

# RESTAURANT SMS/TEXT BIBLE

*Helping restaurants Increase Foot traffic, Sales, & Customer Retention.*



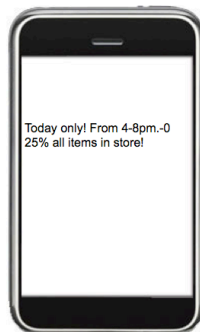
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Create Business on  
Demand **Instantly**



Business **FLOODED**  
with Customers



Hi my name is Jason Bell, I'm a local business strategist in which my primary niche is restaurants. My core focus is helping restaurants increase foot traffic, sales, & customer retention. It is not uncommon for my services to increase business for a restaurant by over 30% on any given night. The way we have accomplished these feats is through sms/text marketing. This brief read is for consultants looking to help their restaurant clients maximize their marketing efforts through the use of text marketing, & how to craft sms offers that generate amazing responses. If you're not currently engaged in a sms/text marketing campaign for restaurants but plan on incorporating text messaging in the near future, this document is still for you. The overall angle of this guide is aimed at restaurants however, you will find the principles of effective sms/text marketing will serve you extremely useful for any industry. This is what we will cover today:

- The psychology & elements of a sms/text offer
- Exactly how to craft your messages & diabolical three silent campaign killers
- The different types of offers to run & best times to send
- High converting restaurant campaign offers & my specific highest converting campaigns
- List building & taking your campaign to the next level
- Training- standard operating procedures for successfully running a sms program
- Pricing and packaging of services
- Client approach strategies and my highly effective appointment getting script
- Specific case studies from my actual clients
- Common consultant mistakes
- Resources section

## PSYCHOLOGY OF TEXT MARKETING FOR RESTAURANTS

This course is not designed to 'sell' you on the importance of text marketing. You should already understand the importance of open rates of text compared to email, & redemption rates compared to traditional direct mail. It's easy to get caught up in statistics, charts, & industry bar graphs thinking these are the factors that make a business owner say "YES! SIGN ME UP". Often times the best sales pitches come from simplistic real time thinking; real time thinking from the brain of the consumer. So real quick, let me ask you these 3 questions:

1. **How often do you look at your cell phone?**
2. **How far do you let your cell phone get away from you?**
3. **When you get a text message, how many of those messages do you read?**

Ask any business owner these three questions and literally watch them have an 'AHH-HAAA' moment.

Moving forward, as consultants it is our job to adequately convey the core benefits of what our services provide. The results you're selling are increased **FOOT TRAFFIC, SALES, & CUSTOMER RETENTION**. But tell me why text marketing is ideal for restaurants?

- **FOOD COST CONTROL**- food cost is already extremely high in the restaurant industry, & throwing away unsold food is a silent profit killer. Building a database of customers allows you to run last minute specials to move what would have been spoilage items.
- **REAL TIME LIVE MARKETING**- Aside from email marketing, sms/text is the ONLY form of marketing where you can literally think of a campaign in the morning and have customers in your restaurant in the afternoon as a result of your effort. That being said, sms has an open rate of approx. 97% whereas email is typically

around 5-10%. I hope you truly grasp what I just said. You can craft offers instantly and don't have to wait on print advertising that could take days or weeks.

- **CASH MACHINE**- Properly building a mobile campaign is like having a cash machine that literally spits out money at will. A restaurant can now create business on demand whenever they like. Meaning, when they feel like doing more business they can run an offer to their existing list. This is POWERFUL!
- **MIND READER MARKETING**-think about your consumer. It's 5 o' clock, just getting off work, what is on their mind? Yep, FOOD! Help your clients take advantage of predictive behaviors; this could be city events, school events, holidays, etc. Text allows you to get into the mind of the consumer and INSTANTLY market to that need.
- **FREQUENCY ENHANCER**- so how do you double sales? Let's get the regular that comes in once per week coming in twice. You accomplish this by giving customers a compelling reason to come back again. Text marketing provides the top of mind awareness to spur greater visitor frequency

## Create Business On Demand Instantly



- **ASSET-** your customers know you, love you, & trust you. Building a database of 'buyers' is by far the most valuable component you can establish for a business. Having a list of customers is a definite turn-on for potential buyers, which also increases the valuation when looking to sell. Make certain to point this out to your client; it's another reason to convey the immense benefit of building a targeted list.

## ELEMENTS OF SMS/TEXT MARKETING

Three key elements of restaurant text marketing involve: The customer, the restaurant, & the staff.

**THE CUSTOMER-** Every marketing effort should be from the customer's point of view. Although the idea/offer/campaign may be ideal for the restaurant, the truth is that the customer plays a big role in the success of your efforts. Always ask yourself:

- "does this offer get me excited?"
- "would this offer make me enter this restaurant?"
- "do I see immense value in this offer?"

