



Creative Uses for Restaurant/Bar Mobile Marketing

Messaging of Daily Deals

Send out quick daily deals (ex: Come in from 1-2 to get 10% off your total purchase!)

Benefit: Increase walk in traffic as needed

Mobile Voting

Have customers vote on a new menu item you are thinking of serving. Have customers vote on specials they want this Friday.

Benefit: Drive customer interaction and loyalty

Mobile Coupons

Send out Mobile Coupons to your customers (example: Bring in this coupon to receive a free appetizer with your meal!)

Benefit: Simplify customer capture for future engagement

What should I eat today?

Customers are undecided what to eat. They text in "What Should I eat?" and get an instant, random menu item

Benefit: Fun customer interaction, drives new item sales

Text-To-Screen

Great solution to trivia nights: have customers text in trivia answers. Have customers text songs for the DJ to play.

Benefit: Fun way to build interaction and loyalty

Mobile Fortune Cookie

Customers text for 'fortune cookie' after meal.

Benefit: Fun interaction. Capture walk in traffic and build customer database