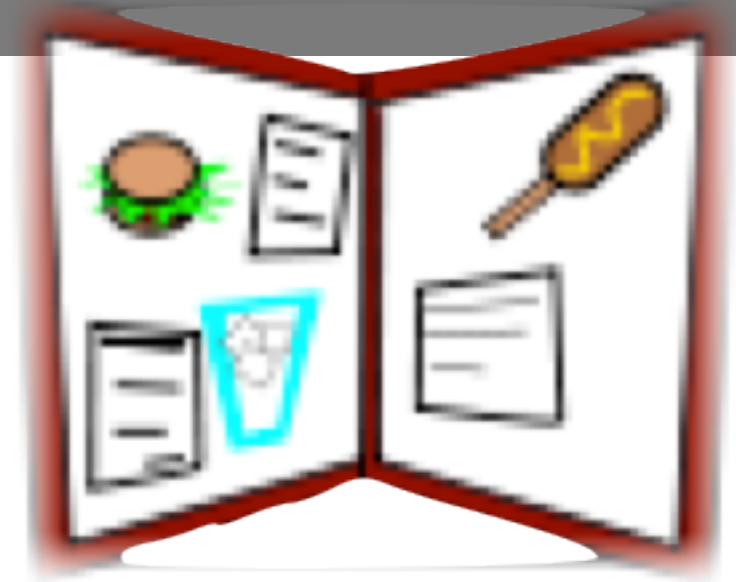


The three biggest challenges facing restaurants in today's market are:



1. Keeping the restaurant full – especially during non-peak hours.
- Building a loyal tribe of repeat customers in this tough economy
 - Breaking through the noise of getting potential customers to respond to advertising and marketing messages.

2 Questions for You..



1. Are you currently doing any marketing or advertising?
- Do you have a way of measuring the effectiveness of your investment?

Ineffective Marketing & Advertising Campaigns



- **The average restaurant spends 3-6% of revenues advertising**



- **Shot gun approach-haphazardly throwing money at Tv, radio, or paper media**



- **Pinpoint your target audience & find alternative ways to effectively reach your customers**

% OF PEOPLE
WHO SKIP TV ADS

86

% DECLINE IN TECH
TRADE SHOW SPENDING

46

% OF DIRECT MAIL
NEVER OPENED

44

Traditional Marketing



Get Your Message Across With the Best Response



Direct Mail Response- less
than **1%**



Email Response **2%-10%**



Radio Response **1%-2%**

A close-up, high-angle shot of an hourglass. The top bulb is filled with white sand, and a thin stream of sand is falling through the narrow neck into the bottom bulb. The background is a soft, out-of-focus light blue and white gradient.

**Do you have an easy, automated
way to follow up with your
CUSTOMERS over time?**



Follow Up

It costs **6 to 7 times** less to get an **existing customer** to buy from you than it is to get a **new customer to buy from you**

Follow-Up Statistics

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

80% of sales are made on the fifth to twelfth contact

“the magic success of your restaurant is not your great food, It’s your access to customers”

- Opening new location
- valuation of business as a selling point. “I have access to 3000 customers

Follow-up system
is like having a
Cash Machine



A close-up photograph of a person's hand, wearing a black wristband, holding a thick stack of US dollar bills over a white toilet bowl. The bills are being held in a way that they appear to be falling into the toilet. The image is used as a visual metaphor for wasting money. In the top right corner, there is a white circular overlay containing the text 'IT'S TIME TO RETHINK MARKETING', with the word 'RETHINK' in orange.

