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HOW TO
ESTABLISH
A PROFITABLE
CUSTOMER VIP
PROGRAM

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INTRODUCTION

Hello! My name is Brittney Garcia and just like yourself, I'm a local business owner.

Helping restaurants build systems to achieve consistent and predictable revenue is one of our specialties.

- Implementing customer-growth through a VIP club will produce a very successful strategy for the continued development of your restaurant.
- With a properly structured VIP club your business is predicted to increase over 30%!
- When you pair the VIP club with SMS/Text marketing, the power and control to drive more customers will be a game-changer.

This eBook is designed to walk you step by step through the principles of an effective SMS/Text marketing VIP club strategy and fully understand the process to integrate this program into your restaurant.

WHAT WE WILL COVER

- The psychology & elements of an SMS/Text offer.
- Exactly how to craft your messages & campaign killers.
- The different types of offers to run & best times to send.
- High converting restaurant campaign offers.
- List building & taking your campaign to the next level.
- Training of standard operating procedures for successfully running an SMS program.
- Specific case studies from actual clients.
- Common mistakes & how to avoid them.

Before we begin, please ask yourself these questions:

How often do you look at your cell phone?

Do you consider you cell phone to be an additional appendage?

When you get a text message, do you read it immediately?

A person's whole life is connected to their phone and when they need a product, food, or to plan a vacation the easiest thing to do is Google it (which is now a verb in the Oxford English Dictionary).

The psychology behind the three questions above is the core of a well-designed VIP/SMS program.

With a SMS/Text Marketing VIP program your taking it one step further by enticing customers to continually come back to eat at your restaurant!

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THE PROFIT LEVERS OF BUSINESS

How does your business make more money?

- Charge More: Increase prices
- Get More: Generate new customers, ongoing
- Sell More: Sell more to existing customers

Depending on the approach, the acquisition of new customers can be costly. Increasing prices is the unfortunate result.

Helping you discover the hidden untapped profit centers will maximize opportunity.

Most businesses do not utilize reselling to their existing customers. They focus almost exclusively on trying to get new customers.

The issue with this approach:

“It is generally recognized that **acquiring new customer’s costs between 4-to-6 times more** than to get existing customers back again”- Gartner.

Marketing metrics state that the chances of selling to new customers are 5-20% **but selling to existing customers it reaches 60-70%-Forbes.**

To communicate with existing and new customers you must collect their contact information.

Marketing to existing customers is ALWAYS profitable.

THE BENEFITS OF SMS/TEXT-MARKETING

Food Cost Control

Throwing away unsold food is a profit killer. Building a database of customers allows you to run last minute specials and profit from what would have been spoiled items.

Real-Time Live Marketing

Stagnant direct mail and print ads can take days or weeks!

VIP/SMS marketing is so powerful because it functions in real-time. The campaign flows and adapts to your business.

- Use real-time marketing when you've thought of an incredible offer and want to get it out immediately to your customers.
- The VIP/SMS marketing allows you to send real-time offers to customers.
- No other form of marketing can accomplish 'instant' results.
- Gone are the days of waiting for print advertising or needing the customer to bring in a coupon.

Cash Machine

The VIP/SMS program is like creating a personal ATM! A restaurant has the power to create business on demand.

Want more customers on slower days and times; create an offer to send to the existing list of customers you've collected on your VIP/SMS program.

This is POWERFUL!

Mind Reader Marketing

What do your customers need? Put yourself in their shoes for a minute and read the following example from a customer's perspective:

You are finally almost done with work! And just remembered.....that you didn't have time plan dinner after having so much fun arguing with a five-year-old who wanted to wear their Halloween costume to school. Ugh!!

What is on your mind? FOOD!

Whether your customer are parents, professionals, college kids, or companies staying one step ahead to make everyone's lives just a little more convenient goes a long way.

Take advantage of predictive behaviors or life malfunctions by sending your marketing to a specific demographic or choose to send at a specific time of day.

Frequency Enhancer

Do you have regulars that are coming in once a week?

Create an enticing offer so customers come in twice a week. Always give them a reason to come back as much as possible.

