

Restaurant



What they care about

- Bring in more first-time guests
- Increase repeat customer visits
- Fill tables during slow periods
- Automatically collect guest contact information
- Reduce missed reservations

All-in-One Marketing Feature

- Mobile sign-up keywords
- Mobile text offers, email newsletters, social media posts
- Mobile coupons
- Online sign-up pages, Facebook sign-up page, text-to-join
- Reservation text reminders

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one marketing service that many of our restaurant customers are already using successfully to bring in new customers and fill tables during slow periods.

Questions

- Today, how are you going about bringing in new first-time guests?
- How often do your existing customers return to dine with you?
- How are you driving instantaneous traffic during slow periods?
- How are you currently collecting your customers' information?
- Do you take reservations? If so, how are you minimizing no-shows?

Benefits Statements

- All-in-One Marketing can drive in new business with mobile keyword campaigns, which engage and entice your potential customer to purchase. For example, customers can text the word PIZZA to 96362 and instantly receive a special offer on their phone.
- All-in-One Marketing allows you to create high-impact mobile text campaigns, weekly email newsletters, and post daily social promotions, helping you consistently bring back repeat customers.
- All-in-One Marketing helps drive traffic during slow periods by sending targeted mobile coupons directly to mobile phones. Unlike email offers, you will see an instantaneous response coming through your door.
- All-in-One Marketing provides mobile sign-up keywords, online sign-up page templates, and Facebook sign-up pages to easily collect customer data online and on-the-go. You can also upload your existing customer information into our system.
- All-in-One Marketing helps to reduce the amount of cancelled reservations by sending reservation reminder text messages ahead of individual reservations.
- To put your mind at ease, All-in-One Marketing comes with the following advantages:
 - Online tutorial videos
 - [insert customer service benefits here]