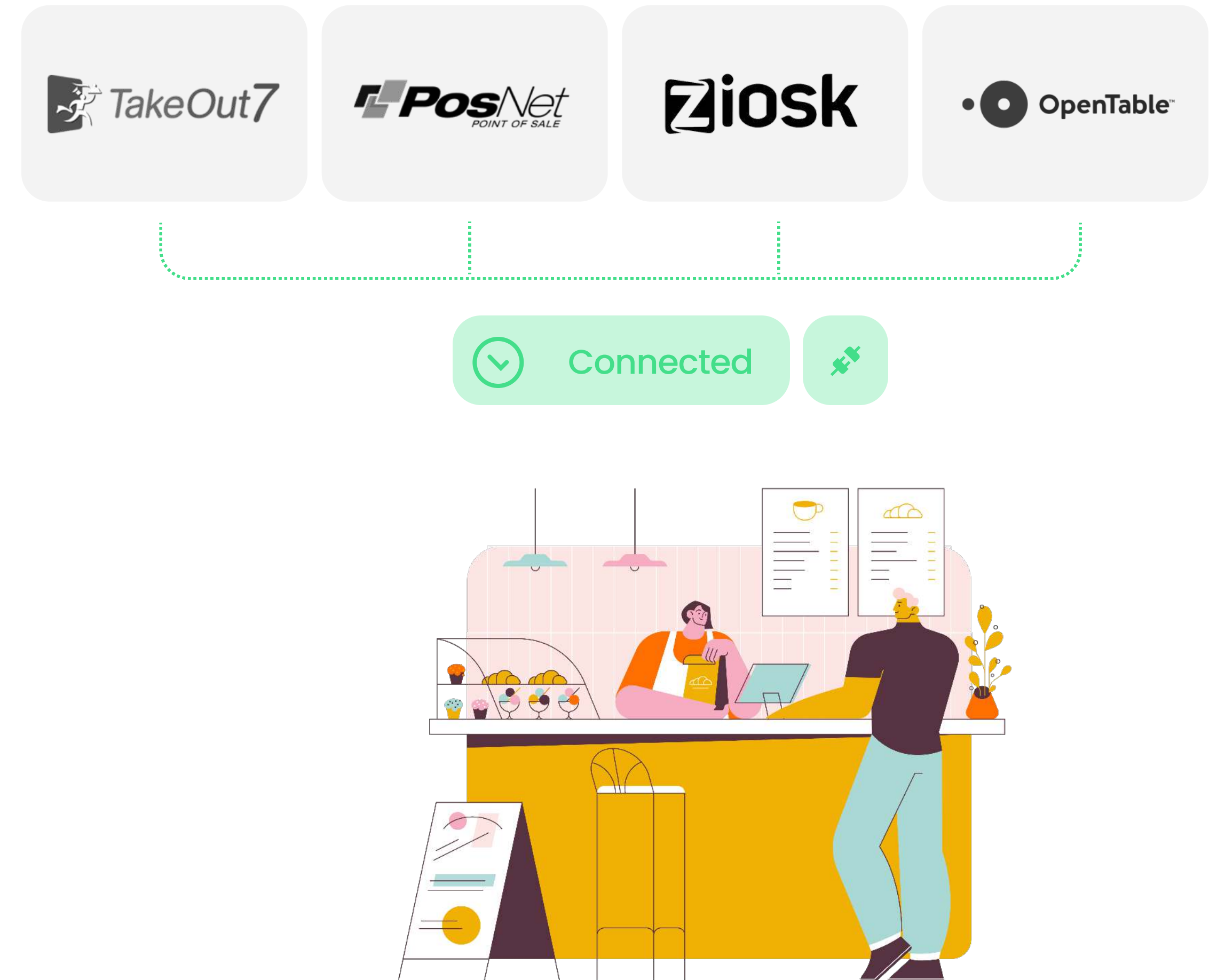


Integrate with your POS system

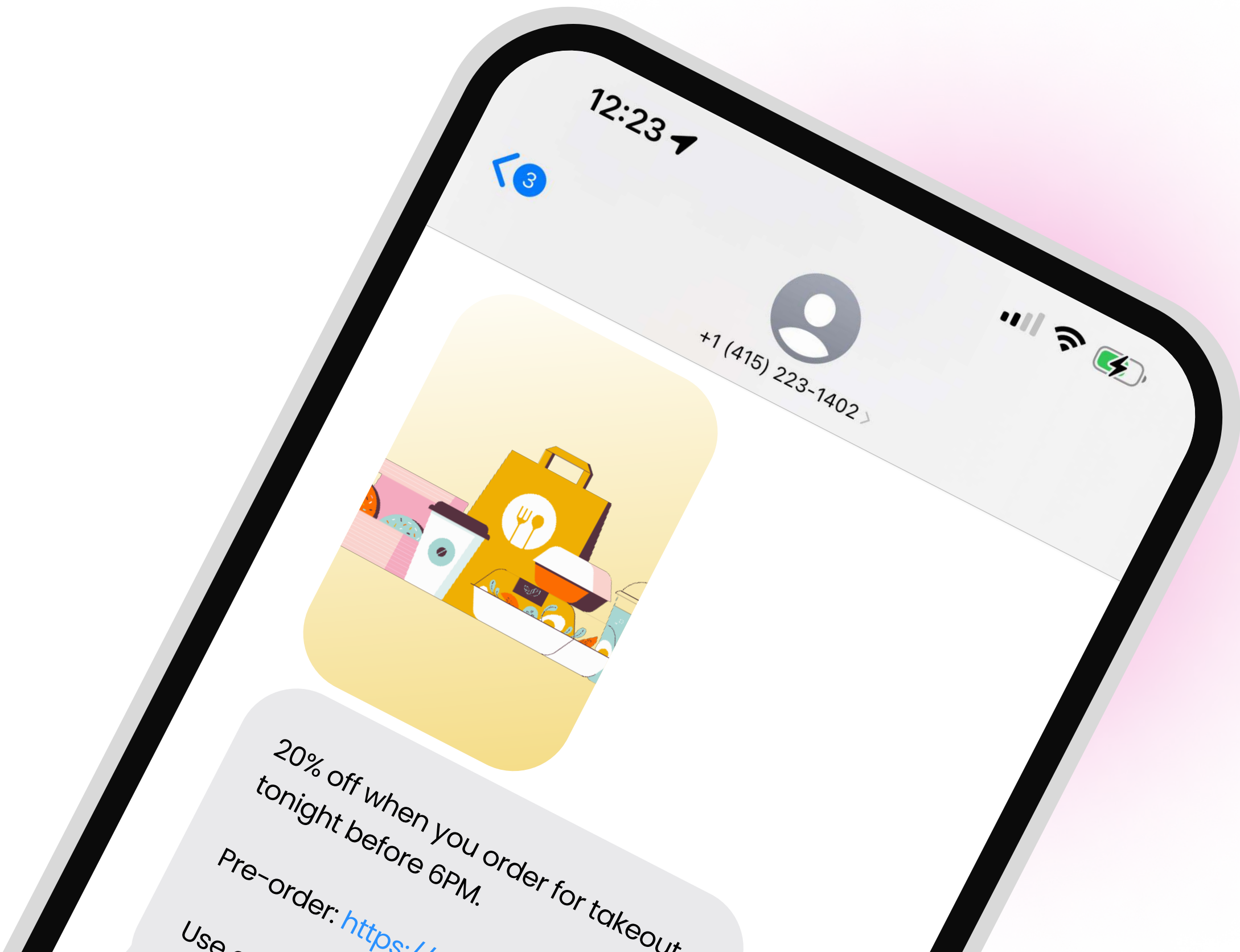
Text marketing platforms offer a great synergy with point-of-sales systems that are the data warehouse for all restaurant customers activity. Here are strategic concepts that you can leverage with text marketing platform and POS system software connections:

- Bi-directional data sync
- Automated triggered campaigns
- Hyper-targeted promotions based on purchase behavior
- Loyalty program boosts
- Frictionless opt-in and onboarding

Textmunication can help you get started. We have integrations with major POS systems in the United states!



Ready to use SMS and MMS marketing for your restaurant?



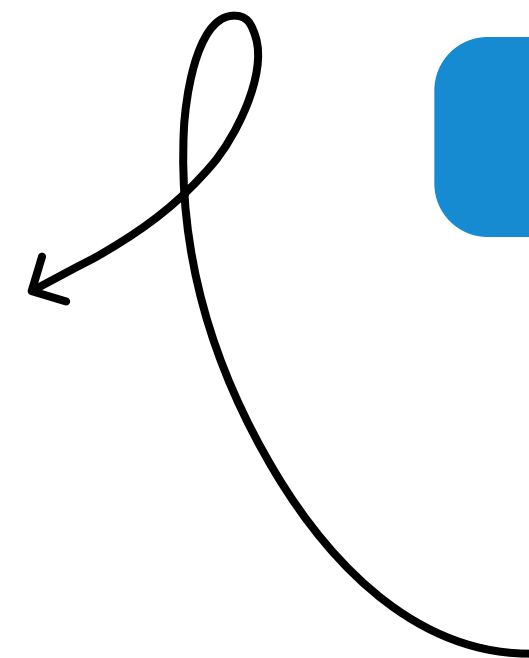
Join thousands of other text marketers building loyalty and revenue today!



Book a demo

Register now

7 day free trial available



Psst, we can help you send MMS messages like this!

Visit www.textmunication.com/industries/restaurants to learn more