

Supercharge Your Restaurant's Marketing with Guest WiFi

Learn How to Attract Diners and
Promote Your Business Effortlessly



Food & Beverage

INTRODUCTION

Being engaged in the food and beverage industry is a tough but extremely rewarding challenge. It isn't a business for the faint of heart. One of the main challenges in this business is attracting and retaining your customers, both new and regular. Marketing has been substantially transformed over the last few years. Restaurateurs have to be savvier than ever to develop and execute a successful marketing strategy.

Marketing in recent years has been revolutionized by new technologies and social media. No longer do customers rely on print media or just their friends' recommendations. They educate themselves via online reviews, they get recommendations on social channels (e.g., Facebook/Instagram, etc), they review information sent to them on their email and respond to digital display ads while they browse the web. All these channels must be at the center of your marketing strategy to run a successful business.



ATTRACTING NEW CUSTOMERS AND RETAINING REGULARS

While attracting new customers is incredibly important as part of marketing, it's only the first step in a multi-faceted approach to growing your business. Once you acquired a new customer, it is equally important to get them to return. A repeat customer spends on average 67% more than a new customer and accounts for roughly 68% of sales.¹ The key to retaining customers comes down to understanding who they are and building a relationship with them.

THE PROBLEM

In the food and beverage industry getting to know your customers and obtaining contact information from them is not always easy. There are a few digital touch points when a customer visits your venue (e.g., credit card payments) that typically doesn't include obtaining more context on who your customer is (e.g., contact information, demographics, interests, habits, etc). Such information is vital in order to engage with them after they've left the venue and to communicate with them effectively in order to get them to return.

THE SOLUTION: GUEST WIFI

Odds are, you may already have guest WiFi service. You may give out a password or maybe you have a more sophisticated sign-in splash page. Either way, there is an easy way to transform your simple guest WiFi service into a powerful marketing platform.

With Aislelabs Connect, you can build a splash page that will be able to capture valuable information from your clients when they opt-in to utilize the service seamlessly. There are no complex forms to fill out and customers can complete the task, typically in a single click. This includes capturing email addresses, contact information, demographics, interests and much more. That way you can build a powerful customer database, including information for each customer as well as their behavior and visit patterns across your venues. All this information is readily available to you in order to execute holistic digital campaigns across all digital media, including email, surveys, social and digital display ad campaigns.



How Guest WiFi Works



1 Your customer enters the restaurant with a WiFi enabled device



2 Your customer joins the guest WiFi with a single click, simply and effortlessly



3 You progressively build a powerful CRM of your customers, complete with contact information, demographics, store visit frequency, and much more



5 Effortlessly assess the ROI (return on investment) of each of the campaigns. Understanding how many return shoppers each campaign brings to your venue



4 Automatically execute marketing campaigns involving those customers, utilizing demographics, store behavior, and many other attributes across all digital channels (social, email, digital display ads, surveys) and view insights

Throughout this ebook, you'll discover how to attract new customers and understand who they are and their interests. You will discover methodologies that enable you to obtain valuable feedback for your business and transform new customers to regulars by executing strategic marketing campaigns.

ENCOURAGING ONLINE REVIEWS

Review Sites

- Dine
- Facebook
- FourSquare
- Gayot
- Google My Business
- Trip Advisor
- Urban Spoon
- Yahoo! Local
- Yelp
- Zomato

Online reviews are transforming the food and beverage industry. Word-of-mouth from close friends and acquaintances has evolved into collective opinions and the wisdom of the crowd. With the rise of aggregate review sites and online reviews, utilizing customer reviews has grown to become one of the most powerful tools for restaurants and venues.

Building solid reviews will go a long way to getting more business. The best part is that reviews tend to snowball into more reviews which then attracts new customers to your business.

