

# TEXT MARKETING FOR RESTAURANTS

GROW YOUR LIST AND INCREASE REVENUE WITH TEXT COUPONS





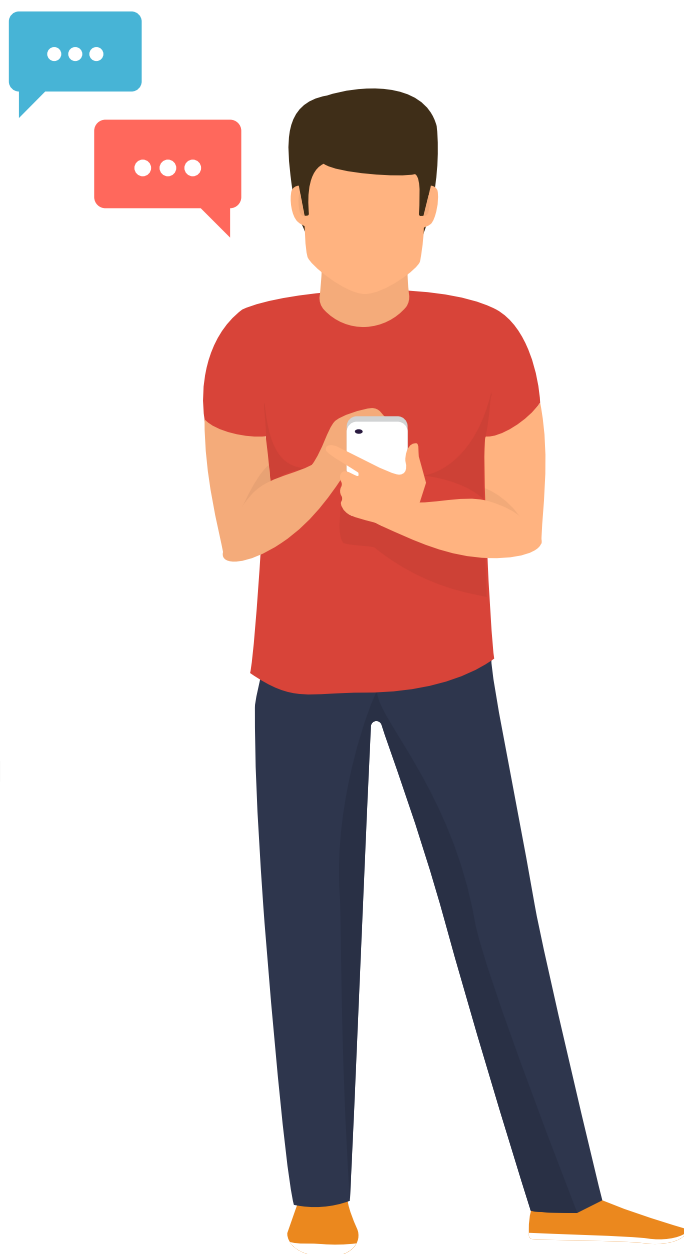
# RESTAURANT TEXT MARKETING

**GROW YOUR LIST AND INCREASE  
REVENUE WITH TEXT COUPONS**

Advertising via text message (also known as SMS marketing) lets you promote your products and services on the one device your customers use every single day - their cell phone. Sending text ads to your subscribers not only keeps your business top of mind, but it also builds trust and increases brand loyalty.

Customers are so used to their email inbox being flooded with spam and unwanted advertising that it's hard for your emails to stand out and get opened. On the other hand, most of us can't wait to open a text message. In fact, most text messages are read within just a couple of minutes of being received.

This is good news for restaurants sick of being the small fish in a sea of email spam. The text message inbox is far less cluttered and knowing that the message is short, most people open and take action on a text message immediately.





# RESTAURANT TEXT MARKETING

**GROW YOUR LIST AND INCREASE  
REVENUE WITH TEXT COUPONS**

Not only have text subscribers opted in to hear from you, but they are also going to open and interact with your message fast. A high level of responsiveness is how restaurants quickly leverage the benefits of text marketing.

## **Consider these facts:**

- *People always have their mobile phones with them.*
- *Text messages are reliable and have an unmatched open rate.*
- *There is less spam in the text message inboxes.*
- *Text marketing is affordable and offers a high return on investment.*
- *The conversion ratio of text messages is more than any marketing strategy.*
- *SMS (160 characters) and MMS (multimedia) messages can be customized and feel personal.*





**SMS**

## **WHY RESTAURANTS USE TEXT MARKETING**

Businesses large and small spend billions every year on marketing. Whether it's print, television, radio, or digital marketing, there is a need to create touchpoints wherever customers spend their time. For small and local businesses like restaurants, text message marketing may be the best marketing option to achieve this goal.