If you cannot answer the above three questions to any offer/promotion you run for a restaurant, then the offer needs to be refined.

**THE RESTAURANT-** obviously the restaurant has agree with the proposed offer. No owner wants to lose their shirt in the process of attempting to bring people through the door. A couple of questions restaurant owners/managers must ask before running a deal:

- "what is my goal? more people, moving items, focused selling, promotions?"
- "who is the audience you're targeting?"

Just like any list, your client's list will take on it's own personality. From constant testing and tracking, you will discover what deals they respond best to. Knowing your list demographics is also vital. For instance, you may have a list comprised of more families

than singles, so sending offers for 25% off all drinks may not be ideal. Knowing your restaurant & audience is a vital part of your marketing efforts.

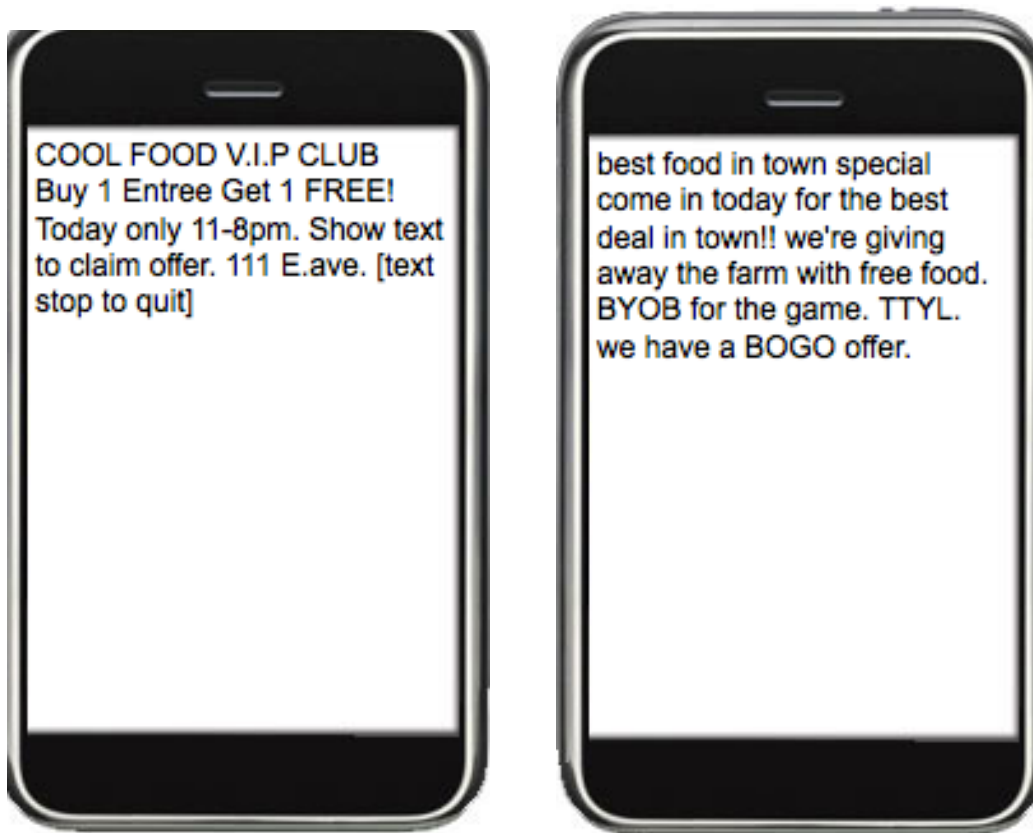
**THE Staff-** the associates are the true people that are in the trenches; they are the voice that understands what customers want and don't want; they hear the daily complaints. It makes great sense to include your associates in the crafting of offers and asking for their input. You'll be surprised to see the inner-marketer inside them! Furthermore, associates are the core beneficiaries of effective sms/text marketing efforts; AKA Tips- when more people come through the doors the tip profitability increases as well. Make sure to get the associates involved!