THE POWER OF ONLINE REVIEWS

Research performed by eMarketer revealed that 88% of internet users read online reviews to determine the quality of local businesses.² A Harvard Business School study found that 57% of consumers would avoid a business with negative reviews. It's no wonder that 68% of restaurant owners actively manage and monitor their businesses on multiple review sites.³

Not only do reviews influence a large segment of the population on their restaurant decisions but it also impacts revenue. That same Harvard study found that increasing your rating in popular review sites by one star leads to a 5% to 9% increase in sales. A study by UC Berkeley⁴ revealed that a half-star increase leads to a 19% greater likelihood a restaurant would sell out seats during peak times for restaurants with established reviews. This becomes a 27% chance for restaurants that don't yet have established reviews.

So how do you get customers to rate your restaurant on these platforms? Just nudge them after their visit! On the Aislelabs platform, you can automatically trigger communication after customers left the venue prompting them to share their experience.

ENCOURAGING ONLINE REVIEWS

Takeaway

- 88% of internet users use review sites to make decisions
- Use reviews as marketing to encourage organic reviews over social media

HOW TO GET CUSTOMERS TO REVIEW YOUR RESTAURANT



Step 1

Go to Email Marketing / Create a new template



Step 2

Select the review template



Step 3

Populate with content soliciting reviews



Step 4

Set the release time for the desirable period after the customer visit

TIPS & TRICKS

Online reviews impact your business enormously and can't be ignored. The Aislelabs platform enables effective communication with your customers at the right time, prompting them to review and share their experience. This increases the number of reviews from qualified reviewers and promotes your brand impacting your traffic and bottom line. Here are some more tips and tricks:

- ✓ Register your restaurant for as many review sites as possible
- ✓ Showcase reviews on social media to encourage even more reviews

Turn New Customers Into Repeat Customers



Getting a new customer to visit your restaurants is a result of solid work, good word of mouth, and marketing dollars well spent. But as much as you may think your hard work has just paid off, it's now time to recognize that the real work has just begun. Attracting new customers is a tough job that requires a lot of effort. However, keeping them and enticing them to return is just as important.

TURN NEW CUSTOMERS INTO REPEAT CUSTOMERS

WHY REPEAT CUSTOMERS ARE SO IMPORTANT

While it takes a lot of work to get new customers into your restaurant, by and large, it is far more important to maintain and increase your repeat customers. A Harvard study found that if you can increase your repeat customers by just 5%, you can boost your profits anywhere from 25% to a whopping 95%⁵!

Naturally, a solid menu and customer service will go a long way to entice customers to return. However, with so many choices customers frequently need a nudge to return. Putting your brand or logo in front of their eyes after they've left will go a long way to place your restaurant at the top of their choices in their next lunch/dinner plans. Aislelabs Connect enables you to do just that. Executing marketing campaigns via email or social media takes only a few clicks and uniquely positions your brand at the center of your customers' attention. Moreover, you are targeting customers that visited the venue in the past, focusing your marketing efforts on the people who are most important.

You have complete information on who your customers are, their contact information, and how frequently they visit you with the Aislelabs Connect platform. It's simple to select the group of customers you wish to target (e.g., first-time customers who haven't visited for the last two weeks) and target them with your campaigns. Most importantly, the platform provides full visibility on the ROI (Return On Investment) of any email marketing campaign. This tells you precisely how many customers visit your venue as the result of the email campaign.

TURN NEW CUSTOMERS INTO REPEAT CUSTOMERS

Takeaway

- It's important to convert a new customer into repeat customers
- A 5% increase in repeat customers can boost sales up to 95% more
- Create an email campaign to increase awareness among new customers to your brand
- Offer incentives for their next visit
- Optimize your message based on your campaign results

HOW TO CREATE AN EMAIL CAMPAIGN



Step 1

Go to Email Marketing / Create a new template



Step 2

Select a template



Step 3

Populate your email with content and creative



Step 4

Set the release date



Step 5

Select the recipient group based on various parameters



Step 6

Analyze how many customers that received your email subsequently visited the restaurant

TIPS & TRICKS

Increasing your repeat customers is imperative for your business. Aislelabs Connect allows you to effortlessly nudge your customers with email and social campaigns, placing your brand at the center of their attention. You can easily understand how many customers each campaign brings you and optimize your messaging. Here are some more tips and tricks:

