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DIGITAL MARKETING CONFERENCE
A Commercial Strategy Event

hsmai · PHUKET HOTELS ASSOCIATION

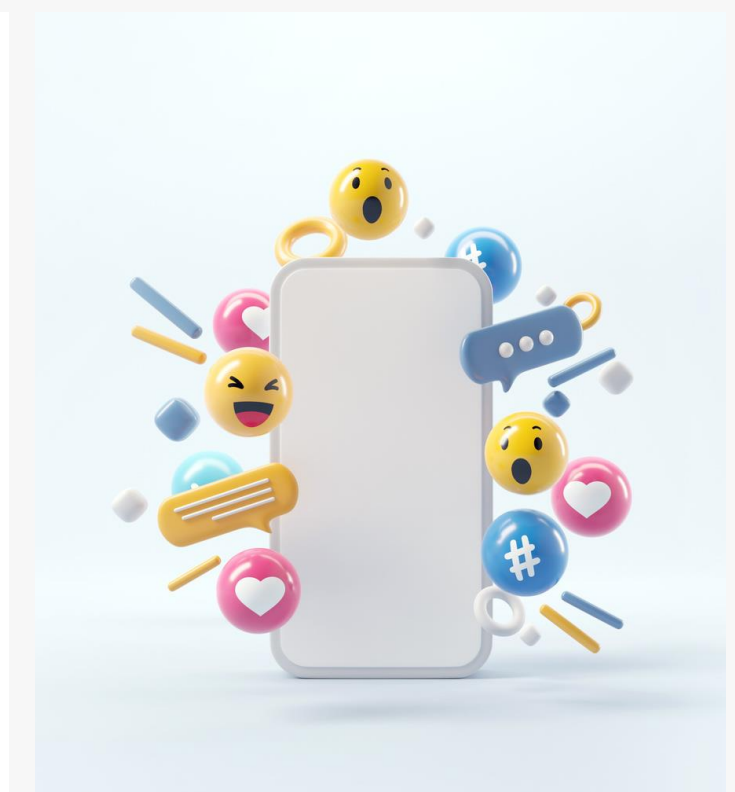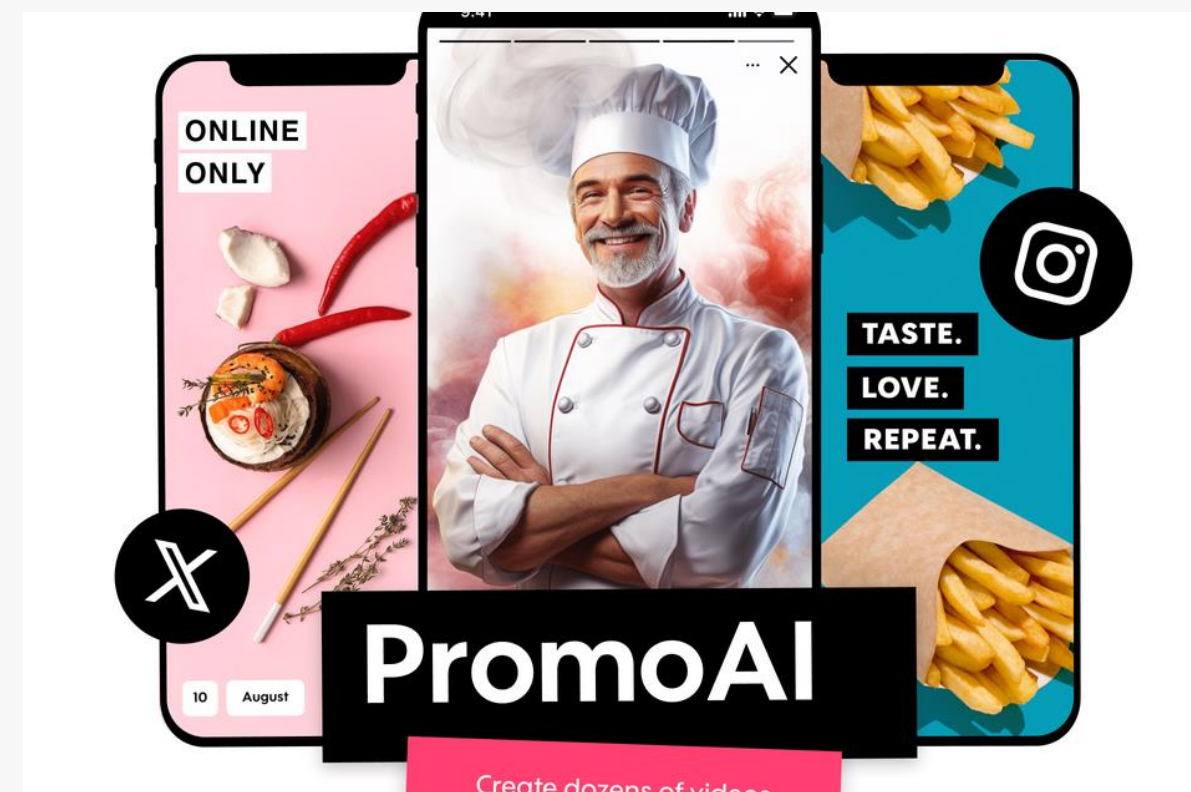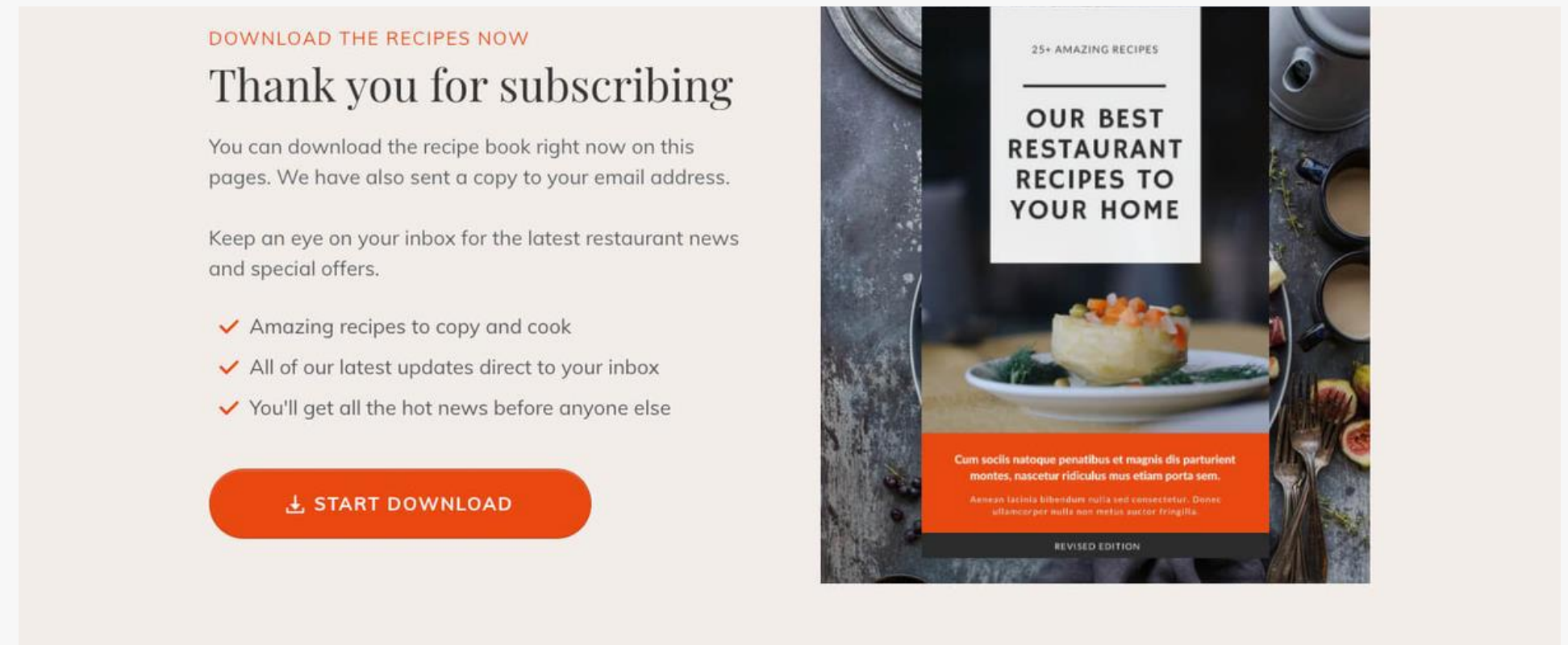**M SOCIAL HOTEL PHUKET** 10 October 2024

ON THE MENU TODAY

- What Marketing Automation is

- Why it matters to the hospitality industry

- How guest data is used in marketing automation

- The different types of marketing automation

- How to create memorable moments that turn guests into regulars

- How to measure the success of your marketing automation efforts

WHAT IS MARKETING AUTOMATION?