## HOW TO CRAFT YOUR OFFER

All text messages are not created equally. Your core goal is to deliver results; results in the form of people coming through the restaurant because of your marketing message. A properly structured text offer is the difference between 5 people coming into the restaurant or 45. You're limited to 160 characters per offer, so it's imperative you make every word count. Let's get into the specifics of properly structuring a text message:

- **IDENTIFICATION-** always make sure to start your text with the restaurant company first. Preferably in all capital letters so there is no ambiguity wondering who this is from. I typically put {restaurant name} V.I.P Club as the header. The V.I.P adds importance and packaging as an 'insider community' type feel.
- **IMMEDIATE DELIVERY-** make sure you deliver your offer up front immediately. Don't get caught up in too many buzz words and dialect before your offer. We've tested this multiple times and immediate delivery works best. Get to the point and send the message. Don't feel the need to use all 160 characters. Only use what adequately conveys the offer.
- **SCARCITY-** Always make sure to put an expiration date on your coupon. Use power words such as "limited offer", "today only", "limited supply", etc.
- **ADDRESS-** I typically put an address in all my text if space allows. As the smart phone usage count continues to rise, I've started to put a BIT.LY link to the client's Google Places+ page. The bit.ly link uses less characters than a long URL, & also delivers every amount of info needed if the customer wanted to call or check reviews. You may be asking "why put that information if the customer already knows about the restaurant and is part of their V.I.P CLUB?" Let's go back to the consumer questions you must ask when running an offer- "DOES THIS GET ME EXCITED?". Exciting offers increase the likelihood of viral text; customers will actually forward this text to friends, which is why placing address & contact info is important.
- **EXCLUSIVE-** the quickest way to have people opt-out of your list is running offers that are boring and not appealing. If you run offers that they can get anywhere then what's the point of having a V.I.P club? Make the offers exclusive & special to the club.

- **STOP**-no different than email, you must provide a means for the subscribe to unsubscribe from your list. example: [text stop to quit]



**Can you spot the good & bad offer? The left offer is the good one- it has the title all capitalized, immediately gets into the offer, has an expiration date, provides the call to action (show the text), has the address, & also the option to quit**



## TEXT MARKETING TIPS

### The good, bad, & most effective

In this brief section we will cover the do's & don'ts of your restaurant marketing campaigns. The top three

- **INFREQUENT OFFERS-** Just as sending too many offers to your audience will lower your campaign results, sending too few of messages will accomplish the undesirable result of low redemption rates. So how much is too much? Text marketing is still relatively new & text is still considered an intimate space (more so than email). As this form of marketing becomes more mainstream and universal, the accepted amount before annoyance will also increase; so here is a good guideline: Once per month is too little; once per day is too much; once to twice per week is a good amount. As with any audience, are all situation dependent. You may find more frequent messages is desired. A good way to gauge this is by tracking un-subscribes to your list. Test sending frequent offers and the responses of those offers (people coming in the door) versus the response rate of sending less frequent offers. As you start to marketing to your audience, you will find the list takes on its own personality; meaning, they will react and respond to certain type of deals. The best way is to test, test, & test more!
- **BORING OFFERS-** make sure to only send exciting offers. Send offers that make people want to tell others. Every text should be like an amazing gift. Remember that boring offers = un subscribes.
- **SLANG-** Stay away from the common text we initiate with friends-ttyl, imho, byob. Remember to stay to the point.

## TYPES OF TEXT OFFERS

In this section we will cover the different types of text offers to run for the restaurant. The thought process you should have behind every text is to ask yourself "what is my goal?." Not every offer is the same and based on your intention should dictate the type of promotion to run. A common mistake I see with some restaurants engaging in sms/text marketing is treating all offers the same. Certain deals appeal to different audiences, and the restaurant is comprised of multiple audiences. It's important to properly target your messages to the desired group in one accordance with your goal. Here are multiple types of offers with examples of what the offer would look like based on the offer type:

### **I. SAVE MORE TEXT-show this text for % off any combo**

- A. Get \$3 off your total bill with the purchase of a BBQ plate
- B. Take \$5 off any plate with the purchase of an additional plate

### **II. SPEND MORE TEXT-SHOW THIS TXT FOR \$\_\_GIFT CARD WHEN YOU SPEND MORE THAN \$\_\_\_\_ON DINNER**

- A. Free dessert & side with purchase over \$20
- B. \$15 worth of food for only \$9
- C. \$\_\_\_\_ off when you purchase any menu plate

### **III. GET MORE TEXT- one free hamburger when you purchase 2**

- A. Buy 1 smoked chicken sandwich get 1 free
- B. Free dessert & side with the purchase of any plate
- C. Buy 2 plates get 2 FREE desserts

### **IV. EXCLUSIVE DEALS- Tuesday only special. Free dessert when say the secret word of the day {insert secret word}**

- A. Free side of fries with any sandwich when you say the word 'food'
- B. today only brisket and ribs 1/2 off!