- ✓ Different types of restaurants are frequented by regulars at diverse intervals (eg. casual dining is visited more frequently than fine dining)
- ✓ You might want to send a thank you email a few hours after a new guest visits
- ✓ Offer an incentive for them to return, like a contest or loyalty program after they left the venue
- ✓ Incentivise select customers with discounts on their next visit

Know Who Your Customers Are



Numerous customers visit and dine at your venues on a daily basis. Currently, you have limited information regarding who they are, where they live, their demographics, contact information, and interests. These are valuable pieces of information which are hard to collect in a non-intrusive manner. Aislelabs Connect collects this information seamlessly when your clients utilize your guest WiFi service.

KNOW WHO YOUR CUSTOMERS ARE

WHY IT'S IMPORTANT

Gaining a deeper understanding of your customers, individually and in aggregate, helps you to develop strategies to engage and communicate with them which builds stronger relationships. You can easily understand the prevailing demographics and interests among your clientele and focus your marketing strategies. Creating valuable contact lists of your customers allows you to stay in touch and communicate with them after they have left the premises. This enables you to engage in a more personalized manner if they haven't recently visited by executing a communication strategy aligned with their interests and preferences.

CREATING NEW OPPORTUNITIES

In addition to demographics, information on where your customers live is highly valuable. Do your customers mainly live in certain areas of the city? Are they traveling a large distance to visit? Such information can generate leads or insights for new restaurant locations based on demand. Demographic information and interests let you concentrate your marketing strategy around restaurant events that appeal to the target demographic.

KNOW WHO YOUR CUSTOMERS ARE

Takeaway

- Valuable demographic information is difficult to collect in a non-intrusive way
- Guest WiFi is the easiest way to collect it
- Understanding who your clients are is invaluable for developing marketing strategies
- Gives you critical data to create new opportunities

USING AISLELABS TO UNDERSTAND YOUR CUSTOMERS



Step 1

Under the Aislelabs Connect tab, click on analytics



Step 2

Review demographic trends and customer interests



Step 3

Take note of similarities such as age, interests, and location



Step 4

Add filters to drill down to specific demographics of interest



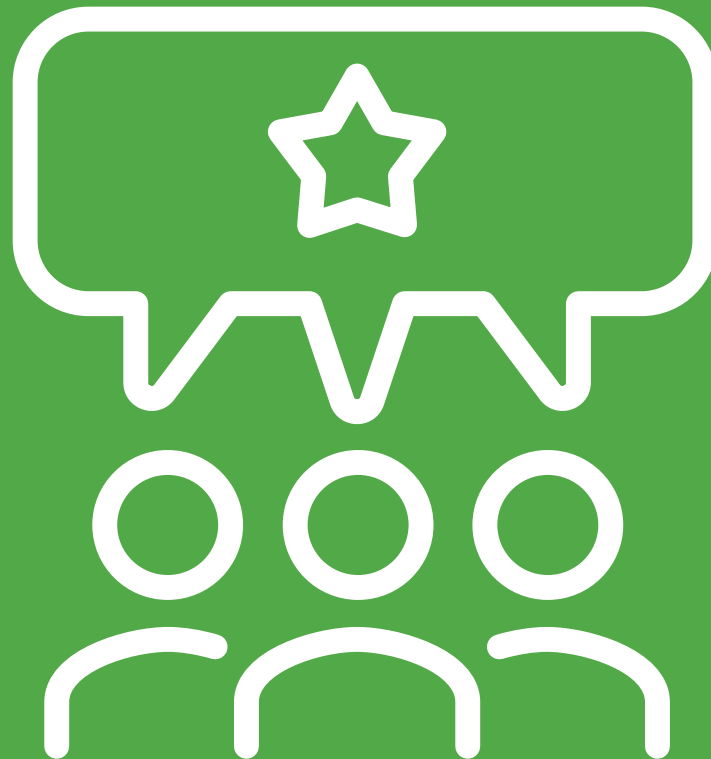
Step 5

Observe individual customer profiles

TIPS & TRICKS

Getting to know your customers enables opportunities for personalized marketing. Marketing strategies centered on peak demographics and interests offer valuable insight for business expansion.