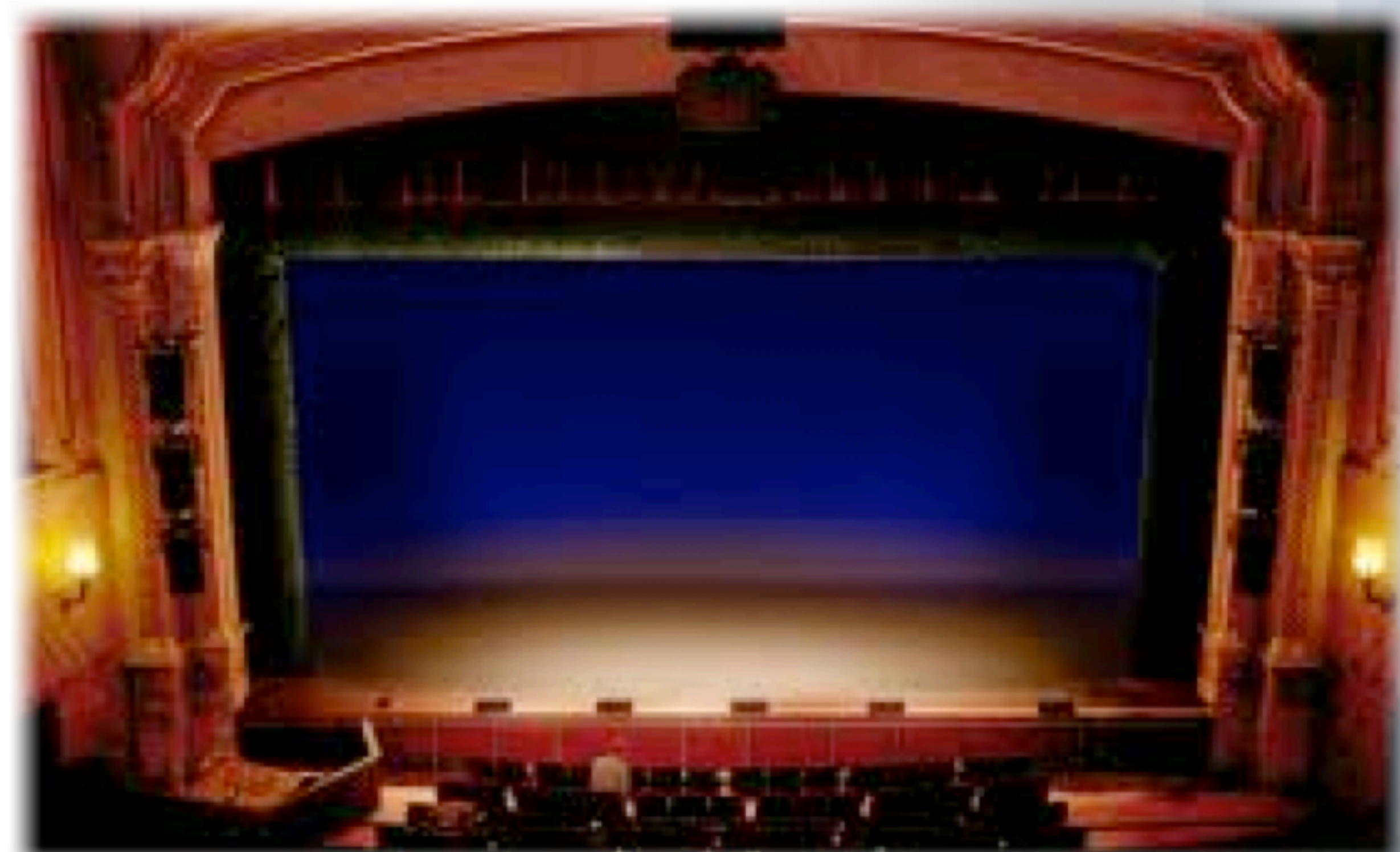
IT'S TIME
TO **RETHINK**
MARKETING

2011 Successful Restaurant Trends

- **National Restaurant association conducted study on most successful strategies by owners during this economy. The found...**
- **Increased marketing efforts (social)-15%**
- **Simplifying menu to save on prep labor-26%**
- **offering value & specials (coupons, deals)-38%**



**“Marketing is Only *Effective* when you
have a Platform of Ears & Eyes
Receiving your Message”**



What is **Mobile** Marketing?

“a set of practices that enable organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network.”-Mobile Marketing Association

“Mobile marketing is businesses **COMMUNICATING** with consumers on their mobile phones with their explicit permission at the right time, at the right place while providing relevant value.”

**91% of Americans
have mobile
phones**



90% of text messages are
read within **one minute** of
receipt



Why Mobile?

