THE ULTIMATE BIRTHDAY FUNNEL

DATA ACQUISITION

- FIRST & LAST NAME
- CELL NUMBER
- E-MAIL
- BIRTH DAY

BIRTHDAY REMINDER

- TEXT & EMAIL RETARGETING ADS
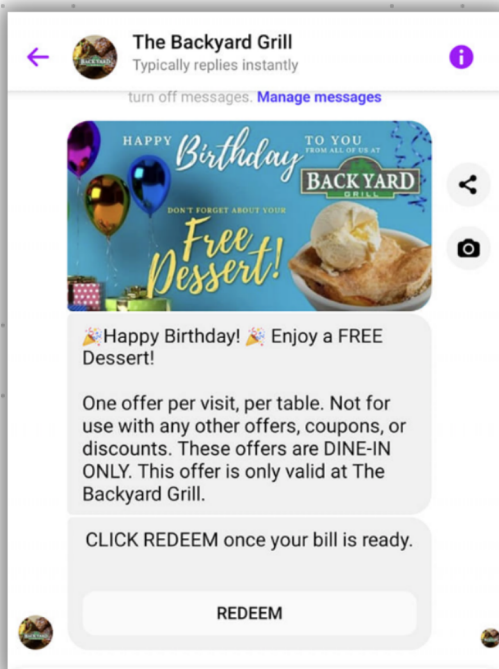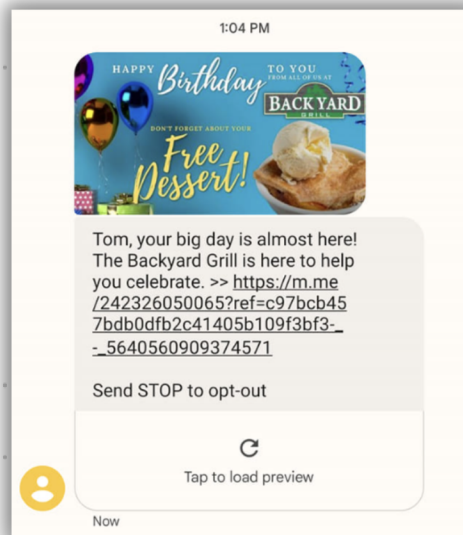 30 Days Out
- TEXT
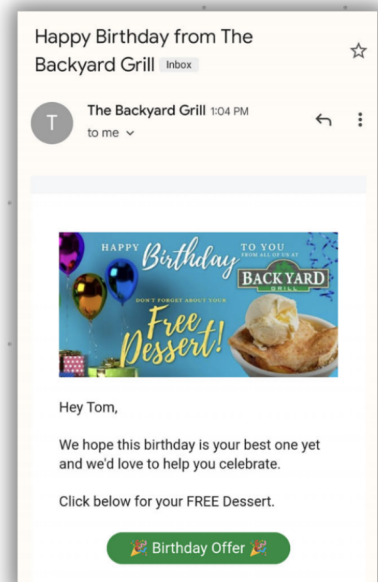 14 Days Out
- PHONE CALL
  7 Days Out
- TEXT
  Day Of

Facebook Message

The Backyard Grill
Typically replies instantly

turn off messages. **Manage messages**

HAPPY Birthday TO YOU FROM ALL OF US AT BACKYARD GRILL — DON'T FORGET ABOUT YOUR Free Dessert!

🎉Happy Birthday! 🎉 Enjoy a FREE Dessert!

One offer per visit, per table. Not for use with any other offers, coupons, or discounts. These offers are DINE-IN ONLY. This offer is only valid at The Backyard Grill.

CLICK REDEEM once your bill is ready.

REDEEM

Text Message

1:04 PM

HAPPY Birthday TO YOU FROM ALL OF US AT BACKYARD GRILL — DON'T FORGET ABOUT YOUR Free Dessert!

Tom, your big day is almost here! The Backyard Grill is here to help you celebrate. >> https://m.me /242326050065?ref=c97bcb45 7bdb0dfb2c41405b109f3bf3-_ -_5640560909374571

Send STOP to opt-out

Tap to load preview

Now

E-Mail

Happy Birthday from The Backyard Grill Inbox

The Backyard Grill 1:04 PM
to me

HAPPY Birthday TO YOU FROM ALL OF US AT BACKYARD GRILL — DON'T FORGET ABOUT YOUR Free Dessert!

Hey Tom,

We hope this birthday is your best one yet and we'd love to help you celebrate.

Click below for your FREE Dessert.

🎉 Birthday Offer 🎉

THE ULTIMATE BIRTHDAY FUNNEL

IN THIS TRAINING YOU'LL LEARN:

👉 The importance of having a birthday program.

👉 Your offer has to be GREAT! Not a coupon or discount, give them something FREE!

👉 What data needs to be collected to have a successful birthday program

👉 How to utilize your data to drive your customers into your restaurant on their birthday.