Visitor Surveys



Digital surveys enable you to gain powerful and actionable information from the people who matter most to your business: your customers. You can easily solicit information regarding what they liked and didn't like, the overall dining experience, rate their servers, the ambiance, your menu, wine/cocktail list, etc. Such information will help you be proactive and take corrective action if required or invest more on positive aspects.

VISITOR SURVEYS

WHY CONDUCT SURVEYS?

You already have a valuable customer list; According to research⁶, it is cheaper to retain a customer than to acquire a new one. There is no definitive answer on how much it costs to keep your customers but studies show that the cost of acquiring a new customer tends to range from four to ten times the cost of retaining a customer. Thus obtaining early feedback via surveys and increasing your return customer base is important to the health of your business.

BEFORE YOU BEGIN

A survey is only as useful as the questions on it — and those questions are only useful if you know what it is that you want to get feedback on. Things to consider before you commence your survey:

- ✓ What are the objectives of the survey?
- ✓ Are you going to survey new customers or regulars?
- ✓ Are you going to survey specific demographics?
- ✓ How long will the survey run?

Try not to attempt to learn everything in one go. A survey focused on one particular aspect will not only make it easier to create questions for but also easier to obtain answers and also be less intrusive to your guests.

VISITOR SURVEYS

Takeaway

- It's cheaper to retain customers than acquire new ones
- Know what you want feedback on
- Make sure your survey is short and focused
- Provide incentives for feedback

BUILDING A SURVEY WITH AISLELABS



Step 1

Go to the Email Marketing tab, select Email Templates and click Preset Survey Message



Step 2

Create a secure, powerful, and visually pleasing email survey using the platform



Step 3

Setup a new email campaign to disseminate the survey



Step 4

Review the results and observe trends

SURVEY TIPS & TRICKS

It is imperative to make the survey less intrusive for your customers. You should design a survey that is easy to complete with a few actions. Here are some tips to create a successful survey:

- ✓ Make your survey short
- ✓ Keep the questions focused
- ✓ Provide answer choices or a rating system rather than requiring your customers to provide lengthy responses
- ✓ Incentivise survey completion

TAKE ACTION!

All of the great insights in the world won't mean anything if you don't act on it! Here's how to parse the information:

- ✓ Compile your data and analyze it
- ✓ Look for any trends from your customers
- ✓ Make a list of what needs to be improved
- ✓ Create your strategies with your manager and staff
- ✓ Set a timeline to implement your solutions

Another important step is to personally reach out to each of your customers who reported a negative experience. This goes a long way to demonstrate a personal touch and the importance of their involvement with your business.

Reach Your Customers with Social Marketing



Social Media has transformed the way we interact and communicate with customers. Facebook and Instagram are, by far, the most successful social platforms with billions of monthly users. Google Ads is a powerful way to promote your business by using display ads. Many of your customers are likely to have active Facebook/Instagram or Google accounts that they utilize to authenticate to your guest WiFi.

Social data is rich in personal information that would otherwise be hard to collect such as interests, demographics, contact information, and social activity. All these provide powerful insights into your customer base profiles and enables innovative ways to socially engage with your target customers and demographics.

REACH YOUR CUSTOMERS WITH SOCIAL MARKETING

THE PROBLEM WITH ORGANIC REACH

You currently have only one organic way to communicate with customers on Facebook. If a customer “liked” your Facebook page, a post on Facebook from your restaurants’ account could reach that customer.

