

MARKETING CAMPAIGNS, NOT JUST FACEBOOK POSTS

MARKETING FUNNEL

FACEBOOK POST

Request Engagement
Contest / Ask Question

E-MAIL

Specific Audience

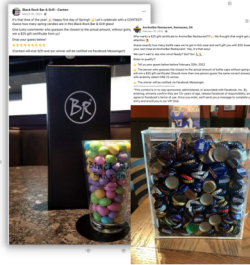
TEXT

Non-Clickers

AD SPEND

Highly Targeted

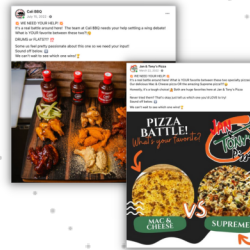
COUNTING CONTESTS



● <https://www.facebook.com/anchorbarga/posts/753296476061219>

● <https://www.facebook.com/BlackRockCanton/posts/3854045254662320>

BATTLE CONTESTS



● <https://www.facebook.com/calibbq/posts/5816082891735137>

● https://www.facebook.com/permalink.php?story_fbid=10159820417926125&id=318212231124

HOLIDAY ENGAGEMENT



● <https://www.facebook.com/coogreensrichardson/posts/1056304248535296>

● <https://www.facebook.com/rockpitbrewing/posts/1222634334808465>

● <https://www.facebook.com/BlackRockCanton/posts/5341410162592481>

● <https://www.facebook.com/SouthernSweetTaters/posts/5316537381752543>

OTHER IDEAS

● <https://www.facebook.com/SouthernSweetTaters/posts/7135838789822384>

● <https://www.facebook.com/BlackRockCanton/posts/4913496708717164>



MARKETING CAMPAIGNS NOT JUST FACEBOOK POSTS

IN THIS TRAINING YOU'LL LEARN:

- ