

# **EVERYTHING** YOUR RESTAURANT NEEDS TO IMPRO **GUEST LOYALT**

Strategic Loyalty Consulting for **Restaurant Brands** 

### **RLS Restaurant Loyalty Specialists**







**Restaurant Loyalty Specialists** 

Loyalty and CRM Strategy

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**Diagnostic for Underperforming Programs** 

Segmentation Strategy

**Campaign Execution In-Platform** 

**Program Implementation and Migration** 

Strategic MarTech Integration for CRM Systems

Management and Training of In-House Professionals



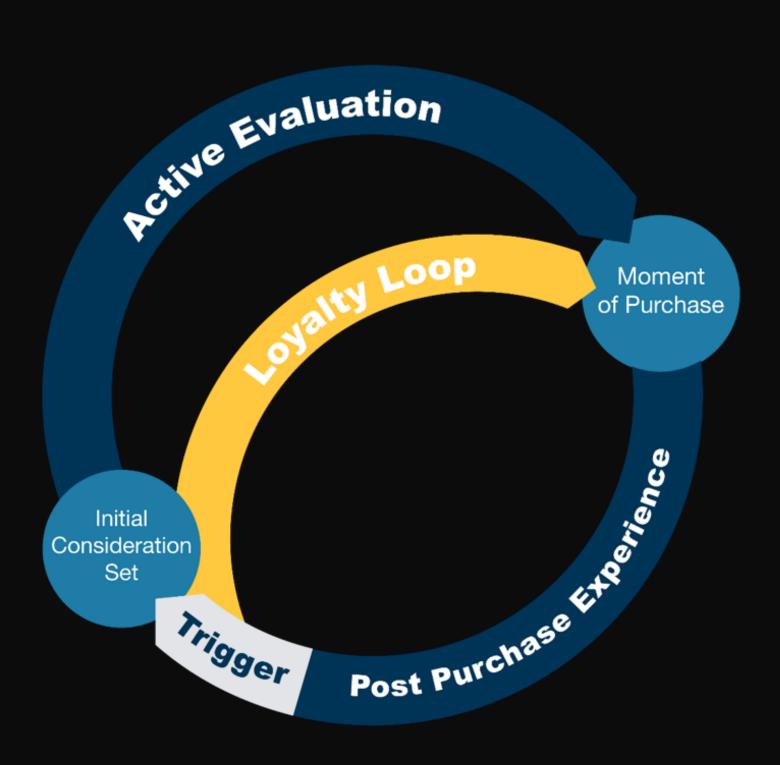
### We help optimize loyalty programs and build personalized, segmented marketing for your restaurant brand.



## PLATFORMS WE SPECIALIZE IN







We Use Your Loyalty **Platform to Keep Your Guest On the Loyalty** Loop.

01

Relevant **Program Structure** 

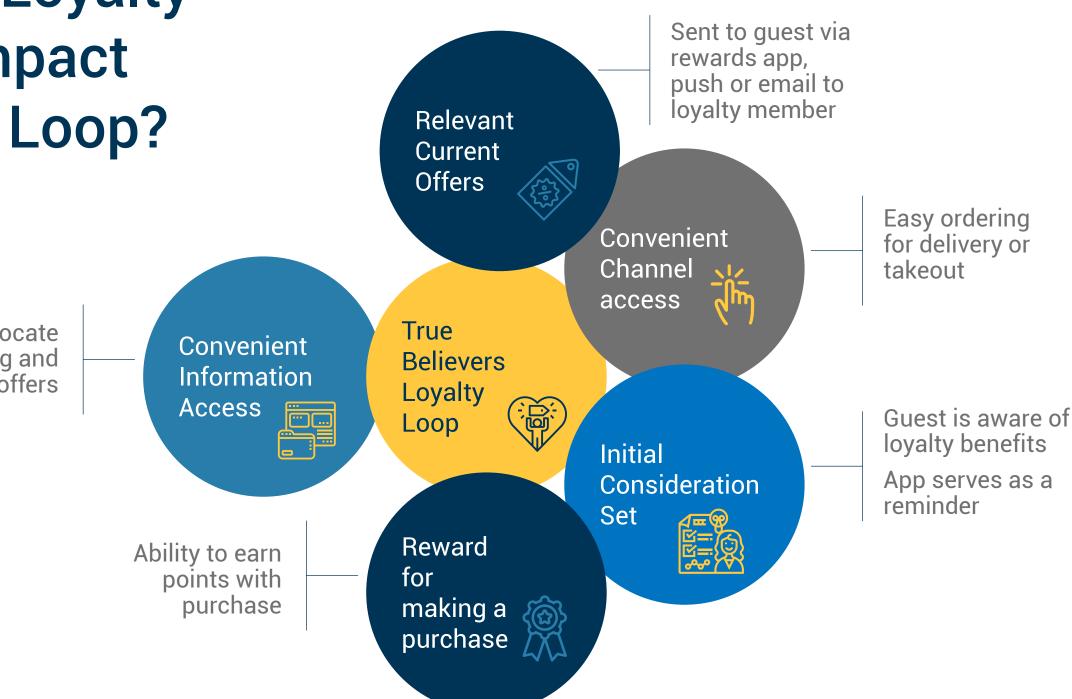
Appropriate 02 **Evergreen Campaigns** 

**Relevant Offers** 03 Along the Customer Journey



## How Can a Loyalty **Program Impact** the Loyalty Loop?

Easy to locate menu, pricing and special offers





## The Data **Relevance Cycle**

### Guests **Return More**

Guests come back to you more often because your marketing message is more appealing and your experience is optimized for their needs. They spend more because you nudge them the right way.

### "Benefit for Data" Exchange

You give a benefit to the guest in exchange for their data. (points, banked rewards, offers)

Send Better

**Marketing Content** 

You take your guest's data and make your marketing more interesting and relevant to them. At a minimum, you reduce irrelevant content to prevent marketing opt-out and

fatigue.

You start to understand guest behavior patterns on an individual and group level. Learn their favorite menu items, visit times, spending habits, and more.

### Use Data for **Guest Profiles**



Sample Strategy Slides



## **Digital Transformation Strategy Emerges from Your Consumer Data**

We use your data to develop or modify your loyalty strategy



Validate segment relevance

**Build segments** in-platform

- Strategic workshop
- Customer transaction-level data
- Consumer research

- Is the segment large enough in quantity and sales volume?
- Can the segment be targeted with unique offers?
- Does the segment respond well to our targeting?

- Target with messages.
- Evaluate campaign results.
- Monitor segment behavior over time.
- Adjust existing segments.
- Ideate additional segments.

Develop Loyalty Strategy

**Digital Transformation &** Segmentation / Loyalty Strategy is a living document rooted in consumer behavior.



Monitor and Control the User Attrition



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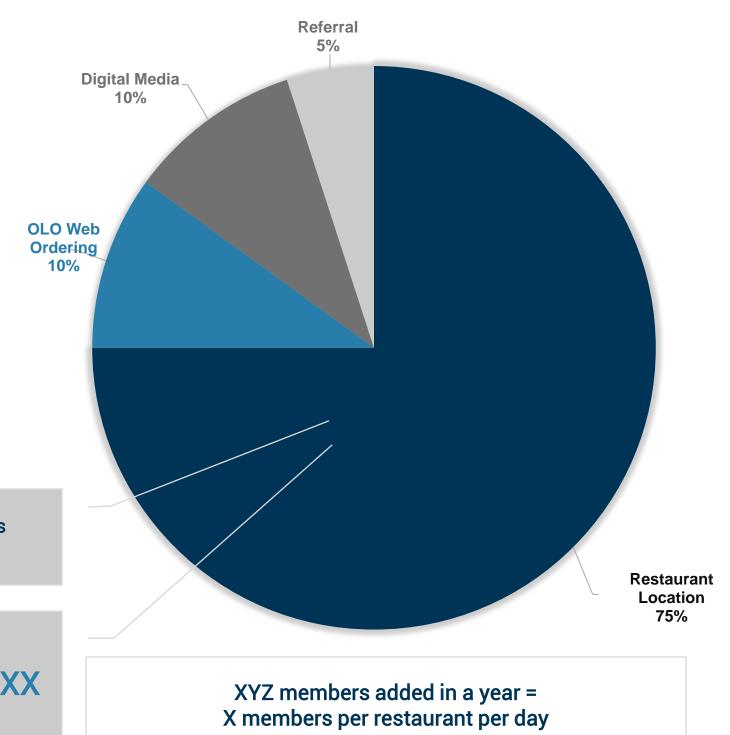


## **Acquisition Channels:**

**Use Digital Transformation &** Loyalty Tools To Drive **Membership Growth Within Most Effective Channels** 

> **Convert Existing Guests Into Members**

CPA target \$XX.XX





**Strategic Focus** 

## **Drive Strategic Segmented Planning Calendar**

#### Promotion Type or Description

#### **Campaign Target**

	Spend Based	Value Seekers \$5-\$6 Mon-Wed Offers
Continue Building	Frequency Based	Lunch Frequency Challenge
Segmentation	Rewards Status Based	2X Points Effectiveness Testing
	Item Preference Based	Bone-In/Boneless Segmentation Test
Promote M2 LTOs	Tacos Special Price	Lunch Guest Segment
	New Healthy Option	Under 500 cal/Fit Bowl Fan Segment
	6-pack Tacos	TBD
	Beyond Meat Taco	TBD
Drive Family Segment Visit	\$20 Family Meal	Lapsing Families
	\$22 Family Dinner	All Family and High-Spend Segment
	2 - 6-Pack Tacos and Sides Family Dinner	High Spenders Who Never Purchased Family Meals
Increase Loyal Guest Engagement	Lent Specials	Beyond Meat and Shrimp Tacos
	Lent End Specials	New Flavor Cookies to Celebrate Loyal Fans
	Chips and Salsa Day	TBD: Canned Salsa Giveaway for Best Guests?
	Mexican Holiday: Kids Day	Free Dessert or Drink for Kids and Families



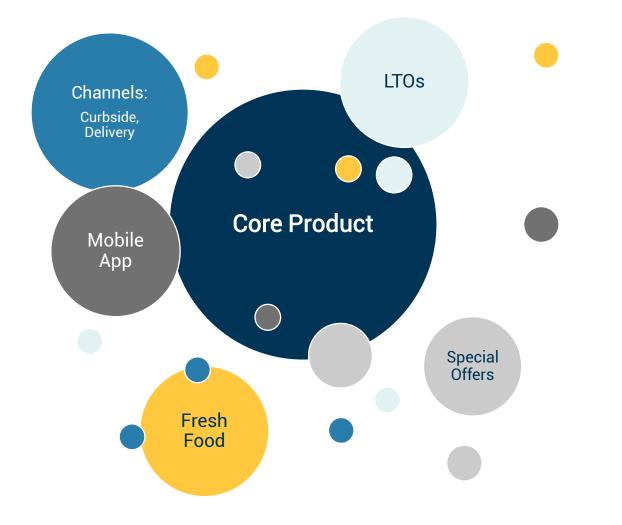
## **Detailed Segmented Strategic Planning Calendar**

#### Sample

Dates	Promo Name	Details	Segment Composition	Segment Size (Est)	Redemption Rate (Est)
Recurring Mon-Wed	\$5-\$6 Specials, Mon-Wed Based on menu and M2 offers Run 3-4 times per month (put offers one by one, individual rows – 6 rows)	Low-priced offers intended to increase traffic on slow days of the week. Use LTO or main menu items. Learn about visit and spend incrementality among value seekers. Targeting low-average-spend guests, excluding average- and high-spend guests to reduce discounting.	Average spend below \$5 Average spend between \$5-\$7.50	50K	2-2.5%
November Week 1	Lunch Frequency Challenge	Increase lunch visit frequency among target segment. Visit 4 times with \$9 min spend in 4 wks, get 1 free lunch (entrée up to \$7.50). Target current lunch users with visit less than every 4 weeks, but at least every 2 weeks.	Guests who visit for lunch (75%) of the time Guests who visit about 2x per month Exclude guests who visit more than 4x per month	25K	1%
November Week 2	2x Points Effectiveness Testing	2x points on all purchases during the week of promotion. Campaign targeting 3 segments with points balance. Comms focus on remaining points to get to the reward. Goal to understand when 2x pts is a motivating offer.	Guests with 25-50 pts, 50-75 pts and 75-99 pts. Limit each segment to 30K users max.	90K	1-5%
November Week 3	\$X (very low price) Family Meal (product TBD)	Check whether it's possible to shift guests who purchase only boneless products into buying family meals. If shifting is not effective, exclude these guests from family meal or bone-in product communications in the future.	Boneless-only guests, limited segment	25K	0.5%
TBD	Two 6-Pack Tacos and Sides Family Dinner at a Special Price – (free chips and guac)	TBD: Alternative family meal option, boneless product only. Determine if current individual boneless entrée buyers will consider this product as a group option	"Boneless only" buyers, active in the past year	200K	2%

## **The Communications Balance**

What is the right proportion of content types for your brand?

