restaurant sms guide

A short guide to bringing success to your restaurant or takeaway business through SMS text messaging

fastsms
Delivering Your Message

restaurants and sms marketing — the Perfect combo

Whether you are a pizza place, kebab house, burger joint or Indian; a sit down restaurant, takeaway or both - you'll be amazed at the level of success and increased profit you can bring your business using SMS text messaging.

A simple text message with a tempting offer can be all it takes to bring people through the door and make that phone start ringing off the hook.

SMS Marketing is low cost and incredibly effective. This short guide will show you how to bring success to your business with a potential profit increase of **over 30%**.

More importantly, we can show you ways to use SMS to support sustained business for the long haul.

SMS isn't expensive or complicated and you could be up and running in moments with everything you need to run a successful marketing campaign.

brands using SMS successfully reach 95% of smartphone and non-smartphone users

GoMoNews.com

50 percent of survey respondents report responding to a text offer

MarketingCharts.com

are there anY rules i need to be aware of when texting?

Yes

But they're not complicated or hard to stick to - and are all geared around etiquette and best practice, making sure you don't damage your reputation.

So long as a customer has given you their mobile phone number, you are more than entitled to send them a promotional text message related to the nature of the transaction - so as long as you keep it relevant and only promote your own business you're covered here.

You should always identify yourself (your business) as the sender of the message and include a contact phone number - you want them to call you to place an order/book a table so this one is easy!

You should also include instructions on how to opt-out of receiving any more messages from you - this is common sense, as you don't want to be sending messages to anyone who doesn't welcome them.

5 ingredients for a compliant SMS marketing campaign:

1. Only send messages to those who have given you their mobile number during the process of a previous transaction or enquiry.

2. Keep your messages relevant to the service you previously provided.

3. Identify yourself as the sender.

4. Include a contact number so they can respond.

5. Provide clear opt-out instructions in the message (e.g. "Reply STOP to unsubscribe"). This can be automated to remove them from your list using a Virtual Mobile Number - we give you one of these for free when you buy 5,000 credits (saving you 56%).

step one — check your stock levels

If you have a rummage around the back of your cupboards (or more likely on your computer) you'll probably find that you already have a list of mobile phone numbers that you've gathered from customers - this is the perfect starting point and means that you can **send out your first campaign today.**

So, you have your list of customers - you should just start sending them your offers, news and event promotions right? **wrong.**

Even though you're allowed to text them as they are your customers, it's polite to ask their permission first (especially as some of the numbers may have been collected some time ago). A typical opt-in campaign would look something like this...

Hi, as a customer of The Hut we'd like to occasionally send you some special offers via text message - if you'd rather we didn't just reply STOP.

Typically you would expect about 2% of your list to unsubscribe at this point.

If you haven't collected any customer data - don't fear, just start from today!

Think about how many orders / reservations you get a day and you'll see it won't take long to build up your list.

steP two — grow Your own (database)

An average restaurant business has around 800 customer records to target with SMS marketing - but you don't want to be average, do you?

Here's some great ways to grow your list...

♦ **Reservations & Orders**: When someone calls you to place a food order or make a reservation you probably already ask for their phone number in the event you need to contact them - add it to your list.

♦ **Menus & Signage**: Add your Virtual Mobile Number to your menus and signage and your customers will be able to text in to automatically subscribe for your special offers.

♦ **Website & Facebook**: If your restaurant has it's own website or Facebook page it's fairly easy to get a 'subscribe' form added. This way, people can send you their numbers and you can just add them to your list.

90 percent of text messages get read within 3 minutes of delivery

ImpigeMobileStrategy.com

Mobile coupons receive 10x higher redemption rates than print coupons

GoMobileBook.com
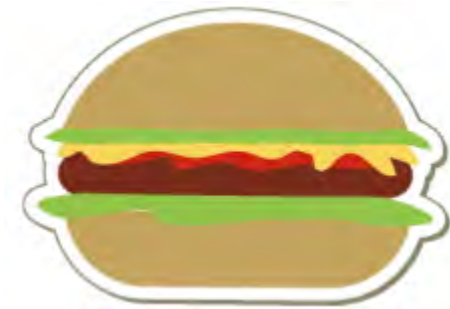
step three — it's all about the delivery

So, you've got your list and you've taken steps to keep it fresh with new customers getting added regularly - you're ready to start promoting your business.

Q: **How often should I send messages?**

A: You should probably limit your messages to no more than 2 a month, otherwise you might find yourself getting a lot of unsubscribes or get a reputation as a bit of a spammer.