### **V. VIRAL TEXT-forward to a friend**

- A. Free dessert with any plate. Show this text to 5 friends and show us the message, you also get your drink free!
- B. forward the {special of the day} to 5 friends and show us the text, get a FREE dessert & extra side with your next meal

### **VI. ALL INCLUSIVE- get this, that, and more this for \$\_\_\_\_**

- A. Get any sandwich, side, & drink for \$5. Today only
- B. Family meal-get 3 desserts, 3 sides, gallon of iced tea, whole rack of ribs for \$30

### **VII. TRAFFIC DRIVER OFFERS-come in between 5-8pm & get \_\_\_\_\_{special offer}**

- A. come in between 5-8pm to get your entire order 40% off
- B. bring a friend or family member between 12-8pm & get 2 drinks FREE w/ the purchase of an entree

**VIII. PREDICTIVE TEXT- because of {local event, weather, special day} you need {your offer}**

- A. beat the heat! come cool off with a FREE iced tea on the house
- B. BBQ picnic day. get a bbq dinner meal for only \$25. Includes dessert, gallon of tea, 3 sides, & meat. Today only
- C. Off work special- get \$20 worth of spend for \$15 worth of food. Minimum purchase \$15

**D. CUSTOMER APPRECIATION TEXT- because we love ya' we are doing {special offer}**

- 1. Tonight only. All you can Eat BBQ! Only \$10.99. Show text to claim offer
- 2. Buy 1 {something} get 1 Free! Today only. Show text to claim offer
- 3. summer cookout! come hang out with us. \$10 admission per person. Kids \$5 per head. Music, games, food, fun!

**E. EVENT BUILD UP- send a text to promote a big event**

- 1. restaurant cookout
- 2. restaurant bbq eating challenge
- 3. customer appreciation days
- 4. predictive marketing days- you know a special event is coming up such as Fathers day, Memorial day. Send a text to remind them

**F. CONTEST TEXT**

- 1. text to win tuesday! 1 out 25 winners will win FREE lunch today. Play now!

***\*\*\*I should note, the viral text is not a universal feature in the SMS/TEXT world. I've tested and have had multiple text platforms & i've only seen ONE that has had the viral component feature that successfully tracks forwarded text. I specifically use Dave Iago & the wrecking ball sms platform to run these type of campaigns. I urge you to contest me on this, but this sms platform is by far the most powerful results driven sms system i've ever seen. It also has great innovative features such as Restaurant seating notifiers (similar to the vibrating devices you hold when waiting for a restaurant), and other great tools- ideal for restaurants. You can find more about this system in detail here:***

**THE BEST SMS/TEXT PLATFORM ON THE PLANET!**

## CAMPAIGN OPTIMIZATION & LIST BUILDING

In this section we will cover tips on how to maximize your campaign efforts & build a big database of customers. Notice I say 'customer database', let me explain. My former background is athletics-Track & Field to be exact. My coach always used to say "what you do speaks so loud I can't hear you." He meant RESULTS is what truly matters. Show me. I tell you this because delivering results for your restaurant are the only thing that matters. Statistics of open rates & the mobile revolution is pointless if your campaigns are ineffective. How I ensure my clients get the absolute best response is what I call the **"INSIDE OUTSIDE APPROACH."** The premise of this strategy is to first capture the information from your 'true' customers; the people that know you, like you, and trust you. True customers are the people that are considered regulars; people that may come a few times a month to the restaurant. After you have successfully captured your True customers, then you expand the campaign efforts to extend outside of the restaurant. I have found this is the best method in predicting accurate true results. It does no good for a restaurant to have a huge database with sub-par results of running offers. A true list will produce redemption rates well over 25% as several of my campaigns have proved time and time again. As I list campaign optimization tips below, the vantage point you should have is to first incorporate generating the bulk of my list and marketing efforts inside the restaurant, and the next step is to venture outside. Make sense? Ok, let's get started!

- **COMPELLING OFFER**-With many of my restaurant clients, we often start the campaign with a compelling offer e.g) Free dessert, Free {offer} for a year, Free appetizer. The premise is to quickly build a big list of the restaurant customer base. The quicker you build a list, the faster the restaurant results will come. Place table tents & poster boards with the campaign information throughout the restaurant. Examples below:'



**FREE CANOLI  
OR ICED TEA!**



**Join  
Our V.I.P  
Rewards Club  
to Get Great  
Special Offers  
& Discounts**

**DIGGITY DOGS**

**FREE LUNCH  
For 6 Months!**



**Join  
Our V.I.P  
Rewards Club  
to Get Great  
Special Offers  
& Discounts**

**One Lucky Winner Will Be Drawn to Win Free Lunch For 6 Months**

- **ASSOCIATE TRAINING-** This is ABSOLUTELY the most important component of your mobile rewards V.I.P club! Training is the glue that holds a campaign together. Associates are the lifeblood of the text program; they are the people that interact the most with customers, therefore they need to know how to properly explain the campaign in a way that is not intrusive. Associates are the first responders who will diffuse any skepticism and answer any questions concerned customers will have. You will also find your subscriber rate will be significantly higher with proper training and associate participation than without. Below is the exact training documentation I use with my team when we train a starting client:  
\*\*\*\*\*

## **TRAINER RESPONSIBILITY**

Your goal is to properly educate associates about the Mobile Rewards V.I.P. club. Your training should touch on the topics below. You should leave knowing the customer is properly educated. Your training on how to properly inform the customer will generate great results for the business. This training should take approximately 45min-1 hour. The majority of your time will be spent actually interacting with customers and watching associates interact with customers.