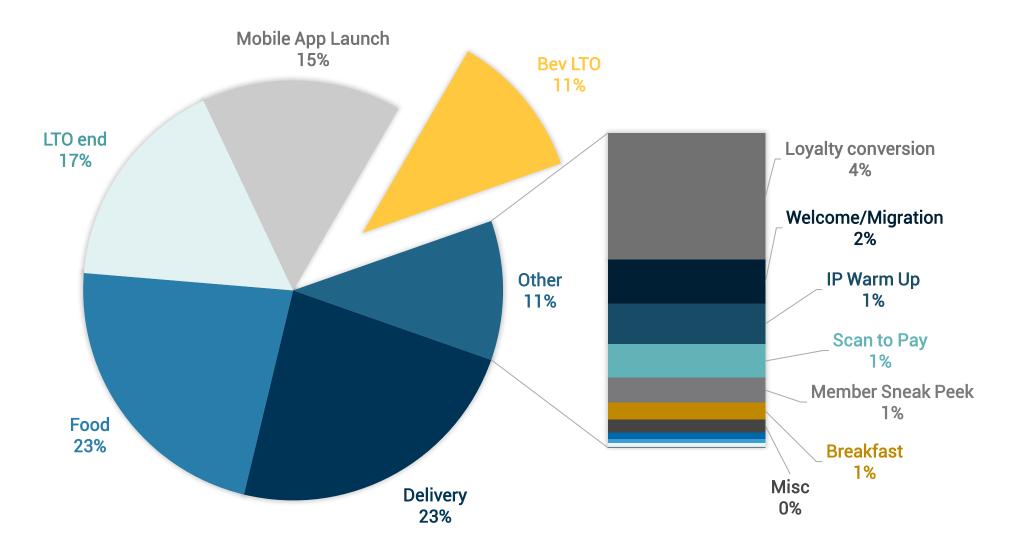




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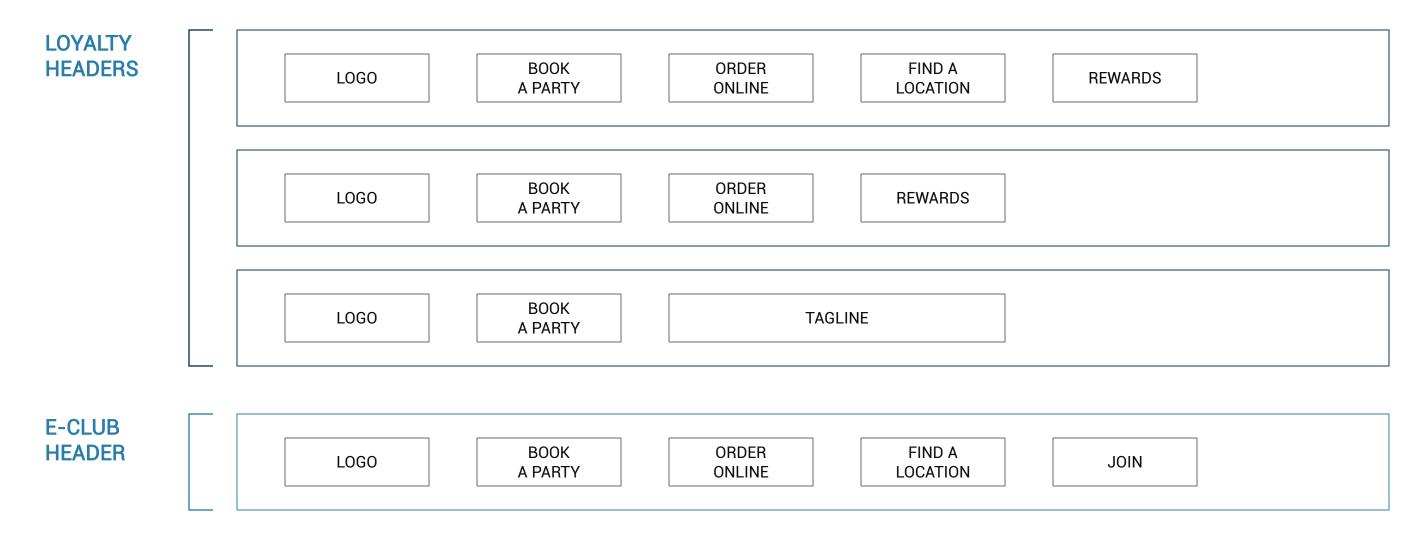


#### Is this the right balance for the brand?



# **Email Layout Wireframe Testing**

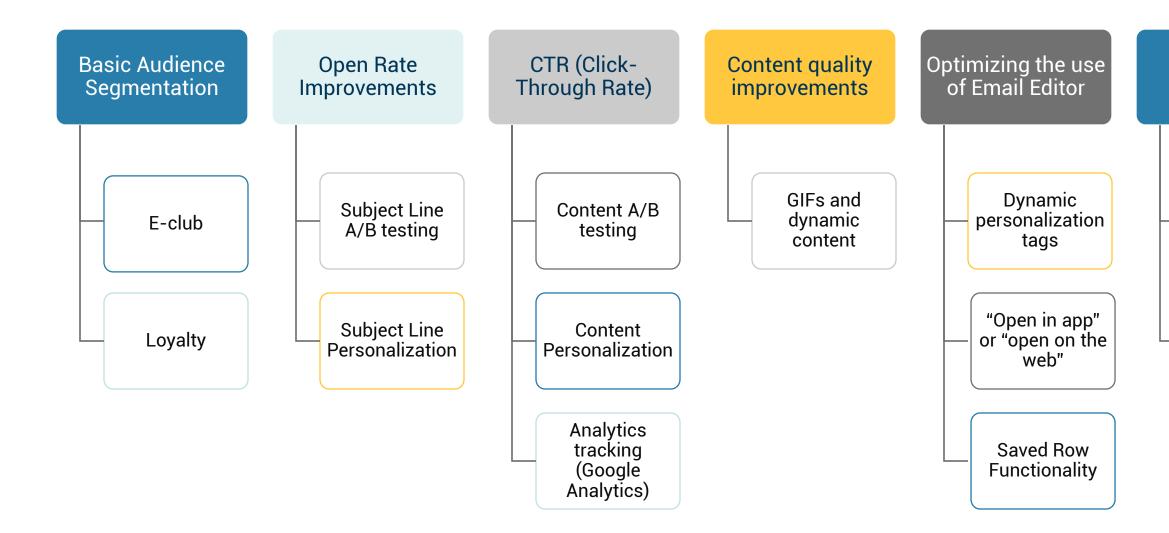
Does Your Email Layout Optimize For Your Engagement Goals?



RLS



## **CTA Focused Loyalty Strategy**



### Reducing the friction

Minimize clicks to goal action on email

Build effective landing pages



# **Questions?** Reach out.

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