- Leverages technology to put your restaurant's marketing efforts on autopilot

- Freeing your team up to provide the memorable service experience that technology can't replace.

- Automates repetitive tasks such as email marketing, social media posting, and even ad campaigns

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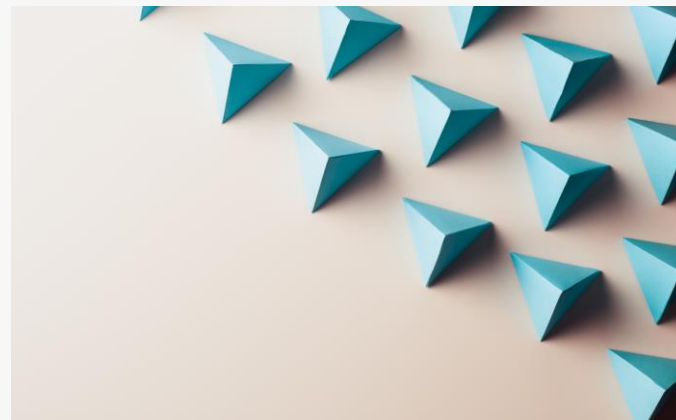10 August

BENEFITS OF MARKETING AUTOMATION

Time Savings

Repetitive tasks that software can handle

Cost Savings

Spend less on labor and professional services

Consistency

Critical outreach efforts enable consistent contact with customers

Increased Customer Retention

Customers receive regular reminders, updates, and offers

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Why Does Marketing Automation Matter to the Hospitality Industry?

- Customers are **40%** more likely to spend more than they had planned when they are presented with an individualized experience.

- Personalized marketing efforts have been shown to increase return visits for full-service restaurants by **6-12%** and quick service restaurants by **8-20%**.

- **Six in ten** small businesses report that returning customers account for more than **half of their sales.**

- **A 5% boost** in customer loyalty can lead to a **95%** increase in sales.

The good news is: with the assistance of automated marketing software, there's no limit to the customized messages, offers, and invitations you can send customers to provide the personalization that will turn them into loyal, high-spending regulars.
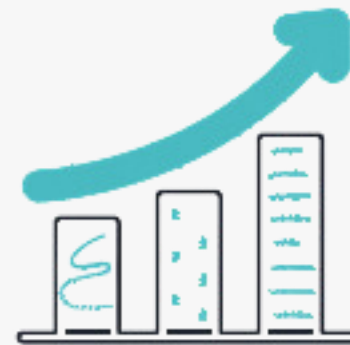
The Benefits of Marketing Automation for Restaurants

More Memorable Guest Experiences

**Fact:** Nearly 7 in 10 customers won't return if they feel apathety

Automation: makes it easy for restaurateurs to make guests feel special before, during, and after a dining experience – at scale.

Higher Profit Margins

Fact: About one third of a restaurant's revenue goes towards paying staff.

Automation: automates mindless, repetitive marketing tasks, your team is free to focus on initiatives that require the human touch.
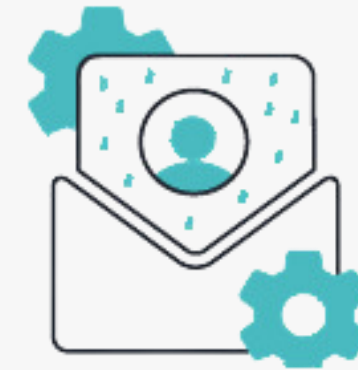
More Repeat Business

Fact: Personalized marketing efforts increase return visits for restaurants by 6-12%

Automation: ensures that every diner receives reservation reminders, birthday offers, feedback surveys, and other marketing messages, consistently

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HOW GUEST DATA POWERS MARKETING AUTOMATION

BETTER CUSTOMER INISGHTS =
BETTER TARGETING

Customer relationship management (CRM)
software is the hub of any marketing automation
program.