Facebook uses an algorithm, however, that reduces the number of posts your page is shown in a user’s feed. Social@Ogilvy reports that posts organically reach only 2% to 6% of followers. That means if you have 3,000 likes, on average only 60 to 180 people will ever see your post. (<https://social.ogilvy.com/facebook-zero-considering-life-after-the-demise-of-organic-reach/>)

Another way to communicate with potential customers is to aim to advertise to people in the vicinity of your restaurant using a geographic filter. However such filters are crude and capture miles around your location that may contain a lot of people, but lacks the amount of precision needed to acquire a new customer.

The solution for this is targeted Facebook advertising using the Aislelabs platform. Aislelabs enables hyper-targeted social media campaigns utilizing the data collected when customers authenticated in your guest WiFi. The platform enables targeted campaigns across all social channels including Facebook, Instagram, and Google. That way you can target customers with high precision and nudge them to return. Customers will experience your messages as sponsored posts on their feeds, bringing your brand to the center of their attention.

Social Marketing for your restaurant using the Aislelabs platform provides a means to reach customers that you are unable to reach in other ways. It also allows you to optimize your marketing budget and build brand awareness wisely. Instead of targeting people in a geographical region, you can promote your brand to a hyper-targeted group of customers that are highly likely to return to the venue.

Above all, measuring the return on your marketing investment with the Aislelabs platform is straightforward. The platform will inform you how successful the campaign is in terms of bringing customers to your venue. No more marketing guesswork. You can see how much revenue each marketing action brings back to you.

REACH YOUR CUSTOMERS WITH SOCIAL MARKETING

Takeaway

- Facebook's algorithm reduces the amount of posts your page shows in a user's feed
- Advertise to customers who have already visited your restaurant
- Analyze the ROI of each campaign to optimize your advertisements

CREATE A SOCIAL MARKETING CAMPAIGN



Step 1

Under the Audience tab, click Create Audience



Step 2

Click the Filter button to fine tune your target audience



Step 3

Easily create the ad under Create Ad Creative



Step 4

Click Create Campaign, set your goal, and launch

TIPS & TRICKS

Social Marketing with the Aislelabs platform enables you to reach the right audience and increase your returning customers. It assists you in spending your advertising budgets wisely. Most importantly, it informs you of the ROI of each campaign you execute, precisely showing you how many customers they brought to your venue. Here are some more tips and tricks:

- ✓ Use the demographic information you collected to create your campaigns
- ✓ Be specific about who you want to reach
- ✓ Social media is mostly visual: use as little text as possible

Cross Promote your Restaurants



As your business grows, you may acquire additional locations. Alternatively, if you operate under a group you may aggregate numerous restaurant brands under your corporate umbrella. In both cases, understanding who your customers are and engaging with them is imperative for your business to thrive.

Obtaining customer data at your locations offers unique opportunities to not only upsell but to also cross sell your brands and branches.

CROSS PROMOTE YOUR RESTAURANTS

BEST PRACTICES

It costs, on average, seven times more to attract a new customer than it does to keep a current one. This is something to take into consideration as part of your marketing strategy. Having a wealth of information on your customers at a particular location can be used to your advantage. You can use that data in order to promote new locations or establish additional brands.

Create marketing campaigns, using your customer collections, to promote a new venue or restaurant in the group will make a huge impact. It can bring your new brand or location to the center of your customers' attention in a relatively inexpensive way. It is an effective, targeted marketing practice with fantastic results. Moreover, with the Aislelabs platform, you can evaluate how successful such a cross marketing campaign is and evaluate the precise number of customers it brings to your new venues.

EMAIL MARKETING FOR CROSS PROMOTION

The Digital Marketing Association revealed that the average ROI for businesses in the US utilizing email marketing was 4300%. The average open rate is 21% with a click through rate of 3.5% making it an ideal vehicle to build your clientele⁷.

CROSS PROMOTE YOUR RESTAURANTS

CREATE AN EMAIL MARKETING CAMPAIGN FOR CROSS PROMOTION



Step 1

Go to Email Marketing / Create a new template



Step 2

Select or create a template



Step 3

Populate your email with content and creative elements



Step 4

Set the release date



Step 5

Select the recipient group based on which restaurant customers visited to promote another venue



Step 6

Analyze how many customers that received your email subsequently visited the restaurant

TIPS & TRICKS

Cross marketing and promotion for your new venues and brands is a powerful strategy to promote your new business. It goes a long way to generate brand awareness to a highly targeted group of people: your current customers. You can evaluate how effective your marketing actions are in terms of bringing new customers to your venues.

