

# A Recipe for Success

Real-life campaign examples from restaurants that are cooking with Constant Contact

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# Simplifying your online marketing dish

Let's face it: when it comes to online marketing, restaurants have a lot of options on their plates (pun intended!).

For starters, it seems like there's a new social media network emerging every month. Then, there are the new reports about how small businesses need to get ready for the mobile revolution.

Meanwhile, you're not supposed to neglect email marketing, Facebook, Twitter, online deals, Pinterest, or anything else, either.

If you don't have a full-time marketing department to help you sort through how to manage all these different channels, then it's easy to get overwhelmed.

By the end, we hope you'll have a better idea of what ingredients make up the best recipe for your own restaurant's online marketing.

## Contents

Gail Patrick's Café: Getting 10% of Business from Emails	...2
Galuppi's: Getting New Customers with New Deals	...3
Galuppi's: Saving \$500 with Every Email	...4
Sugaree's: Growing Fans & Business with Facebook Campaigns	...5
Serenitee Restaurant's: Expanding Audience Reach with Emails	...6
Cool de Sac: Rewarding Loyalty with Email, Deals and Facebook Campaigns	...7
Conclusion	...8

# Gail Patrick's Café: 10% of Business from Emails

## Nutrition facts

- Going from 0 to 800 contacts in one year
- Generating 10% of business through coupons

## Chef's story

In 2010, owners Gail and Patrick Filachione wanted to start marketing their restaurant online. They worked with David Fischer, Founder of marketing firm Solutions for Growth.

## Signature style includes...

- An editorial calendar for topics
- Local news
- Articles related to restaurant's food
- Coupons

## Pre-heating things with a contact list

At the start, the cafe didn't have a list. David and Patrick decided that the best way to build an email list was by offering customers something.

"Every month, people just fill out a little slip of paper with their names and email addresses, and they're entered into a raffle that can win them a free lunch," David explains.

## Chef's advice

"Everything you write in a newsletter has to answer one question: 'What's in it for the reader?'" David says. "That's my litmus test for email marketing."

## The ingredients for success



**Template:** Casual Dining Newsletter

The screenshot displays a newsletter for Gail Patrick's Cafe, dated July 2011. The header features a cornucopia image and the cafe's name. The main body is divided into several sections: a 'Hot days and cool dinners!' section with a 'Dear David,' salutation and a message about cool dinners; a 'Super Cool and Super Good!' section listing cold soups (Blueberry and sour cream, Strawberry, Gazpacho) and cool salads/entrees (Roasted eggplant and grape tomatoes, Fresh beets and mandarin, Fresh fruit salad, Curried lentil salad, Poached or grilled salmon with dill sauce, Sesame noodles); a 'Cool and Refreshing Anytime!' section promoting frozen yogurt and ice cream, featuring images of a yogurt cup and a Longford's ice cream sign; a 'Chappaqua Summer Concert Series!' section announcing upcoming events and providing details about the venue and ticket information. The footer includes a 'Free Side Dish' coupon for two entrees and a one-half pound of side dish, along with the cafe's address and contact information. A 'Click Here to Print this Coupon' link is also present.

# Galuppi's: Getting New Customers with Deals

## Nutrition facts

- 214 coupons sold in 2 weeks
- \$3,210 in revenue
- Acquired 36 new customers from the deal

## Chef's story

"We wanted to host a deal, but saw that most online providers wanted half of the revenue," Grant says.

## Signature style included...

- A \$15 coupon worth \$30
- Anyone who shared the deal with Facebook fans, tweeted it, or emailed it got another \$5 off

## The SaveLocal seasoning

Since Grant hosted this offer with SaveLocal, he only had to pay \$1 for each coupon sold, instead of splitting the revenue 50-50.

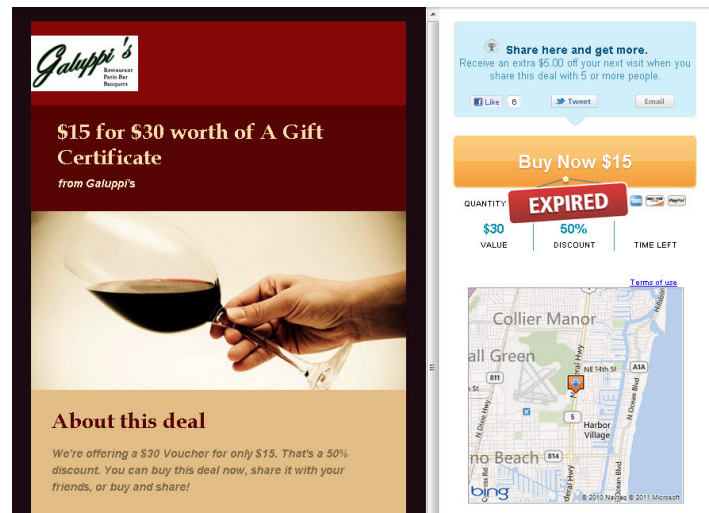
While Grant's previous deal provider would have charged \$1,605 for the same results, the restaurant only had to pay \$214 through SaveLocal.

"There were a lot of people coming in to redeem it, it was a great experience," he says.

## The ingredients for success



**Template:** Restaurant theme



"Constant Contact is already a big part of our internet marketing, so when we saw SaveLocal, it was a no-brainer."  
- Grant Galuppi, Owner

# Galuppi's: Saving \$500 with Every Email

## Nutrition facts

- Saved \$500 on newspaper ads with every email
- Grew a list from 0 to 7,000 in five years

## Chef's story

"We chose email marketing in 2010 because we wanted to start reaching customers and the online templates let us be as creative as we wanted," Founder Grant Galuppi recalls.

## Signature style includes...

- Events
- Specials
- Coupons
- A dash of fun facts

## Mixing in some list-building

Galuppi's initially grew a list of contacts very slowly.

"We had postcards that offered a free drink for people who signed up for our list," Grant says. "We also made sure people knew they would get special deals if they signed up. Over five years, that's helped us grow our list to 7,000 email addresses."

## Chef's advice...

Grant says that the key for restaurants using email marketing is to "not give up."

"You've got to start somewhere. Even a list of 100 contacts is 100 more customers you can reach than before."

## The ingredients for success



**Template:** Restaurant Grand Opening



**"Email Marketing is a free way to reach people, so we don't have to spend \$500 on a newspaper placement." - Grant Galuppi, Founder**



# Sugaree's: Growing Fans & Business with Facebook

## Nutrition facts

- 96 clickthroughs to the online order form
- Over 600 fans in one month

## Chef's story

January 2012 was when Sugaree's decided to get serious about growing an online presence.

"We really wanted a way to promote our online orders, and Facebook seemed like the way to do it," Manager Micha Foster says.

## Signature style included...

- An offer to fans for a 20% discount on cakes ordered online
- Photos of staff, the baking process, and more on the Facebook Page
- Facebook ads & emails to promote the campaign

## Stirring the pot

Since their first social campaign in the winter, Sugaree's has run six other campaigns that offer fans a chance to win a free cake.

These campaigns have netted a total of 217 fans, 468 email subscribers, and 79 shares, and guarantee that customers will stay engaged on Sugaree's Facebook Page.

## The ingredients for success



**Template:** Elegant Coupon



"We got an online order an hour after we put the campaign on our Facebook Page." -Micha Foster, Manager

# Serenitee Restaurants: Expanding Audience Reach

## Nutrition facts

- An extra 7,000 readers from social shares
- Open rate of 32.8%

## Chef's story

Since 2009, Jennifer Goulart Amero, the director of PR and marketing has been using email marketing.

"We have multiple restaurants, so Constant Contact has been huge in terms of branding."

## Signature style includes...

- Separate contact lists for each restaurant
- Job postings, photos, events
- Sharing emails via social share on Facebook and Twitter

## Subject lines, with a social twist

Jennifer has noticed that the better the subject line, the better the open rate and the share statistics. "You've got to give people a reason to open," she says.

Take, for example, an email from Serenitee Restaurant Group entitled, "168 Hours Until Beer Thirty," which netted an extra 7,000 readers through social media.

## Chef's advice...

"This was about relationships, because the beer distributors wanted guests to come to the restaurant too, so they shared the email," Jennifer says.

So, in the end, everyone won: distributors could share an exciting email, Serenitee got exposure, and guests got to visit during the special hour of Beer Thirty.

## The ingredients for success



Template: Asian



"Using the social share feature on Constant Contact boosted readership of one email by 7,000 readers." - Jennifer Amero, Director of PR & Marketing

# Cool de Sac: Rewarding Loyal Customers

## Nutrition facts

- 74 shares via Facebook, 21 via email, 6 via Twitter
- 105 coupons redeemed
- \$5,250 in revenue

## Chef's story

At Cool de Sac, Director of Marketing Vivian Conterio decided to try combining three Constant Contact tools to reward existing customers and entice new ones.

## Signature style...

- Offering a \$300 coupon booklet for \$50
- Using Social Campaigns to promote the coupons on Facebook, and using email marketing to promote it further
- Using Formstack app to monitor deal's list growth

## Spicing things up offline

Vivian decided to promote the SaveLocal deal in the restaurant, too.

She created a QR code for the deal's page and printed it out onto different postcards that she then propped up on table tents in each Cool de Sac restaurant.

## Chef's Take...

"We got a lot of shares, the reach was pretty high," Vivian says. "We wanted to reward our customers for being loyal and show potential customers how much we appreciate their business."

And, with more than 100 people sharing the offer, it seems like that message got across.

## The ingredients for success



**Templates:** Seasonal - Winter Card, General Interest theme, Basic Event

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from Cool de Sac

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**"We reached a whole new audience because of the social sharing of the deal."**  
- Vivian Conterio, Director of Marketing



# Finding the right recipe from the Constant Contact cookbook...

## ☐ **Reach Your Diners Where They Are Every Day: The Inbox**

Drive new and repeat business by reaching diners where they are every day: the inbox. Send targeted messages to your diners that get more people through your front door, more reservations, and more revenue.

## ☐ **Attract more diners by using Social Campaigns on Facebook!**

Get more business by marketing on Facebook. Turn fans into customers with promotions and offers that engage your existing customers and get new people interested in your restaurant.

## ☐ **Find Your Next Great Customer with SaveLocal**

Pack the house with deals that are good for your bottom line. Reward your loyal customers with coupons and get them to spread the word about your restaurant to their friends.

## Next steps:

Want to try one of these ingredients to help grow your restaurant?

Try Social Campaigns, SaveLocal, or Email Marketing FREE!

Visit [go.constantcontact.com/restaurant-marketing](http://go.constantcontact.com/restaurant-marketing) or call 1-866-289-2101.