- **Mobile is the only data that is always on**
- **Demographic of 21-49 year olds account for 73% of all text messages sent**
- **average american spends 2.7 hours per day socializing on their mobile device.**



1,342% Growth in Retail, Restaurants

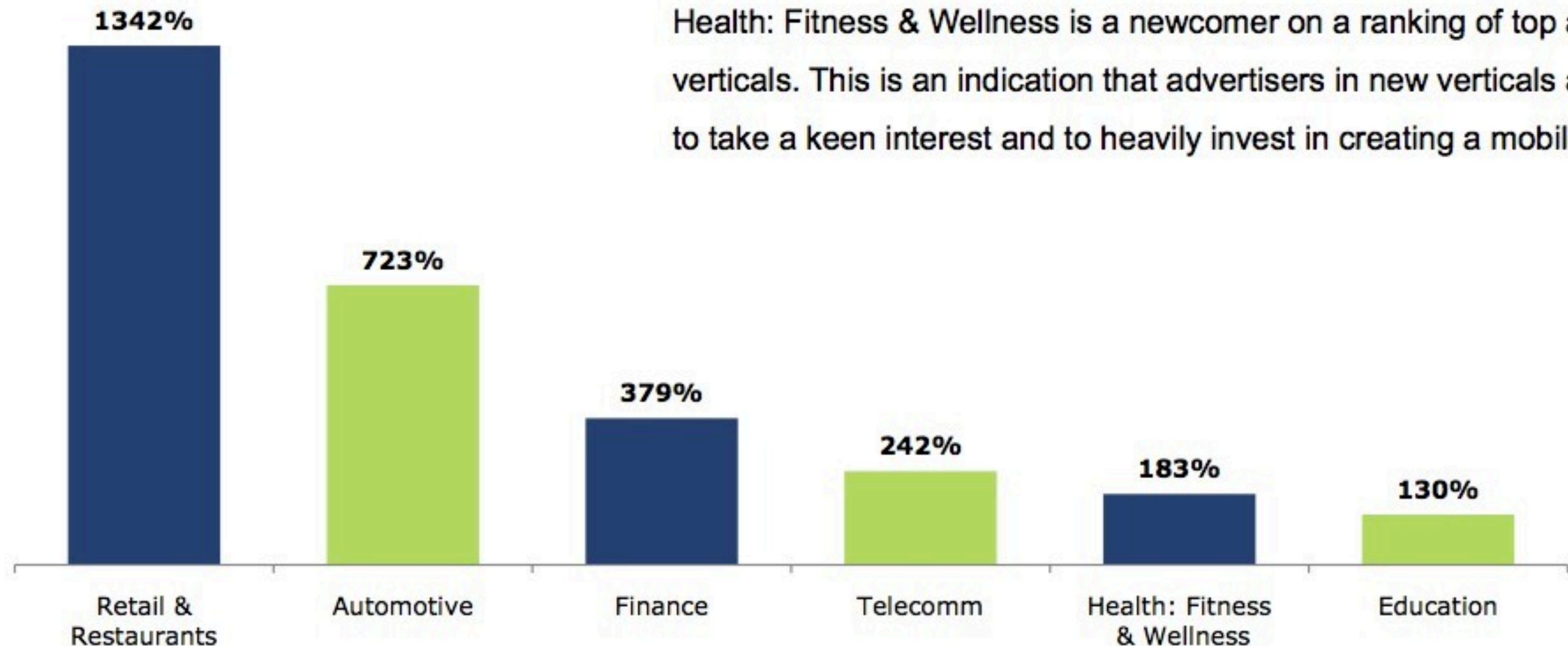
Verticals Growth in Mobile Campaigns

Q1 2010 v. Q1 2011, % growth

Source: Millennial Media

Six verticals experienced [triple-digit growth](#) – or greater – year-over-year according to Millennial Media's Q1 2011 report released in June.

Health: Fitness & Wellness is a newcomer on a ranking of top advertising verticals. This is an indication that advertisers in new verticals are starting to take a keen interest and to heavily invest in creating a mobile presence.



