

# solutions 4 restaurants

## Database Marketing for Restaurants - Maximise Restaurant Revenues



### Main pointers:

- Low-cost database solution
- Easy to use
- Target individuals or groups
- Attractive eMail designs
- SMS Text capability

### Some quotes:

*Implement business strategies that are common in other industries but are ignored by most restaurants and bars, especially independents. These include ..... conducting regular marketing activities and using a customer database.*

**Caterer & Hotelkeeper**  
13 Jan 05

**CREATE A BUSINESS DATABASE** Find out names and contact details for local businesses in your area, and then whenever there are new specials, cocktails or promotions, you can let everyone know about it.

**Caterer & Hotelkeeper**  
17 Feb 05

*Build a customer mailing list by asking them to complete a feedback card, incentivised with a monthly prize draw. eMail them quarterly with special offers and events.*

**Paul West – Ignite Marketing,**  
July 2005

How do you tell ALL your customers about your special promotions and events? How can you attract customers during quiet periods?

**r-Campaign** has been designed to provide restaurants with a low-cost, yet powerful, database marketing solution. All you need is an internet connection and **r-Campaign** to send out attractive, eye catching promotions or newsletters. SMS messages can also be sent to targeted customers, to attract them to your restaurant at quiet times.

A range of additional modules are available to enhance the solution. These include eMail & SMS text marketing, eMail appointment requests, product catalogues and search engine marketing, all of which are designed to increase revenues by allowing you to provide a better service to both new and existing customers.

### Facts to consider:

- **53% of business users check their eMail six or more times during the working day**
- **34% of internet users check their eMail continuously throughout the day**
- **96% of internet users' main reason for being online is eMail**
- **The vast majority of your customers have eMail access and a mobile phone**

**r-Campaign** is an efficient eMail and SMS marketing solution designed to help restaurants reduce their marketing costs through cheaper and more effective communication with customers. Compared to the cost of printing and postage **r-Campaign**, can provide a tremendous long-term return on investment for any restaurant by reducing the cost of sending out promotions or newsletters to almost zero.

## It's Easy and It's Fast

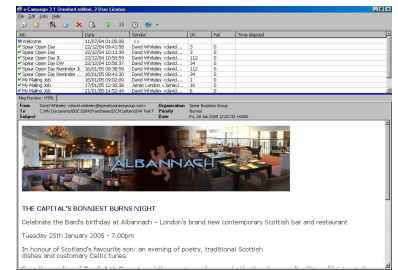
With your needs in mind, we have designed the **r-Campaign** solution to enable you to easily create promotional HTML eMails or SMS text messages to deliver personalised messages to your customers.

The main features of **r-Campaign** are:

- **Provides an easy to use database to store details of existing clients**
- **Allows targeting of customer groups (e.g. business customers)**
- **Includes a customised eMail template for your restaurant**
- **Ability to schedule and track individual, or batches of, eMail and SMS messages**
- **Website integration option through online subscription form**

The **r-Campaign** marketing solution helps you to maximise revenues and retain your existing clients by allowing you to communicate with them more often and at a lower cost than traditional print and post methods. It's easy to use and provides a highly targeted and effective approach to marketing for your restaurant.

Send an eMail TODAY to [info@solutions4restaurants.biz](mailto:info@solutions4restaurants.biz) and we will send you a sample **r-Campaign** eMail explaining how you can start targeting and communicating with your customers better.



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