Text Marketing allows customers to be mindful of offers. Another way to look at it would be that your restaurant is planting a seed to each customer. If they decide to meet friends last minute, they will already have you in their mind. Craft marketing messages that result in additional customer visits to your establishment. Increased customer frequency means greater foot traffic and sales.

Asset

It takes time to build trust with customers. Repeat business offers the most value. A database of those loyal consumers is the foundation you will use to increase business.

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HIGH LEVEL OVERVIEW

Let's start by outlining the process you will use. Follow this sequence to build a successful mobile marketing campaign.

Here are the areas that will be discussed. As we move forward each subject will go into greater detail.

- **Training**
 - Associates need to be trained properly to effectively endorse your SMS Text-Marketing campaign.
- **List Building**
 - Learn to build a database of customers through strategic steps and promotion.
- **Promotion**
 - Learn how to start marketing to your audience once your customer list is built.
- **Tracking**
 - Learn how to track every offer and learn why tracking will be important to maximize and improve your marketing.
- **Creating Business On Demand**
 - Learn how to create additional business at will based on the strategic steps you have implemented.

Training & VIP Program Backing

You are responsible for the success and failure of your business, which includes facilitating your VIP/SMS marketing program.

Your Associates will only be as good as their training. If driving more business is something your restaurant needs and wants; bringing awareness and visibility to this program will need to be consistently conveyed.

You and your associates must recognize this is good for everyone. The bigger the list gets; more customers will come. Which means more profit for you and your associates!

If the staff shows no interest in talking about the VIP club, then why would the customers? The most common occurrence with failed VIP clubs (for restaurants and franchises too), is assuming the VIP club will sell itself. **It will not.**

Starting your campaign properly is vital to your success. Don't cut corners, going through this process will work and you need to be the MOST excited!

In the next section owners and managers will need to recognize that your associates are the lifeblood of success and failure when implementing a new program. Get creative with your associates. If they are responsible for gathering your customer list, make it worth it for them too!

MANAGER/OWNER RESPONSIBILITY

Your Backing:

Remind, remind, remind. Generally, it takes a customer a few times to hear something before purchasing. In this case, it will be your associates that will need reminding.

Shift meetings:

- Talk to the associates before every shift on promoting the VIP club to customers.
- Remind your crew that more customers = more tips!

Ending Promotion Dates

Use language that promotes a timeframe. Like “Limited Time” or “Today Only”.

- Having a contest is a great way to get your list going. A minimum of 60 days will allow your associates to promote the contest and get quite a few people on the list. Also, make sure there is an end: “The winner will be announced the first week in May”.
- A specific date gives you something to work towards, and it provides the 'scarcity' factor for customers to hurry up and opt for their chance to win. Choose this date and promote it hard!

Observe

Observe your associates as they interact with customers about promotions. “Have you been here before? Have you heard about our new amazing paperless promotions?”

A great idea would be to have the customer put the name of the associate when they enter the contest. This would give you an exact number and name of who is promoting the program.

Education: Ensure they are promoting with integrity and educate the customer and have them make it exciting. “While you are waiting, please have some fun entering our contest!”

Skepticism: If a customer is skeptical let them know they can opt out at any time.

Customer Information: Have the associates inform the customers that their information is for your restaurant's promotions only, their information would never be used for anything else.

Constant Awareness

This is your asset to create business on demand. You should be talking about ideas for contests or customer incentives and encourage your associates to come up ideas to encourage business as well. It's a win, win!

Having contests among the associates to help increase subscriber count. By making list-building fun, you allow your associates to generate better results in less time. You will also get better participation by offering a prize for the most opt-ins, etc.

Have Fun

The possibilities are endless getting your associates on-board to help create a marketing campaign. Being busy in a restaurant is great, so try not to overwhelm your associates with too much. You want them to be taking care of the customer.

If your restaurant has an Instagram see how many associates can get a picture with the customer with your restaurant's hashtag (this is a whole other conversation, we can have with you!)

Another example would be to hand out a certain number of cards to each associate. The associate with the least left at the end of shift gets some incentive or use other methods if your keeping materials to a minimum.

ASSOCIATE TRAINING

This is ABSOLUTELY the most CRITICAL component of your mobile rewards V.I.P club! The training you provide to your associate is the glue that holds a campaign together.