- Effectively communicate the purpose and intent of the mobile rewards club including:
  - How to subscribe
  - How to explain contest to customers
  - You can stop at any time
  - Benefits are greater tips
- Demonstrate with role playing how to help a customer subscribe
- Have all associates pull out phones and subscribe themselves
- Go over suggested sayings:
  - Have you seen our latest promotion?
  - Are you here for today's VIP promotion?
  - Have you already signed up yet?
  - Do you like saving money and getting special discounts?
- Explain how handout cards work



- Observe and report-after your explanation of the campaign. observe them interacting

\*\*\*\*\*

**MANAGER/OWNER BACKING-** manager/owner backing of a mobile rewards club is the second most vital component of success. Remember as a consultant, you have to manage expectations. Managing expectations and delivering involves commitment on both parts-owner & consultant. Below is the document we cover with our clients before engaging in a mobile rewards club. If they are not in full compliance of fully backing this program, then we do not work together.

\*\*\*\*\*

## **MANAGER/OWNER RESPONSIBILITY**

1. **YOUR BACKING-** I need you to remind your workers of the mobile club daily before shift start. Make sure they are promoting this because this will serve as your asset when you need to drive and increase business. Another way to convey the importance of this is to tell your crew that this campaign will allow you to get more tips because more people will come through the door.
2. **ENDING PROMOTION DATE-** Set a date in mind when you will announce the winner for the initial compelling offer. Remember a minimum of 60 days is a good number; so let's say the first week in may you will announce the winner. Having a date gives you something to work towards and it provides the 'scarcity' factor for customers to hurry up and opt into their chance to win. Choose this date and promote it hard!
3. **OBSERVE-** Observe your workers as they interact with customers about this promotion. Make sure they are promoting this with integrity and telling the customer all the details such as: you can opt out at any time by texting stop, every now and again we will send you special offers and discounts, and your info is safe with us. Educating the customer helps ease the fear they may have.
4. **CONSTANT AWARENESS-** this is your asset to create business on demand. Constant attention and awareness will become habit to your associates



5. **ASSOCIATES' BENEFITS**-Depending on the type of restaurant you have, more customers equates to bigger tips.
6. **HAVE FUN**- Possibly have contests by issuing associates a certain amount of handout cards. The associate with the least left at end of shift gets some type of an incentive. If you want to track more accurately, then you can issue the staff keywords and track opt- ins based on their own keyword

\*\*\*\*\*

● **LIST BUILDING IDEAS:**

- **Q.R codes**- depending on the text platform you use, some q.r codes can be created specifically for the mobile campaign where a customer simply scans the barcode and is automatically subscribes. You can put Q.R codes next to menu items that is the key focus to sell, table tents, windows, etc. Get creative!
- put campaign info on receipts. A simple modification to the p.o.s system is all it takes
- Big compelling signs as you enter the restaurant with campaign info
- cross promote across social media channels
- create designated text days. For instance, text to win Tuesdays.
- create stickers on to-go items with campaign info
- integrate in all of your offline marketing-newspapers, bill boards & signs, radio & T.V commercials, and any community out reach the restaurant does.
- Neighborhood flyer campaigns- turn the old boring flyers into interactive marketing by putting a compelling offer to enter your campaign.
- reward customers that show forwarded text to their friends encouraging them to join the V.I.P club. This strategy alone is super powerful because of the viral nature. 1 customer can create 5 plus new subscribers by forwarding to friends. Incentives this action!

## PRICING & DELIVERY

As with anything, I cannot tell you what to charge. I can only tell you what I charge and why. In my pricing I charge a set-up fee plus a monthly retainer. The set up includes: Staff training, clear table tents-4x6 inch, 2-4 12x18 inch poster boards, and the flyer designs that go inside the table tents. My average set-up price is between \$200-\$400 & a monthly fee of \$200-\$300. Again, all areas will be different. If you adequately convey the benefit of your services, you can get way more than what I charge. Additionally, I base this charge of a few factors:

- **Average Gross sales**
- **Average daily transactions**
- **Average ticket**

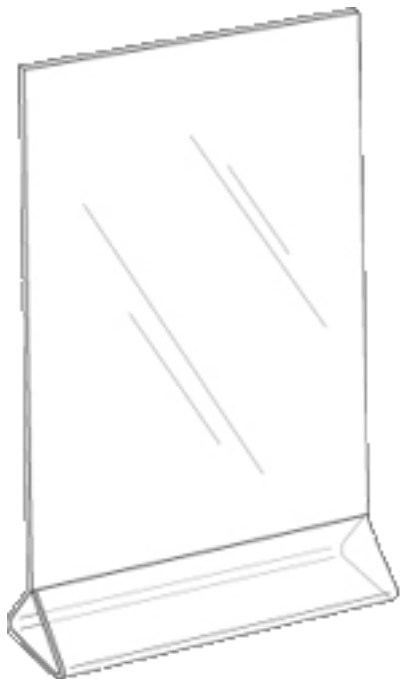
Dont get hung up on this. Example: let's say a restaurant does \$2,000 per day and is open six days per week. This is \$12,000 per week in sales. If you help this restaurant increase the daily average by 10%, then that's an extra \$1200 in revenue you've accomplished. If you can help a restaurant increase revenue by \$1200 per week, do you think you could charge them \$400-\$500 per month for your services? You betcha!

The premise behind these questions is to gauge how many messages you will be sending weekly/monthly based on their foot traffic, and the impact you will have for them. I have a small hotdog shop as a client that I only charge \$97 per month for sms marketing. He gets up to 1000 messages per month in his contract, but he rarely exceeds 300 messages per month. Additionally, his sales are extremely low compared to the example above. For this reason is why I charged somewhat low. You also want to incorporate how many tables the restaurant has when structuring your set-up fee. Table tents can get expensive. The cheapest i've found is here: <http://www.tabletentonly.com/>. You can get a 4x6 in tent for about \$1.40 per tent. So here is my delivery process:

- "owner set up will be \$300.00. This includes associate training, 2 poster boards, & your table tents"
- I go on [Http://www.fiverr.com](http://www.fiverr.com) and get the designs made. I typically get 3 creatives. Total: \$15
- Send the local creatives to your print company. i typically get 2 12x18 in poster boards, and the quantity needed of 4x6 table tents. Average price- \$40-\$50

- Associate training- use the S.O.P (standard operating procedure above). Typically takes about 20 minutes. \*\*do this after you have set-up the restaurant to be 'mobile sms/text ready'
- Go over owner's responsibilities. Appx. 10 minutes.
- Set up their text platform and keyword. Appx 15-30 min.
  - Total time cost=1 hour (training, sms set-up, fiverr gig)
  - Total price cost= \$65 (\$50 for print and \$15 for flyers)
  - Net Profit= \$235 ( assuming \$300 set-up)

PICTURE OF TABLE TABLE TENT:



\*\*\*Having a set-up is important to protect and cover work done in the event the client flakes. It's assuring to know if a client does not continue this program you have still made a little money in the process. Additionally, its never in vain. You can actually take that list and use it to create a city wide restaurant text club where you would promote various restaurants throughout your local city! I've actually implemented this model successfully in my town where we promote 'daily restaurant deals' to a super list we've built over 2000 people and growing. This is an entirely different strategy/business model, & would take a detailed explanation on the specifics on how to implement. Fortunately i've created such a course that covers everything you need to do to build this type of business. If this type of model tickles your fancy, and would like to learn how you can create a thriving profitable Text coupon biz in your local area, just shoot me a blank email to [mobile\\_coupon\\_biz@getresponse.com](mailto:mobile_coupon_biz@getresponse.com)



## Restaurant Approach Tips

**K.I.S.S-keep it super simple.** I work with large National Franchises down to the local restaurant. My approach is the same; keep it simple. As my results & knowledge increased, so did my confidence; when my confidence increased, my level of cliental increased. It's been an evolving process that led me to create certain documents and orientations that better help me sell my services, but for now let's keep it super simple and go over my client prospecting process. The restaurant should pass this three criteria test:

- **Do they spend money on advertising?** Money Mailer, Val pack, commercials, print media, television. Restaurants that spend money care about their business and it's an indication that they are looking to reach more customers. I used to instantly throw this 'junk' mail away, now they are my golden goose eggs!
- **Is the business locally owned & not a franchise/corporate owned?** Please to not misinterpret my intent. Do not avoid going after a business just because they are franchise. They reasoning behind going after local places is 'less resistance'. Corporate and franchised owned businesses have more 'red tape', rules, and regulations to follow compared to the local BBQ joint that does as they wish. Additionally, you will typically find the owner (core decision maker) in locally owned places (my experience this has been true). Their is nothing worse than wasting time and talking to the wrong people. You want to get in front of the core influencers, which often times is the owner. Having access to the owners speeds up your acquisition rates, which means money in your pocket quicker.
- **Do people like this restaurant? Is it well known, and has a good name?** A restaurant that has bad reviews, terrible service, and bad food is that way for a reason and not by chance. A restaurant with a bad name needs more services than text messaging (reputation management, online review systems, social media management, re branding campaigns). Do not deal with a restaurant that has a bad rep, it will be more to deal with than you bargained for.