When a restaurant wants to send out promotions and coupons to customers and get that message seen immediately, they use text message ads. With SMS marketing, customers don't need to be on the computer, watching TV, or listening to the radio to find out about your promotion. Wherever your customer is, their phone is on them notifying them that another text message has come in.

**78% of consumers say  
that SMS marketing is  
the fastest way to  
reach them.**

(Transaction Messaging Consumer Report)

Statistics for 2020 show that over 65% of Americans check their phones up to 160 times daily (reviews.org). Whether it is phone calls, text messages, social media, or email, people are addicted to checking their phones.



**SMS**

## WHY RESTAURANTS USE TEXT MARKETING

With the expectation that a text message will be short and require an equally small amount of effort and time to reply to, text messages are rarely ignored. A recent report from MobileSquared found that 90% of SMS marketing messages are opened within 3 minutes. That number goes up to 99% when looking at the number of text marketing messages opened within 20 minutes!

**99% of text messages are opened with 20 minutes!**

Compare that to email marketing open rates that fluctuate between 13% and 18% depending on the source and it's easy to see why restaurants from pizza joints to global chains are using text messages to communicate with their customers.





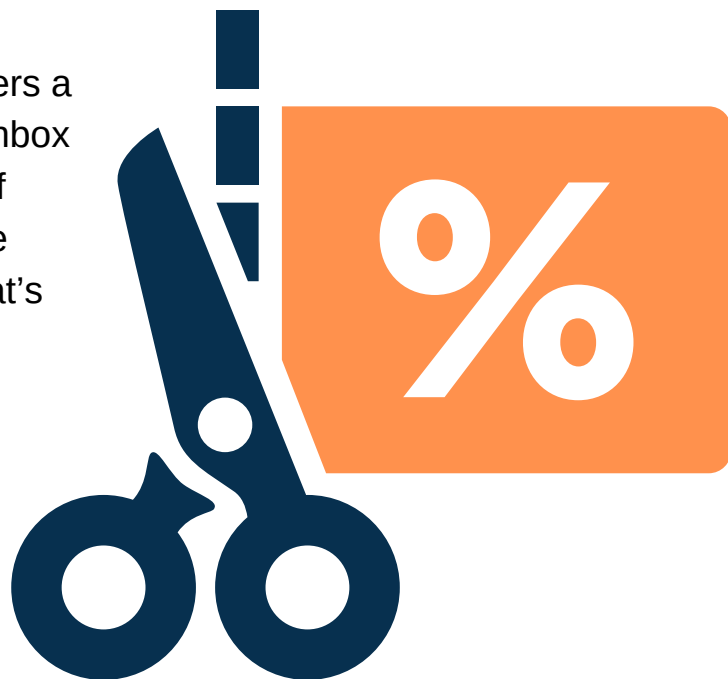
# THE #1 WAY TO GROW TEXT SUBSCRIBER LIST AND INCREASE REVENUE

Restaurants of all sizes see subscriber growth increase exponentially when offering an incentive for customers to opt-in to text marketing programs.

Thinking of all the unwanted emails hitting our inbox daily, there is a natural resistance to letting companies into our uncluttered and federally protected phone message system.

Coupons, deals, and rewards give customers a reason to allow you in their text message inbox that they are checking upward to dozens of times a day. Coupons and promo codes are highly effective at getting the opt-in, but that's not the only benefit.

Coupons are easy to create, customizable, and trackable. The right text marketing provider makes this process fast and easy, promoting your coupon or other text opt-in incentive on your website, in ads, or with printables you can hand out with orders.



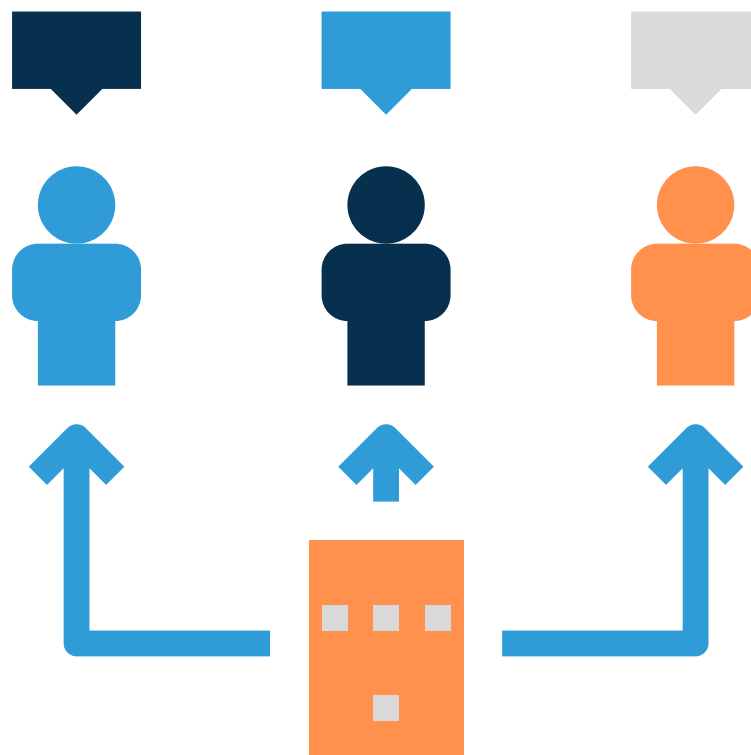
Tracking which customers received a message and which one redeemed the offer by clicking a link or showing the offer in-store is especially beneficial for restaurants who want to make informed decisions on how to improve promotions.



# THE #1 WAY TO GROW TEXT SUBSCRIBER LIST AND INCREASE REVENUE

With an attractive coupon or incentive at the ready, there are several ways restaurants can grow a text subscriber list to broadcast future promotional text messages to hundreds and even thousands of interested customers:

- **Website pop-up or widget**
- **At the register**
- **During online checkout**
- **Send a referral link to existing subscribers**
- **In-store or on-site kiosk/tablet with an opt-in form**





# GETTING TEXT SUBSCRIBERS THE RIGHT WAY

Text marketing and advertising are permission-based, meaning your customers have to consent to receive your ads or messages on their phones. There are two main ways to get customers to consent to receive text messages from your business:

- 1. Online Opt-In allows a customer to enter their phone number on a website form that clearly states that by doing so, they are subscribing to your text message campaigns.**
- 2. Mobile Opt-In lets customers use their mobile phone to text a word specific to your business, knowing that action enrolls them in your text message campaigns.**

If you're new to text message advertising and SMS marketing you may not know that there is a right and wrong way to get phone numbers and subscribers. Much like email marketing, there are rules set forth by the Telephone Consumer Protection Act (TCPA) and Cellular Telecommunications Industry Association (CTIA) to protect customers and non-customers. Violations can result in text campaigns being suspended by wireless carriers and consumer lawsuits against your business for up to \$500 per text message.

**Use these links to learn more about compliance:**

[TCPA](#) stands for [Telephone Consumer Protection Act](#), a federal law passed to protect consumers from bothersome intrusions like canned telephone calls and texts.

[CTIA](#) is the [Cellular Telecommunications Industry Association](#), and compliance includes best practices for SMS, multimedia messaging service (MMS), and free-to-end-user (FTEU) shortcode programs. The objective of CTIA compliance is to provide the best customer experience for end-users.





# GETTING TEXT SUBSCRIBERS THE RIGHT WAY

Here's a quick break down on the correct way to get text subscribers...

## #1

The TCPA requires a business to receive written consent from individuals before sending any text message to them **BEFORE** even one text message is sent. That means you **CANNOT** send a text message asking for the opt-in for text messaging because that is a violation of the rules.

## #2

CTIA audits text message campaigns looking for a privacy policy, a link to terms and conditions, a “stop” keyword being offered, and a mention that message and data rates may apply. If those best practices aren't being followed, your wireless carrier could block or stop your texts.

## #3

Look for text marketing providers who care for your business and your customers by following federal guidelines and best practices that protect both you and the subscriber.



# CONNECTING WITH CUSTOMERS WHO WANT TO BUY

A majority of marketing strategies are only effective if you can broadcast your message or offer to large sums of people. That approach requires investing heavily in getting your messaging in front of as wide an audience as possible.

Text marketing, like email marketing, requires the customer to opt in to participate in receiving messages. That opt-in demonstrates a direct interest in what your business has to offer. No more wasting time or money marketing to people who aren't interested when you can tailor messaging to engage customers already invested in trying or returning to your business.

Low-cost text marketing directly to engaged consumers delivers immediate value to small businesses on a budget. Sending a text message is much cheaper than buying a full ad to put in front of potential customers. Pricing varies, but sending a text message for a few pennies to a customer is even cheaper than pay-per-click advertising when you want to engage consumers.



# GROW YOUR BUSINESS WITH TEXT ADS AND COUPONS

When customers subscribe or opt into your text marketing campaigns, they've demonstrated that they believe there is value to be found on this list. With that small commitment, they are giving you a direct and responsive line to engage with them.

To grow your business and increase revenue, take that commitment into consideration and ensure each message you send has a purpose by offering something of value, service, or convenience.

Customers should feel like the SMS list they opted into is exclusive and provides members-only benefits or features. Discounts, exclusive coupons, or events and special deal alerts are all valuable information to share with your customers. When you fail to provide value, the odds of your customers unsubscribing increases dramatically.



**Reach all your best customers. Instantly.**

**Grow your business faster by getting your best customers to come back more often... and spend more money when they do.  
(using the power of Text Marketing).**



[www.customermachine.io](http://www.customermachine.io)