PROMOTE YOUR EVENTS

Hosting various events at your venues is a great way to generate interest. It provides additional motivation to reach out and communicate with your customers, inform them regarding upcoming events, and it keeps them engaged. They are a fantastic way to bring back your customers as well as attract new ones.

WHAT EVENTS TO CREATE

Events cater to your customers' interests. Aislelabs Connect provides a wealth of information to understand your customers' interests and demographics. This information is handy when you strategize on your next event.

There are numerous types of events to run including wine tasting, seasonal tasting, chef or wine producer nights. Special events in which you invite your most loyal customers for a test kitchen event where they can try new seasonal meals or dishes will be appreciated by many. You can always find a reason to get customers to return.

Aislelabs Connect is an influential platform to promote such events across all digital channels and maintain contact communication and engagement with your customers.



Reaching Out to Customers



Studies suggest that 91% of people welcome receiving promotional emails from companies they do business with⁸.

As such, Aislelabs Connect caters to suitable email lists of highly-targeted customers to connect and engage with.

REACHING OUT TO CUSTOMERS

When it comes to social outreach and social campaigns, according to a study by Marketing Drive, 71% of people prefer advertisements tailored to their interests and shopping habits. Not only do a vast majority want advertisements tailored to their preferences, but a full 44% of them are willing to give up precious information in order to get it.⁹

No matter what form of communication you choose, the information you need to execute your strategy is already collected for your next outreach using the Connect platform.

SOCIAL MARKETING OR EMAIL?

Why not both? Multi-channel campaigns offer great exposure and promote your events across social channels as well as via email.

REACHING OUT TO CUSTOMERS

Takeaway

- Events are a great way of generating interest in your restaurant
- Create events based on your customers' interests
- Most people welcome promotional material via email
- A vast majority of people prefer advertisements related to their interests

PROMOTING EVENTS WITH AISLELABS



Step 1

Go to Email Marketing / Create a new template



Step 2

Select or create a template



Step 3

Populate your email with content and creative elements



Step 4

Set the release date



Step 5

Select the recipient group based on your event criteria



Step 6

Under the Audience tab, click Create Audience



Step 7

Click the Filter button to fine tune your target audience



Step 8

Easily create the ad under Create Ad Creative



Step 9

Click Create Campaign, set your goal, and launch

TIPS & TRICKS

Events targeted based on your customers' interests are a great way to keep them engaged as well as reward your special and most loyal customers. Aislelabs Connect provides the intelligence you need to understand what events to host as well as the means to execute marketing campaigns promoting these events.

CONCLUSION

Marketing effectively to your customers and building a relationship with them is crucial to the success of any venue. Aislelabs Connect offers a simple but powerful way to strategically execute multi-channel digital campaigns and measure precisely the ROI of each. The platform provides a centralized command center for your marketing across all your venues. This contributes to the successful transition of your business to the digital age and is an invaluable asset in your toolkit.

ABOUT AISLELABS

Aislelabs is a technology company offering the most advanced Wi-Fi location marketing, advertising and analytics platform in the market. We help our clients build relationships with their visitors and shoppers, and market to them based on their behaviour inside their brick and mortar spaces. Our technology empowers our clients to target their audiences across all digital channels, to create high impact campaigns with measurable ROI.

We engineer a big data platform with deep learning capabilities to drive targeted marketing campaigns. Our product suite builds audience profiles for visitors in physical brick and mortar venues, complete with their behavior, interests and demographics. This allows intelligent re-targeting and marketing to selected custom audience groups. As a result, the impact of each campaign can be precisely measured and its ROI can be evaluated by attributing in-store traffic footfalls to each of the campaigns.

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