You want your associates to be able to quickly explain the program, answer any questions, and get customers signed up. There is a delicate balance because you don't want customers to be bothered.

Below is an overview training guideline you should follow. Make sure you understand this section so you will know how to coach your associates.

Trainer's Responsibilities

Your goal is to properly educate associates about the Mobile Rewards V.I.P. club. Your training should touch on the following topics:

- How to enroll in the program and the benefits
- Demonstrate role playing
- How to explain a campaign or contest/incentives to customers
- How to stop receiving messages
- Have ALL the associates pull out their phones and subscribe to the VIP club
 - This will give them hands on insight when explaining!

Suggested saying to customers:

- Do you know about our latest promotion?
- Have you already signed up for our VIP club?

This training should take approximately 15-30 minutes. The best way to get associates excited is to have the owner/manager get on the floor with them, even if it is just for the first week. This way owners/management will have worked with each associate. Allowing you to catch any mistakes in the beginning and coach the associate yourself.

Points to cover:

Once the training is complete, your associates will be able to communicate the following:

- How to subscribe/opt-in
- How to explain the campaign/incentive (contest) to customers
- Have you seen our latest promotion?

- Have you heard about our VIP club?
- Have you signed up yet?
- Do you like saving money and getting special discounts?
- Tell customers the key benefits of the mobile VIP club
- Able to handle common customer concerns
- Is this spam? - no
- Will my info be sold? - no
- Is this safe? - yes
- Will I receive telemarketer calls? - no
- Is it easy to opt out? - yes

ASSOCIATE RESPONSIBILITIES

Your associates can dictate success or failure of your mobile campaign. It's important you encourage and coach accordingly to ensure the best practices.

In the beginning of the campaign you should always observe and provide positive feedback for the following:

Does your associate talk about the mobile V.I.P. program with all their customers?

Does your associate educate the customer about the mobile V.I.P. program in a welcoming manner?

Do your associates help customers join the program if they are confused on how to join?

Does your associate understand how to properly diffuse skepticism?

- Telling the customers: "You can opt out at any time by texting stop."
- This program is completely safe as your information will not be shared or sold.
- This is an exclusive club to show appreciation for all our valued customers.

Does your associate speak about your program as an exclusive club that is only for valued special customers? If not, they should speak about the VIP. club in this manner to increase subscriber count.

List Building

The most important part of a successful VIP program is the list!

This section will cover:

- How to build a list
- Develop a high performing campaign

The Marketing Timeline – Results Expectancy

Before you can determine the analytics of your list, you need to build one! Here come the numbers, anyone else excited???

A general guideline in list building:

- Acquire at least 50% of your customers into a database in 30-45 days
- Within 45-90 days your target should be approximately 75% of your customers in your database.

Ideally, your goal should be as close as possible to 100% of the customers on your list. These are the people that know you, like you, and trust your business.

75% is an attainable and realistic goal because not everyone who walks through the door will sign up.

Why would they not want to be part of an exclusive V.I.P. club?

Let's not think about it that way. If 75% is a realistic goal, and 2000 customers come into the restaurant that means you have 1500 people on your VIP list. Not too shabby!!

Growing your database

Growing your database will occur in two phases: **internal and external.**

Internal

- The first phase is to build an internal database of your current customers because you will obtain the largest redemption rates from these patrons.
- This is true because your internal customers are your 'regulars.' These are the people that know you, like you, and trust you.

External

- External list building revolves around generating a database by leveraging any outside marketing you're doing.
- Overall response rates will be lower because these 'outside' subscribers are typically not your regulars, but they could be!
- No matter who the customer is the larger your list, the greater your results.

The quickest and most effective way to start your list is to give the customer a reason to join.

Give an immediate gift!

- Free drink
- Free dessert
- 15% off meal
- Kids eat free with adult purchase

Your consultant will help you craft an offer that generates the best response.

Next, let's focus on the external list.

- Do you engage in any outside marketing? Such as magazines, billboards, social media marketing, newspapers, or radio?
- If so, make sure to build a list leveraging these current marketing platforms by providing a text number different from your internal database text number. The reason behind this is tracking where your response is coming from.
- Again, your mobile consultant can help you with this.