It's where restaurants gather information about
their guests, like dining preferences and order
history, and use them to build guest profiles.

LOCAL

HIGH SPENDER

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HOW GUEST DATA POWERS MARKETING AUTOMATION

WHERE CAN YOU GET AND COLLECT CUSTOMER DATA

- Reservation Platform
- Online Orders
- Walk-ins
- Anecdotal Information On-premise
- Wifi Login Portal
- POS Data

HOW GUEST DATA POWERS MARKETING AUTOMATION

GUEST DATA YOU NEED TO COLLECT ABOUT YOUR GUESTS

- Name
- Contact Information
- Special Dates
- Dining Preferences
- Spend History
- Order History
- Feedback and Review

HOW GUEST DATA POWERS MARKETING

AUTOMATED RESTAURANT REVENUE MANAGEMENT SOLUTIONS

COVERS	TABLE OCCUPANCY	SEAT OCCUPANCY	AVERAGE CHECK	REVENUE	REVPASH
349	**11.22%**	**5.40%**	**$33.38**	**$11,650**	**$2.33**
month-to-date : 1569	month-to-date : 10.9	month-to-date : 6.12	month-to-date : 32.99	month-to-date : 51760	month-to-date : 2.59

Item ↓	Course	Sold ↓	Menu Price ↓	Actualised Price	Item Gross Profit	Total Sales ↓	Sales Mix	Revenue Mix	Contribution Margin ↓	Profit Contribution	Popularity Contribution
Lunch $35 Nett ↗	Main	65	$29.19	$29.19	$29.19	$1,897.35	10.32%	16.29%	$1,897.35	High	High
Dinner $45 Nett ↗	Main	63	$37.53	$37.53	$37.53	$2,364.39	10.00%	20.29%	$2,364.39	High	High
Tiger (Full) ↗	Alcoholic Beverage	34	$14	$14	$14	$476	5.40%	4.09%	$476	High	High
Happy Hour $10++ ↗	Alcoholic Beverage	20	$10	$10	$10	$200	3.17%	1.72%	$200	High	High
Vittal 750ml ↗	Non Alcoholic Beverage	19	$8	$7.66	$7.66	$145.6	3.02%	1.25%	$145.6	High	High
Purezza ↗	Non Alcoholic Beverage	16	$2	$1.93	$1.93	$30.8	2.54%	0.26%	$30.8	Low	High
Americano(Hot) ↗	Non Alcoholic Beverage	14	$6	$5.83	$5.83	$81.6	2.22%	0.70%	$81.6	Low	High
Pork Knuckle (Half) ↗	Main	12	$24	$22.6	$22.6	$271.2	1.90%	2.33%	$271.2	High	High
Promo Aperol ↗	Alcoholic Beverage	12	$10	$10	$10	$120	1.90%	1.03%	$120	High	High

HOW GUEST DATA POWERS MARKETING

AUTOMATED RESTAURANT REVENUE MANAGEMENT SOLUTIONS

Course	Sold	Avg Check	Course Rev of Overall	Top performance	of revenue	Bottom performance	of revenue
Alcoholic Beverage	171	$14.73	21.29%	FB Cariza Totto	24.31%	Marie Jean	7.19%
Main	338	$25.01	71.5%	Leomar Abayon Matnog	41.64%	TabSquare TabSquare	0.26%
Set Menu	1	$48	0.41%	FB Cariza Totto	100%	FB Cariza Totto	100%
Starter	5	$23.04	0.97%	Navendaran Thirunathan	41.67%	FB Cariza Totto	16.67%
Non Alcoholic Beverage	119	$5.79	5.83%	Marie Jean	33.2%	TabSquare TabSquare	0.81%

Server Name : FB Cariza Totto	Cover : 15%	Revenue : 15%	Avg Check : $34.03	
Course			**Item**	

Course	Sold	Avg Check	Vs Team Check	Course Rev of Overall (%)	Performance
Alcoholic Beverage	38	$16.11	$1.38	24.31%	Top performer
Main	41	$21.81	($3.21)	10.57%	Improvement needed
Set Menu	1	$48	$0	100%	Top performer
Starter	1	$19.2	($3.84)	16.67%	Bottom performer
Non Alcoholic Beverage	29	$6.77	$0.98	28.49%	