Q: **When should I send messages?**

A: Obviously, you know your customers best but here's some tips: Weekends around 6pm are a good option - payday Friday especially. But also think about offers for "Midweek Meal Deals" etc. to get more business during quiet times; or target sporting events with themed deals when people might get together.

Offering subscribers an incentive like a free side on sign up could increase subscriber growth by 520%

step three — it's all about the delivery

Q: What should I send?

A: Your message should be relevant to both your business and your customers, but here's a few suggestions that have been known to work well...

Hi, stuck for something to eat tonight? Pop on down to Carlo's and we'll greet you with a free side when you order any main course - quote "Carlo123".

Got a full house for the game tonight? Why not sit back and let Chino's take care of the food with 2-4-1 on any large pizza. Call 0123 456789 - free delivery.

Live music tonight from 8pm @ The Pit, free entry! Call 0123 456789 to reserve a table and we'll throw in some free chips n dip as an appetiser.

measuring success — cost vs return

SMS is the most responsive and affordable marketing method available today and fastsms provide the best value for money service on the market - this means that you can run a pilot campaign to your customers with very little investment.

Typical costs:

♦ 3.5 pence + vat per text message sent (£35 for every 1,000 customers contacted)

♦ £99 + vat for a Virtual Mobile Number (this lets your customers subscribe automatically & reply to you)

Our current offer; use Promocode FOOD14

1,000 message credits & Virtual Mobile Number

£35 + vat

measuring success — cost vs return

There are a number of ways you can track the success of your SMS Marketing campaigns, keep in mind the goal of each message you send and you should be able to match it up to a measureable result.

- **Weekly takings**: Often, this is the clearest indicator of how well your business is doing. Remember, even if you can't directly attribute a sale to one of your campaigns you're creating brand awareness just by being active.

- **Code redemption**: Perhaps the easiest way to track the origin of a sale is whether they are quoting a special offer code. Think about using different codes for different messages so you can differentiate between broadcasts.

- **URL tracking**: If you're directing your customers to your website to make a booking or place an order consider using a URL shortening tool - these often provide basic tracking so you can see how many visited your site.

World foods section — success stories from around the globe

In 2013, American restaurant Carl's Jr saw a 19% redemption rate and a return of $14 for every $1 spent on an SMS campaign when they offered a $6 burger combo at half price.

New York Subway franchises sent out 13,000 text messages over the period of a few months and saw an average 9% redemption rate - significantly higher than the 1% redemption rate experienced with other direct marketing methods.

A Papa John's franchise in the UK sent a coupon to 8,100 customers who had previously opted in offering a pizza of any size for £6.99 (pick-up) or £8.99 (delivery). During this time, overall sales increased by 33%.

Texas Roadhouse offered a free appetiser to new list subscribers and saw a 17% redemption rate over 6 months. Evidence shows 44% of customers are willing to provide their mobile number in exchange for a reward, coupon or deal.

the recipe for success — where to start

The thing about running a successful SMS Marketing campaign is that it is amazingly simple. Fastsms provide everything you need to get up and running at an extremely affordable price.

All the software, information and 24/7 support is completely free - you really do only pay for the messages you send.

There's nothing to install or download, you just visit our website and login to our completely cloud based messaging platform.

So if you're ready for all SMS has to offer your business just follow these simple steps:

1. Create a free account with **fastsms**

2. Have a look around the system and ask any questions you have through our 24/7 Live Chat support

3. **Return to Step One** in this guide and follow it through to success

about fastsms ltd

Fastsms is the UK's leading provider of professional SMS solutions. We've been at the forefront of the SMS industry for well over a decade and during that time we've worked with some massive household names who have seen astonishing results through SMS Marketing campaigns.

A family owned and operated business, fastsms values simple, transparent pricing where everyone should have access to all features and as much support as they need - this is why we offer 24/7 support completely free of charge via phone, email & our extremely popular Live Chat.

Pop by our website for a chat and we'll be happy to talk you through your options.

Website: http://www.fastsms.co.uk/

Blog: http://www.fastsms.co.uk/blog.html

Telephone: 0800 954 5305

Email: helpdesk@fastsms.co.uk

Facebook: https://www.facebook.com/FASTSMSUK

Twitter: https://twitter.com/FASTSMS

LinkedIn: https://www.linkedin.com/company/fastsms

Google+: https://plus.google.com/+FastsmsCoUk

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