CUSTOMER ACQUISITION ENGINE

NEW CUSTOMERS I haven't been yet!
FREQUENT CUSTOMERS Every Week or Every Few Weeks
LOST CUSTOMERS Every Few Months or Rarely

FREQUENT FUNNEL

ACQUISION & IDENTIFICATION
New, Lost or Frequent

OFFERS SENT
4 Offers. Free Meal, Free appetizer etc.

LOYALTY INVITE

NEW/LOST FUNNEL

ACQUISION & IDENTIFICATION
New, Lost or Frequent
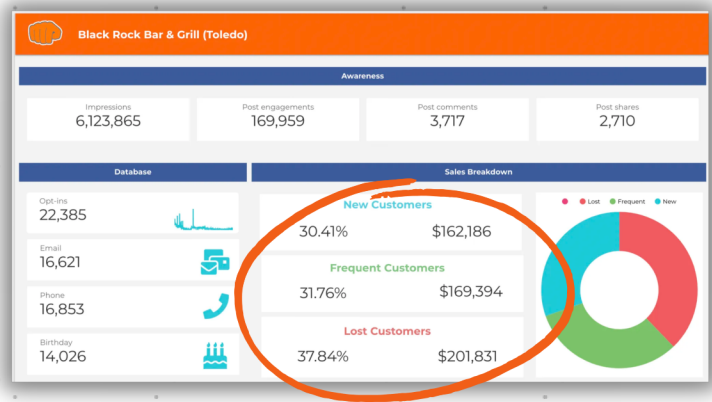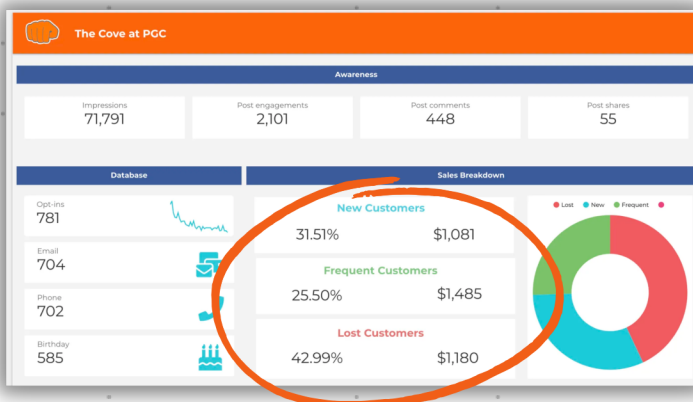
OFFERS SENT
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LOYALTY INVITE
2 offers Redeemed

NEW LOYALTY MEMBER

The Cove at PGC

Awareness

Impressions	Post engagements	Post comments	Post shares
71,791	2,101	448	55

Database

Opt-ins	781
Email	704
Phone	702
Birthday	585

Sales Breakdown

New Customers
31.51% $1,081

Frequent Customers
25.50% $1,485

Lost Customers
42.99% $1,180

● Lost ● New ● Frequent ●

Black Rock Bar & Grill (Toledo)

Awareness

Impressions	Post engagements	Post comments	Post shares
6,123,865	169,959	3,717	2,710

Database

Opt-ins	22,385
Email	16,621
Phone	16,853
Birthday	14,026

Sales Breakdown

New Customers
30.41% $162,186

Frequent Customers
31.76% $169,394

Lost Customers
37.84% $201,831

● Lost ● Frequent ● New

CUSTOMER ACQUISITION ENGINE

IN THIS TRAINING YOU'LL LEARN:

👉 The breakdown of New vs Frequent (Loyal) vs Lost customers

👉 Why it is important to target Loyal customers differently than the new or lost customers

👉 What a new or lost customer funnel looks like

👉 What a frequent customer funnel looks like

👉 Why the acquisition engine is the number one opportunity for you to build your database

👉 The importance of limiting customer friction when collecting their data.

OUT OF 100 CUSTOMERS

40 NEW

30 LOST

30 FREQUENT

NEW CUSTOMERS
I haven't been yet!

FREQUENT CUSTOMERS
Every Week or Every Few Weeks

LOST CUSTOMERS
Every Few Months or Rarely

RESTAURANT MARKETING
THAT WORKS

AMERICA'S BEST RESTAURANTS

CUSTOMER ACQUISITION ENGINE

Dashboard 1

Awareness

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Legend: Lost, New, Frequent

Dashboard 2

Awareness

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Legend: Lost, Frequent, New

CUSTOMER ACQUISITION ENGINE

FREQUENT FUNNEL

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New, Lost or Frequent

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LOYALTY INVITE

⭐ If the customer is frequent, they are more likely to join your loyalty program.

NEW/LOST FUNNEL

ACQUISION & IDENTIFICATION
New, Lost or Frequent

OFFERS SENT
4 Offers. Free Meal, Free appetizer etc.

LOYALTY INVITE
2 offers Redeemed

⭐ If the customer is new or lost, wait until they have redeemed one or two offers. Then send them to sign-up with your loyalty program

Low Friction Data Collection

Little Italy Ristorante

Create Your Account

Hi Deborah, thanks for joining our VIP Club! We have just a few questions to set up your account...

About how often do you dine in or order from Little Italy Pizza?

Choose the best option below 👇

I haven't been yet!

That's great, Deborah, we're looking forward to your first visit!

What's your cell phone number? We send the very best offers via text.

Click to confirm or type a new one 👇

5137859300

Click "I agree" to opt-in for text messages from Little Italy Pizza. Message and data rates apply. Type STOP to opt-out at any time.

I agree

I do not agree

I agree

What's your best email address? Click below to confirm or type a new one. 👇

dclark579@aol.com

Thanks, Deborah, that's all there is to it!

Scroll 👇 to see all of your offers. Please use only one offer per visit. Excludes taxes and gratuity. Not valid with any other offers, coupons or discounts. Offers expire on December 31st, 2022 and are subject to change at any time

This offer is valid only at Little Italy Pizza.

FREE Italian Sub w/ purchase of $25 or more
Click to redeem in-store or to receive a one-time code for online ordering. 👇

$5 OFF Online Order of $25 or more
Click to redeem in-store or to receive a one-time code for online ordering. 👇

ORDER ONLINE

ORDER ONLINE