SECRETS OF HIGH PERFORMING CAMPAIGNS

If there was just one thing you should take away from this guide it would be:

“The way you **start** a campaign impacts the **success or failure of a campaign.**’ You **MUST** start the campaign correctly. The core of your work implementing a text club is within the first 30-45 days of launching it. Your core goal is to build a list of customers fast.”

The **four criteria** of a successful campaign:

- Compelling offer
- Make it simple
- Make it immediate
- Make it generous

Your customers will be signing up for the campaign to join the VIP club. The only way they will participate in abundance, is if you follow the **four criteria**. Remember, you are getting a list of customers to reach whenever you want, so make sure to provide a generous offer to opt-in to the list.

Be VIP READY

Don’t launch your campaign until you are 100% ready!

Ensure you have marketing collateral throughout the restaurant to properly promote the VIP club. As a bare minimum, make sure the restaurant has table tents and a poster board at the register to promote the club.

You don’t need to go overboard, because the marketing will be done electronically, but you’ll need materials to show your customers that you have a new program valuing them as a customer.

List Building Ideas

Think of the things you already use and pay for in your restaurant. Because that is the goal, more customers without spending a fortune! Work smarter, not harder!

QR Codes

- Some QR codes can be created specifically for your mobile campaign. A customer simply scans the barcode and is automatically subscribed to your VIP program.
- You can put QR codes next to menu items that are the key focus to sell, table tents, windows, etc. Get creative!

RECEIPTS

- Put campaign info on receipts. A simple modification to the POS system is all it takes.

T-Shirts

- Having associates with funny t-shirts is always a winner!

POSTER BOARDS

- Big compelling signs as you enter the restaurant with campaign info.

CROSS PROMOTE

- This is a big one cross promote across social media channels. This is something we can do after you have your initial list.

TO-GO

- Create stickers on **TO-GO** containers, bags, or menus with campaign info.

EXISTING ADVERTISING

- Integrate into all your offline marketing-newspapers, billboards & signs, radio & T.V commercials, and any community outreach the restaurant does.

The easiest way is to simply promote the VIP club in the restaurant.

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THE INSIDE OUTSIDE APPROACH FOR LIST GROWTH

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 their ‘true’ customers. These are customers that already know, like, and trust the business. True customers are the people that are considered regulars; people that may come a few times a month to the restaurant.

A true list will produce redemption rates well over 15-20% as several of my campaigns have proved time and time again.

The core takeaway you should have about list building is this: The bulk of your customer list comes from inside the restaurant, then venture outside the restaurant for list building efforts.

Outside list building effort can include:

- Website: placing a ‘join our VIP’ club option on your website.
- Social media: asking fans to join the club through social channels.
- Improve existing advertising: add list growth opportunities by enhancing existing advertising. ***See below**

PROMOTIONS

All text messages are **not** created equal. You'll see the results in the form of people coming or not coming into the restaurant.

A great text offer is the difference between 5 people vs. 45 people. Which would you prefer?

You're limited to 160 characters per offer, so it's imperative you make every word count. Let's get into the specifics of adequately structuring a text message:

Identification

Always start any offer with the name of the restaurant **FIRST!**

Preferably in all capital letters, so there is no ambiguity wondering who this is from.

I typically put [RESTAURANT NAME VIP CLUB] as the header in all caps. The VIP adds importance as an 'insider community' type feel.

Immediate Delivery

After the restaurant name immediately produce the offer.

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. ***Depending on the text platform you use, some systems can automatically populate an expiration date.**

Exclusivity

The quickest way to have people **opt-out** of your list are boring and unappealing offers.

If you run offers that they can get anywhere, then what's the point of having a VIP club? You want to make the offers exclusive and unique to your restaurant.

We have a bunch of ideas to share with you, we don't want you to be boring!

Stop

IMPORTANT: No different than email, you must provide a means for the subscribe to unsubscribe from your list. example: [text stop to quit]. You must add a way for the customer to stop receiving your messages. You also must only build a list that is permission based. This means the customers must sign up themselves. Not following these rules are in violation of the TCPA (telephone consumer protection act) and can put you in jeopardy of being fined upwards of \$500-\$1500 per text message! Basically, the customer must opt-in themselves.

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TEXT MARKETING TIPS

Here are the do's and don'ts of restaurant marketing campaigns.

Infrequent Offers

Think of Goldilocks and the Three Bears on this one:

- Too Much: Once per day is too much...
- Too Little: Once per month is too little...
- Just Right! Once per week is just right!

What should you do?

As with any restaurant all situations change. You may find more frequent messages are desired.

An excellent way to gauge how many messages you should send is through tracking the customers that are un-subscribing on your list.

Test sending various offers and the responses of those offers (people coming in the door) vs. the response rate of sending less frequent offers.

As you start 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, and test some more! We typically suggest sending 2-4 messages per month.

Boring Offers

What are boring offers, you may be asking?

Make sure to only send exciting offers. Send offers that make people want to tell others. Every text should be an enticing gift. Remember that boring offers = unsubscribers.

Example: "Join our amazing VIP club for amazing deals!" There is no deal here, the customer is just being asked to join a program. BORING!!

Slang

Steer clear from the common text we initiate with friends- ttyl, imho, byob. Remember to stay to the point. You have 160 characters so.....just don't.

TYPES OF TEXT OFFERS

With every text, you should always be asking yourself “**what is the goal**”? Get Creative!

- Not every offer is the same and your intended outcome should drive the type of promotion to run.
- A common mistake some restaurants that engage in SMS/Text marketing make is treating all offers the same.
- Certain deals appeal to different audiences, and the restaurant is made up of multiple audiences.
- It is essential to match your messaging accurately with your audience and in accordance with your goal.

Here are some examples of different kinds of offers you may like to run:

Save More Text

- Show this text for \$__/ % off any combo
- Get \$10 off your total bill with the purchase of a seafood plate
- Take 20% off any meal with the purchase of an additional meal

Spend More Text

- Show this txt for a \$__ gift card when you spend more than \$__
- Free drink & side with purchase over \$20
- \$20 worth of food for only \$12
- \$__ off when you purchase any special

Get More Text

- One free app when you purchase 2
- Buy 1 fried chicken sandwich get 1 free
- Free dessert & side with the purchase of any plate
- Buy 2 plates get 2 FREE desserts

Exclusive Deals

- Wednesday only special. Free dessert when say the secret word of the day {insert secret word}
- Free side of fries with any meal when you say the word "VIP."
- Today only pulled pork 1/2 off!
- Get any sandwich, side, & drink for \$5 today only
- Family meal-get 3 desserts, 3 sides, gallon of iced tea, whole rack of ribs for \$30

Traffic Driver Offers

- Come in between 5-8pm & get __ {special offer}
- Come in between 5-8pm to get your entire order 25% off
- Bring a friend or family member between 12-8pm & get 2 drinks FREE w/ the purchase of an entree

Predictive Text

- Because of {local event, weather, special day} you need {your offer}
- Beat the heat! come cool off with a FREE iced tea on the house
- BBQ picnic day. get a BBQ dinner meal for only \$25. Includes dessert, a gallon of tea, 3 sides, & meat. Today only
- Off work special - get \$20 worth of spend for \$15 worth of food. Minimum purchase \$15
- CUSTOMER APPRECIATION TEXT- because we love ya we are doing {special offer}
- Tonight only. All you can Eat BBQ! Only \$10.99. Show text to claim offer
- Buy 1 entree get 1 Free! Today only. Show text to claim offer
- Customer appreciation! come hang out with us. \$10 per person, kids \$5. Music, games, food, fun!

Event Build Up

- Send a text to promote a big event
- Restaurant cookout, eating challenge
- Customer appreciation days

- Special event is coming up such as Mother's Day, Birthday's. Send a text to remind them
- Live Music

Contest Text

- Text to win Thursday! Winners will win FREE lunch today. Play now!
- Giveaway during Superbowl
- Halloween Costume Contest

Note: The type of text offers you can send are limited to your SMS platform. We use a platform built by experts from the ground up on "what works". There are not many text-marketing platforms that come close to what ours is capable of. You can learn more about it [HERE](#).