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TYPES OF MARKETING AUTOMATION

EMAIL MARKETING
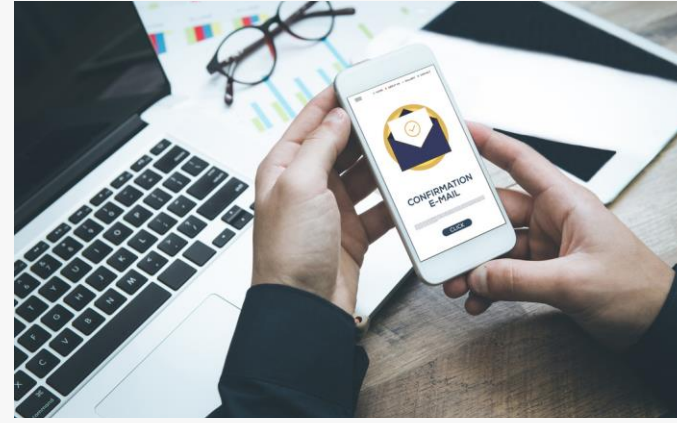
Confirmation & Reminder Emails

Great opportunity to collect guest preferences and special occasions

Feedback Surveys

Opportunity to improve the dining experience

Birthday and Anniversary Offers

Email with an offer in advance to entice them to celebrate with you

Evergreen Engagement Emails

Emails that are triggered by milestones – "We Miss You" email 60 days after a visit or order

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TYPES OF MARKETING AUTOMATION

SMS MARKETING

Confirmation & Reminder Texts

Opportunity to inform about upcoming events, menu changes, and announcements

Feedback Surveys

Send customers a link to a mobile optimised survey after a visit

Birthday and Anniversary Offers

Invite guests to celebrate their special occasion with an offer a freebie

Evergreen Engagement Emails

Offer shortcuts for making reservations via text

3:48

Five Figs

Text Message
Today 3:16 PM

It's Your Special Day
fivefigs.com/birthday

Yay, it's your birthday month! Need plans? Join us to celebrate your special day and you'll receive a complimentary cake on us!
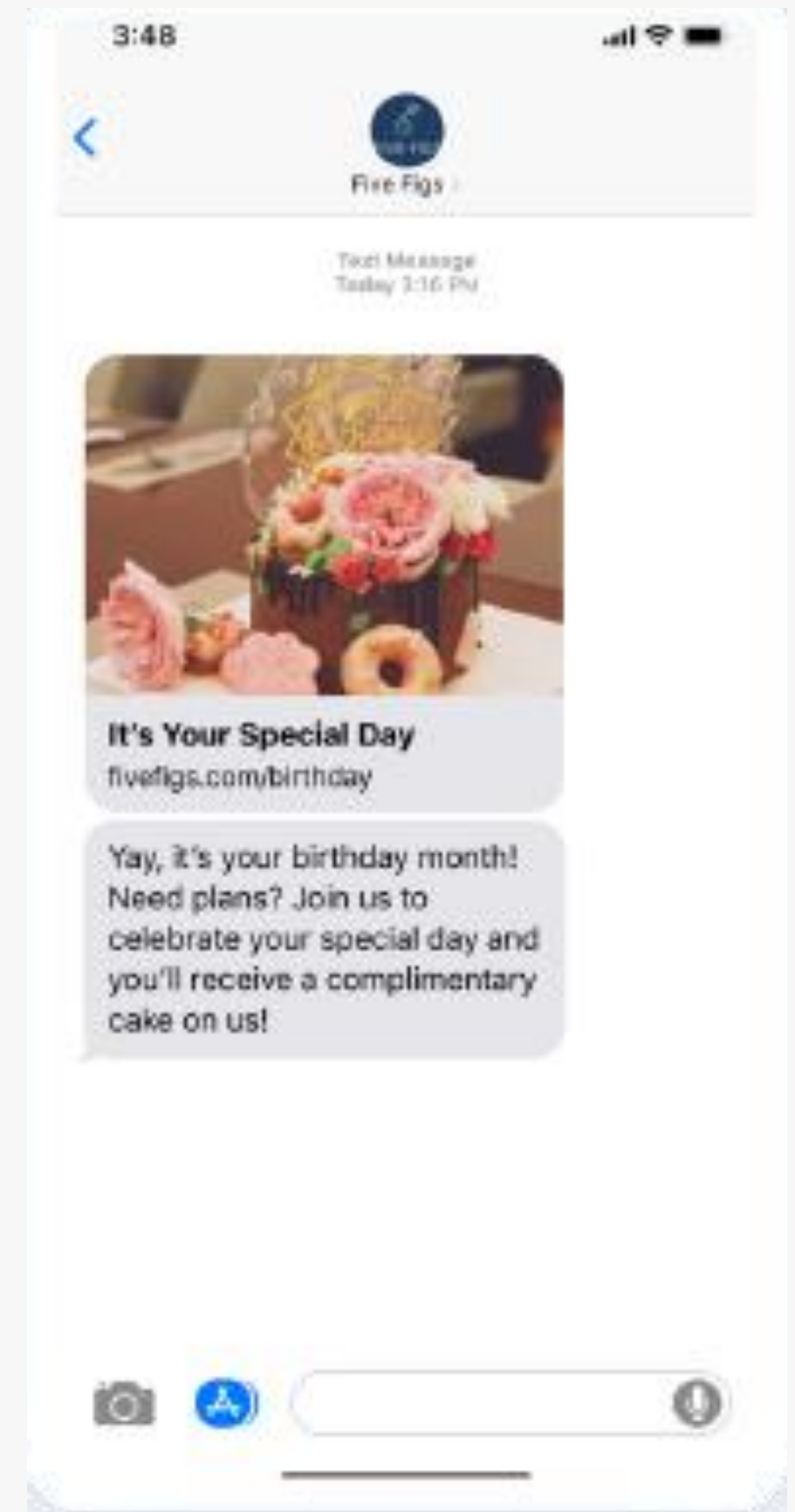
TYPES OF MARKETING AUTOMATION