If the restaurant passes the three question test, then you have a good candidate. So you're probably wondering "what do I say?" As with anything you do, it's important to speak their language and connect before you pull. Here is how to speak a restaurant's language: (sprinkle these in your conversation)

They're three main challenges facing your industry business owner:

- **keeping the restaurant full during not peak hours**
- **Building customer loyalty and repeat customers**
- **Making sure customers respond to your advertising**
- **Helping you increase foot traffic, sales, & customer retention**

I can almost promise you, sprinkling these power phrases in your approach forces a business owner to listen to you immediately! **"Hey business owner my name is**

**Jason and I help restaurants increase foot traffic, sales, and customer retention by over 30%. The reason I tell you this is because i'm sharing this information with other businesses in the area and I thought you would at least want to be aware of proven strategies that are working RIGHT NOW to increase your business..If so, would you like to sit down for 15 minutes to show you the exact strategy?"**

**\*\*I've actually perfected this script, and have added EVERY possible response that a business owner would say as a result of my elevator pitch. Because of the depth my script goes into, I have successfully booked appointments with prospects well over 75% ! This number is actually conservative; no hype, my script is highly effective & flat out works. Additionally, once I'm in the appointment with the business owner, I have created a brief orientation (not presentation) that paints the picture of how sms/text marketing will help them. This orientation took me over 2 weeks to construct, and every slide is well thought out with the appropriate message at the appropriate time. If you plan on taking your campaigns and sells efforts to the next level, I strongly recommend you pick up my POWER SCRIPT & ORIENTATION here ==>**

**<http://upstaterestaurantsuccess.com/script-2/>**

**\*\*the difference between an orientation and presentation is this: An orientation sells by delivering information, statistics, and knowledge. A presentation attempts to sell by slides, bullet points, and pretty pictures. Orientations are more thought intuitive; they tell a story, it makes the recipient a better informed consumer. When you attempt to sell at this level, your sales ratios significantly increase.**

## **SPECIFIC CAMPAIGN OFFERS & CASE STUDIES**

In this section we will cover my top 3 highest converting campaigns for restaurants, the offers ran, & the results of the promotions. To protect the identify of my clients, I will keep the names general and list only the restaurant category. Additionally, these case studies are a snapshot of the results early in the campaign lifecycle. Approximately 30-45 days in the campaign. For simplicity I will state the offer only and not the entire text. The offer is most important to note. You will find the response rates are extremely high. We accomplished this by using the 'inside outside technique' to capture the information of the most true customers. As the campaigns progressed, adding of people from the 'outside', variation of offers, & send times of offers- so did our redemption percentages. The most important point to take from these case studies is tracking.

Make sure to always track your promotions. Eventually you will find the sweet spot of what your audience wants.

### ● **BBQ RESTAURANT**

- LIST SIZE- 97 customers
- Deal Ran- Buy 1 smoked chicken plate get the 2nd plate FREE.
- Time of text sent- 9:00 am
- Redemption count: 23
- Redemption percentage: Appx. 24%

### ● **AMERICAN LOCAL RESTAURANT**

- LIST SIZE-167
- TIME OF TEXT SENT- 9:30 am
- DEAL RAN- Buy 1 Cheese Burger get 1 Free. Today only
- REDEMPTION COUNT-51
- REDEMPTION PERCENTAGE- 30%

### ● **PIZZA PLACE**

- LIST SIZE- 202 customers
- DEAL RAN- All you can eat pizza, pasta, salad, & drink-\$4.99! Today only
- REDEMPTION COUNT- 63
- REDEMPTION PERCENTAGE-31%

\*\*Few areas to note: notice I kept my send time consistent. It's important to test different send times. Depending on your text provider, you can engage in conversations per subscriber. What we did is send out a text and asked when would you like to receive deals. Many of the responses hovered around "in the morning so I can plan". Asking your audience is a great way to optimize your campaigns. Also notice we waited until our clients reached approximately 100 people onto a list. You do not have to use these numbers as solid rules, but we use this number as a good gauging point. Eventually the restaurant will form a personality on its own and you will learn exactly how to market to this personality. Historical data & testing is the key to your success!