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TRACKING

Measuring the effectiveness of your mobile campaign. You're missing out if you're not analyzing your data. By tracking the offers you're sending to customers find what was successful and what areas need improvement.

Calculate your ROI from the VIP/SMS campaign, see just how much \$\$ you are making!

- For example, suppose you ran an offer where the customer could get a \$20 large pizza 50% off, and it ran for one day.
- At the end of the day, your count shows you sold 50 pizzas. If you'd sold them at full price that would have been \$1000. Calculating your actual revenue collected, simply consider the discounted price. For example -50 pizzas sold at \$10 = \$500 true generated revenue.
- How many more people came in just for that offer?
- Another way to compare revenue is to start tracking, (if you don't already) what your sales are before and after this program is implemented.
- As you try different offers and keep careful records, this close tracking of your offers will allow you see what offers your audience responds to best and provides constantly- improving guidance about how to best market to your audience.
- Tracking these redemptions is simple. You can do it two ways: a simple tally system or using your POS (point-of-sale) system.
- If you want to manually track, just get a piece of paper and make a tally mark every time a customer shows the text offer on their phone. Or you can create a special offer button if your POS system allows.
- Additionally, make sure to note the date, the time of day when the order was broadcast, and make a note of the list size at the time the offer was sent.
- Good tracking will result in more effective future marketing for your business and gives you the best return on your marketing investment.

In summary, track the following:

- The offer
- The discount

- The number of people receiving the offer (ie: current list size at the time of offer)
- The date
- The day of the week (perhaps)
- The time of day that the offer was sent out
- Redemption count
- Total revenue generated by the offer

SUMMARY AND CONCLUSION

As you can see, implementing a successful mobile marketing campaign involves detailed attention.

The most important aspect is to make sure your program gets started correctly and closely monitor your key performance indicators for a successful SMS program.

Additionally, a mobile marketing consultant may be able to assist in the responsibilities listed in tracking and optimizing of your mobile marketing campaign. Stick closely to the recommended best practice steps listed in this manual to avoid common causes of failure or lowered results.

We wish you the absolute best success with your mobile VIP club!

Do You Have Questions or Need Help?

This eBook provides everything you need to know about setting up, managing, and profiting with a VIP/SMS Text marketing program. Most restaurant owners don't have a lot of free time but want to generate more business. Many restaurants are missing the technology component; we can further explain how this program not only creates revenue but will save you time!

We offer a start to finish program that will kick-start your VIP/SMS Text campaign. Once started we can let you take the wheel or help you keep a part of your sanity intact! Please [click here to learn more!](#)

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BONUS: Specific Campaign Offers & Case Studies

Here are my top 3 highest converting campaigns for restaurants. I've included the offers we ran and the results of the promotions. Here you'll notice I have four different types of restaurants listed. The names have been removed for privacy in this eBook.

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 truest customers. As the campaigns progressed, adding the people from the 'outside', variation of offers and send times of offers as well as 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.

<p style="text-align: center;">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: 24%</p>	<p style="text-align: center;">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%</p>
<p style="text-align: center;">AMERICAN LOCAL RESTAURANT LIST SIZE: 167 customers TIME OF TEXT SENT: 9:30 am DEAL RAN: Buy 1 Cheeseburger get 1 Free. Today only REDEMPTION COUNT: 51 REDEMPTION PERCENTAGE: 30%</p>	<p style="text-align: center;">COUNTRY CAFE LIST SIZE: 603 customers DEAL RAN: Buy 1 get 1 w/purchase of 2 drinks REDEMPTION COUNT: 63 REDEMPTION PERCENTAGE: 10.5%</p>

**Few areas to note: notice I typically keep the message send time consistent. It's important to test different send times. Varied send times can affect response rates. For instance, we usually send offers around 9:30 am -10:00 am because we want the subscriber to make their lunch decision to dine with the restaurant. If you send a message at noon, chances are, the customer already knows where they're eating for lunch. You must think through the decision's customers would make. Eventually, your restaurant will form a personality on its own, and you will learn exactly how to market to this personality. Historical data and testing are the key to your success!