#1 MAKE SURE YOUR OFFER DOESN'T SUCK!

Give customers a gift: 100% FREE item NOT a coupon or discount

HAPPY *Birthday* TO YOU FROM ALL OF US AT
YOUR LOGO
DON'T FORGET ABOUT YOUR
Free Carrot Cake!

HAPPY *Birthday* TO YOU
FROM ALL OF US AT
YOUR LOGO
DON'T FORGET ABOUT YOUR
FREE DESSERT!

THE ULTIMATE BIRTHDAY FUNNEL

DATA YOU NEED TO COLLECT

FIRST & LAST NAME — Their Full Name
no one likes to be called "hey you"

PHONE NUMBER — Their Cell Number
text is the most intrusive way to connect and people typically open text messages

E-MAIL

BIRTH DAY

NOTE
Not all customers will give all of the above information, however those that give all four are higher quality customer prospects.

FORMS OF CONTACT

Use both if they provide you the information. — **EMAIL & TEXT**

A small amount of money goes a long with retargeting ads. — **RETARGETING ADS**

Don't be scared to pick up the phone! — **PHONE CALL**

THE ULTIMATE BIRTHDAY FUNNEL

BIRTHDAY CONTACT SEQUENCE

TEXT & EMAIL RETARGETING ADS

30 Days Out
Send a text and email, start retargeting ads

TEXT MESSAGE

14 Days Out
Send a text reminding them of the offer
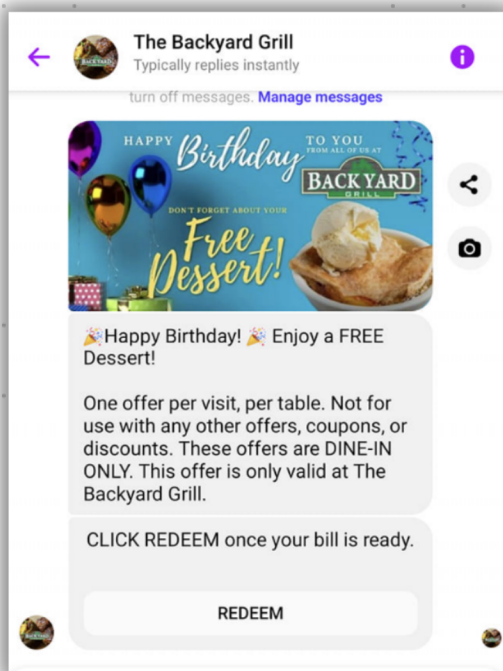
PHONE CALL

7 Days Out
Call them! Remind them to come in for their FREE offer

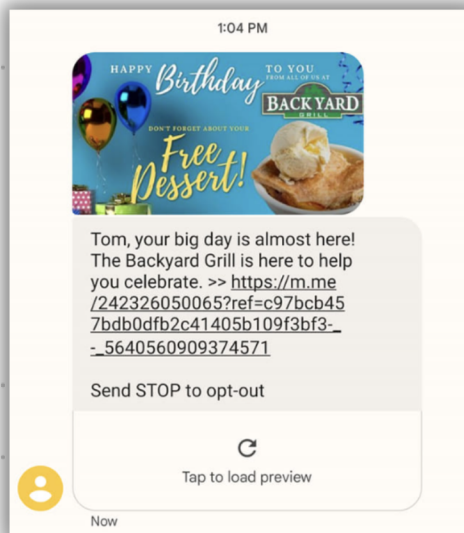**TEXT MESSAGE**
Day Of

NOTE
You must have a system in place to remove the customer from the sequence below if they redeem their offer before their actual birthday
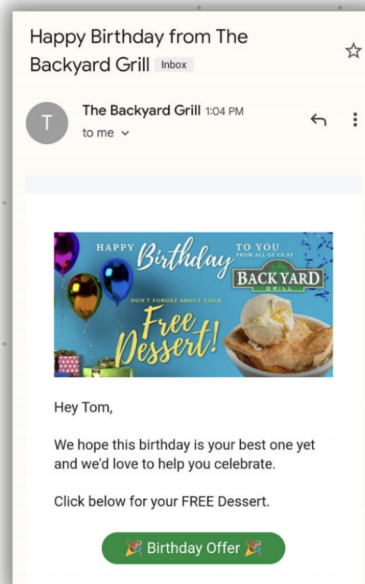
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RESTAURANT MARKETING
THAT WORKS

AMERICA'S BEST RESTAURANTS

NOTES:

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RECOMMENDED READING

Dotcom Secrets - Russell Brunson
The Underground Playbook for Growing Your Company Online with Sales Funnels

Gym Launch Secrets - Alex Hormozi
The step-by-step guide for gym owners to learn how to get more clients, how to make more per client, and how to keep them for life.

RESTAURANT MARKETING THAT WORKS

AMERICA'S BEST RESTAURANTS