Benefits of Mobile For You

For every \$1 spent on Mobile advertising returns an average R.O.I of \$17-\$43



Get Your Message Across With the Best Response



Direct Mail Redemption- less than **1%**



Email Redemption **2%-10%**



Text Redemption **10%-30%**



Benefits Of Mobile



- Can craft offers instantly opposed to wait for print advertisement
- All marketing is trackable
- Able to provide clients timely information to foster deeper loyalty.

“It’s clear that retailers that don’t embrace mobile phone technology in the coming year will be left behind, as much as those who sat on the sidelines of digital or social media are now playing catchup”-Advertising age

How we are helping Restaurants...

- Create a noticeable R.O.I & make your ad dollars work better for cheaper
- **Increase Frequency of customer visits-retention & deeper loyalty**
- Overcoming the 3 main challenges



**What percentage of sales increase
would make you happier?**

***“What would instant new
business and a loyal tribe of
new regular customers mean
for you and your family?”***

We help you craft offers each month that will make sense for your business, and get a significant response from the targeted list.

We send out the offer on your behalf at the time and day you select.

You woo them with your awesome food and service



Guaranteed almost
100% People will see
your ad!



V.S

1%-3% Traditional Style



Your very own
V.I.P CLUB!

How it Works

SURE!

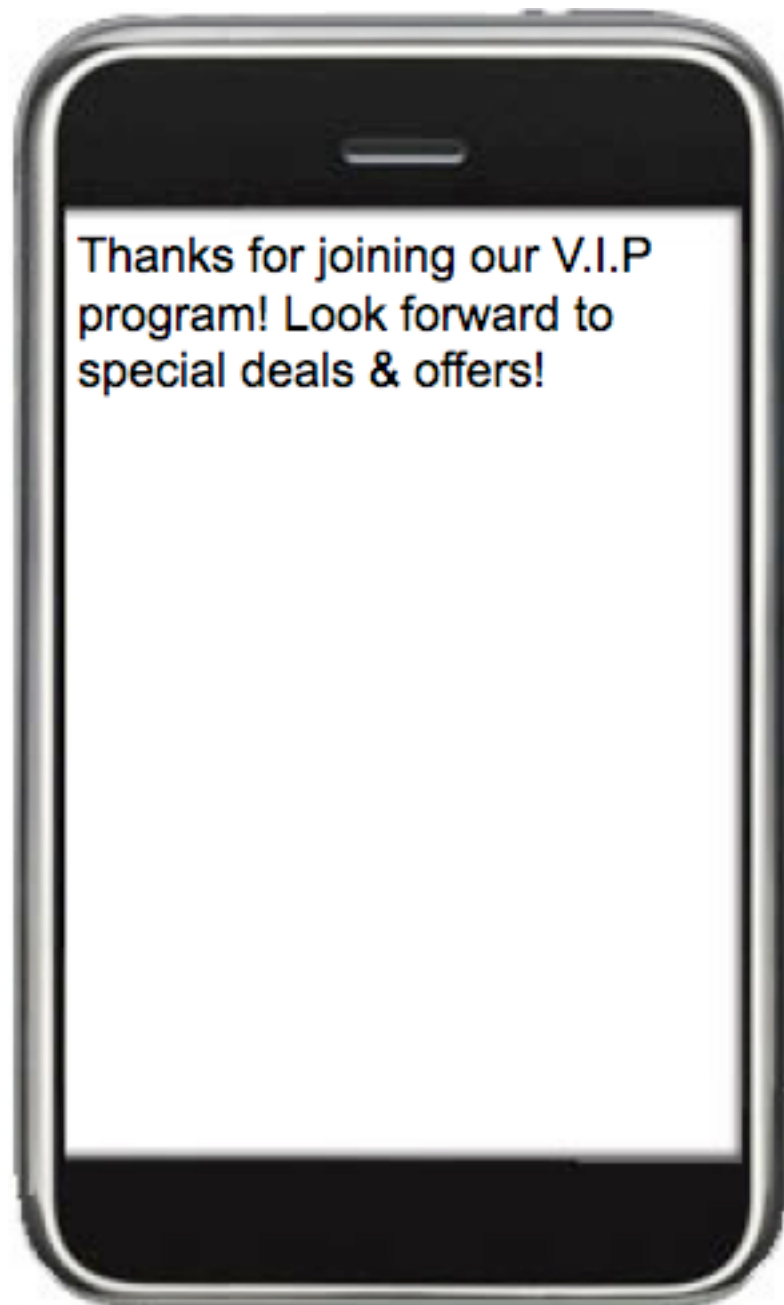
Would you like to
join our
V.I.P program?