**Below is a snapshot of how we track our clients responses:**

Deal Database						
Deal Date	Deal date	Deal	Response	Time Deal Sent	List size	Email
Billy Joe's Seafood						<a href="mailto:billyjoe@eatatbillyjoes.com">billyjoe@eatatbillyjoes.com</a>

\*\*Tracking Redemption rates- I'm old school when it comes to this process. All you have to do is tell the owner/manager to get a sheet of paper and place by the register. When people show their phone to redeem the offer, the employee should make a tally mark on the paper. Or, depending on the P.O.S system of the restaurant, I have some clients that have created a button on the register to track the responses. Either way is fine. Make sure you are militant in this process of tracking redemption rates. This is the

only way you will know how your offers pull or not. Having this historical data is priceless because it will allow you to create better campaigns and offers for your clients.

## CLIENT RETENTION STRATEGIES

This section is specifically for consultants. Remember, it's your job to manage a clients expectations. If you do not deliver ongoing consistent results then you will have a revolving door business hopping from client to client. Here are three key client retention tips:

- **TRACK & REPORT-** Like the document above, make sure you track EVERY offer/promotion ran. There is no such thing as being too detail oriented when it comes to clients. Over time these detailed reports will speak to you loud and clear as to exactly how you need to market to your audience. These reports will also aid in having tangible results and experience for future clients.
- **TEST & EXPERIMENT-** never assume; experimenting with various deals/offers is the best way to discover what your audience responds best to. As long as the offer makes business sense & is in-line with the owner/managers goals, then get to testing!
- **PROVIDE-** Make sure YOU provide the deals for clients. I recommend referring to the types of deals listed above and come up with various types of offers; Next, discover the restaurant's immediate and long term focus and position your deals in synch with their goals; now present the deals to the owner/manager and run the offers. Restaurant owners/managers have enough to deal with so don't make your text marketing services an extra burden for them.

## CLIENT MANAGEMENT MISTAKES

Alright! we're almost done, but I had to save this for last so it sticks with you. A common fallacy I see (including myself at one point) with consultants that do sms is they take a re-active approach. True story: I had a client told me "**Jason we may need to take a break for a while on the text thing because I'm getting too much on my plate with other restaurant fires I need to put out. It's taking time away from the most important things having to put together offers and everything**"

This totally rocked my world and here's why: Up until this conversation with the client I assumed since text was so awesome and simple all they had to do was text, call, or email me a simple offer & let me know the date you want me to send it out. 1,2,3 simple right? WRONG! It's your job to make it easier for your client; **It's YOUR JOB TO CRAFT AND CREATE THE OFFERS FOR THE CLIENT.** Not doing this is being re-active, you want a more pro-active approach; otherwise you will find your client will start sending fewer offers and they will think of this text thing as a burden rather than a help. So everything you're reading came from this conversation as a means to help my client put together more effective offers. Hence this is the text Bible. Here's what you need to do:

- 1) Get their menu



- 2) Refer to the different text types and craft a few text offers based on their menu
- 3) Send the sample text to your client and TELL them to choose which is best.
- 4) I sometimes even go as far as choosing the dates of their deal days.
- 5) Take total control and be pro-active in this process. It goes a long way.

## FINAL NOTES

You made it! Congratulations, you are now a restaurant sms/text marketing expert. You have everything you need to run successful text campaigns and generate amazing results. Make sure to always refer to these notes when training new clients & running offers. I frequently use the 'offer types' section as a starting point to get my creative juices flowing when crafting offers for clients. To your success!

## RESOURCES SECTION

This section is to provide you the tools I use to set up and manage clients

- **FLYER CREATION**- simply go on <http://www.fiverr.com> and look up "flyers". I typically find top rated sellers & go with three designers. I choose three so I have variety of design to bring to the owner.
- **TABLE TENTS**- you want to place clear table tents inside the restaurant. I buy these from here: <http://www.tabletentonly.com/>
- **RESTAURANT SMS PLATFORM**- hands down the most powerful sms/text platforms i've ever seen. Has many great features geared for restaurants. Watch a DEMO of the system here: [\*\*DEMO OF THE BEST SMS/TEXT PLATFORM\*\*](#)
- **PROSPECTING SCRIPT & Appointment Orientation**- to get the exact script I use to get appointments with over a 75% appointment rate, in addition to my highly effective appointment orientation I show business owners, go here: ==>

<http://upstaterestaurantsuccess.com/script-2>

- **COUPON BIZ**- To learn how to create a coupon text biz, send A blank email to: [mobile\\_coupon\\_biz@getresponse.com](mailto:mobile_coupon_biz@getresponse.com)

This is my first WSO you all. It would truly mean a lot if you leave a review and feedback of what you thought of the doc. Thanks!

ALL CUSTOMER SUPPORT QUESTIONS, CONCERNS, REFUNDS MAY BE SENT TO [RESTAURANTSMSBIBLE@GMAIL.COM](mailto:RESTAURANTSMSBIBLE@GMAIL.COM) NOT THROUGH PM OR ON THE SALES LETTER. Thanks!! -J.Bell