AUTOMATED LOYALTY PROGRAMS

Digital Loyalty Programs

Incentivize repeat business and larger order values through gamification

Digital Milestones

Track guest activity for number of visits, amount spent, or other milestones

Redemptions

Guests can then redeem these points for freebies, gift cards, and perks.

Automate, automate, automate

All aspects from point tracking to reward redemption can be automated

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TYPES OF MARKETING AUTOMATION

SOCIAL MEDIA

Aggregate Questions

Use social media management platforms l to gather incoming questions and comments from all of your social accounts into one place.

Being able to respond to all inquiries from one dashboard can save your team lots of time.

Schedule Posts

Use a social media marketing tool to plan and schedule posts in bulk at the start of each month.
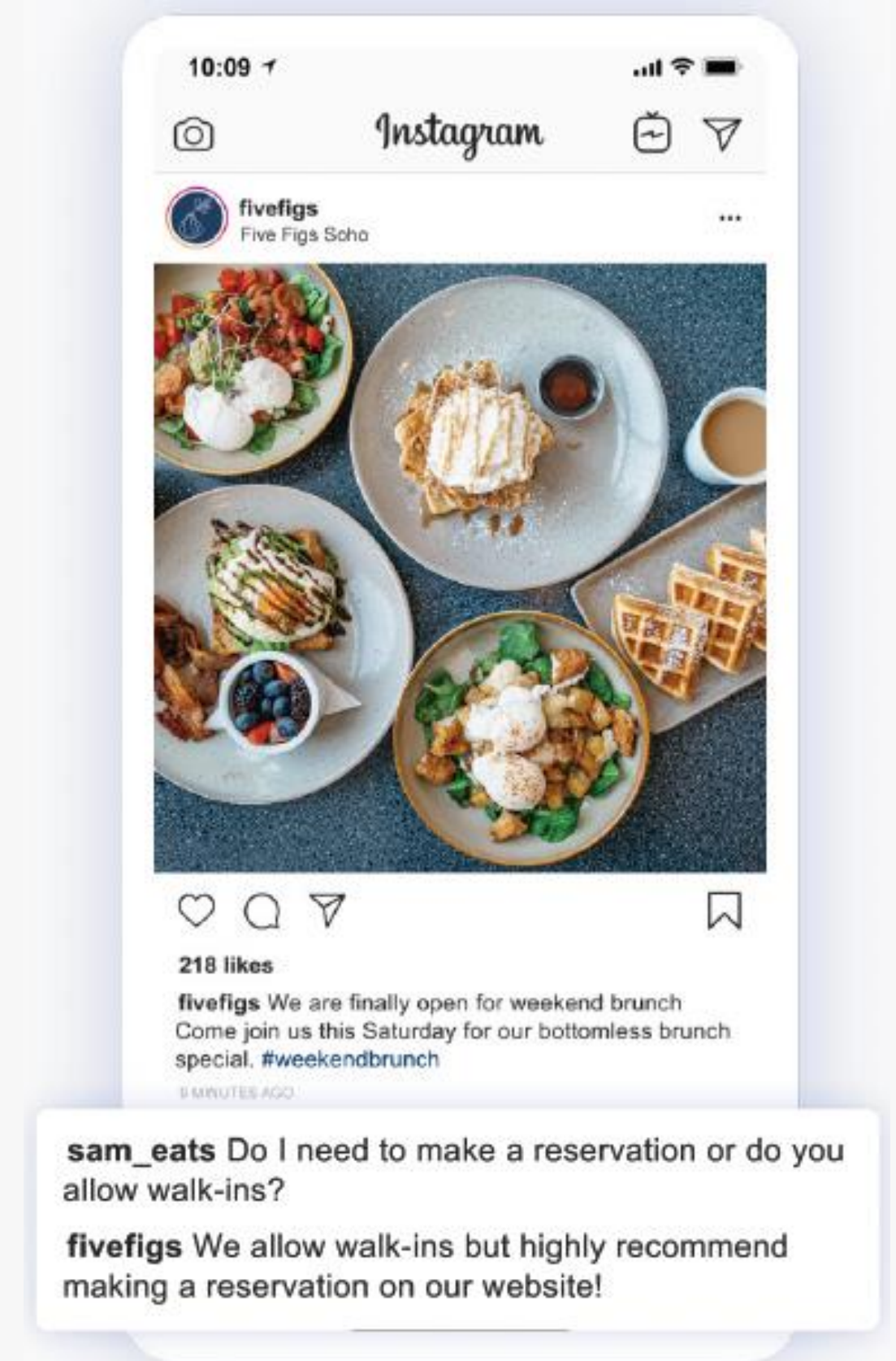
Review Aggregation

Rather than having to visit your TripAdvisor, Google My Business, and Chope profiles to read and respond to customer reviews, you can use a review aggregator to see and respond to all incoming reviews in one place

MAGIC IN DINING ROOM

Automation technology can update your CRM and guest profiles to highlight important details about a guest and reservation or order so that staff is in the loop and can provide a memorable experience.

MEASURING SUCCESS

- Prove success to key stakeholders and investors
- Forecast revenue
- Inform future marketing campaigns and A/B test current ones
- Inform business decisions like expansion and new menu items

Email Open and Click Through Rates (CTR)

Repeat Orders

Repeat Reservations

Value of Repeat Business

Customer Lifetime Value (LTV)

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CASE STUDY

Brodeur's BISTRO

Brodeur's Bistro decided to explore reservation and marketing solutions that would help them effectively meet the changing needs of their clientele, while building a direct relationship with these loyal guests.

Through the automated review and response email campaign, Brodeur's Bistro was able to solicit and immediately respond to all guest reviews. For satisfied and unsatisfied guests alike, this provided the reassurance that their voices were being heard.

As In Good Company ("IGC") expanded from one to eight locations, they realized the need to improve their technology systems to revamp guest experiences across the organization and automate marketing to save time.

To stay competitive in the New York market, IGC implement a new reservation, seating and guest management platform that connects all their locations and enables personalized guest experiences and hyper-targeted automated marketing campaigns.

As a result, Brodeur's achieved:

- In the first month alone, these emails drove **nearly $4,000 in additional revenue**

- **9,000 guests** added to the database

- Email open rate reached **65%**

As a result, IGC was able to:

- Drive a **400% increase** in their guest database

- Achieve a **68% increase** in email marketing open rates

- **Deliver highly personalized service** across all restaurant locations

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