**Customer Texts {restaurant name} or
calls {insert your sample number}**



Customer Gets **INSTANT** Reply

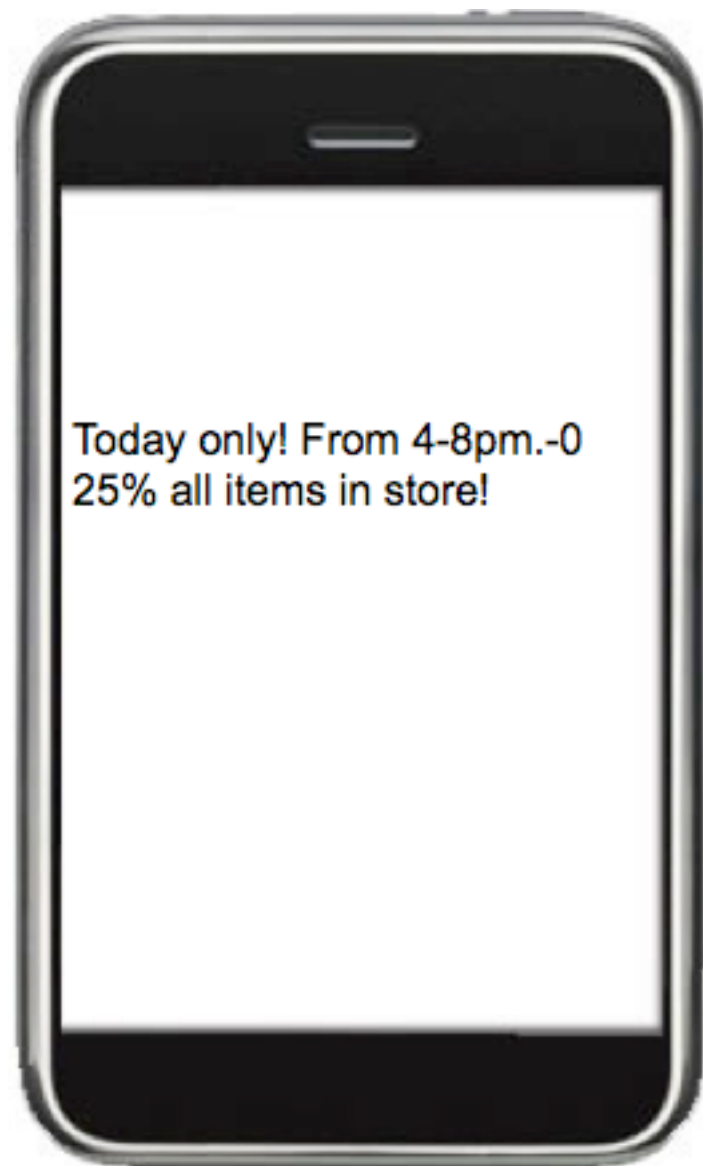


Create Business On Demand **Instantly**

Slow Night?



Create Business on
Demand **Instantly**



Business **FLOODED**
with Customers



What You're
Going To
Get.....

1) Create Branded follow up system
V.I.P club to capture **Text** of customers

2) Design custom flyers, poster boards, & in
house marketing material for **V.I.P club**

3) TOTAL MANAGEMENT: Back-end offers
targeted offers, plus other valuable information
{insert mssg frequency}per month

PRICING

One Time Set-up Fee

- Set-up of text Platform
- Ordering of table tents
- Custom Print Material for Business

Monthly Management Fee

- Hosting of V.I.P members
- Up to {insert #} Text Blast per month
- Lead statistics & marketing assessment
tracking list segmentation

{insert price/category}	
Your Very own V.I.P cLUB!	\$



Let's get **started** right now

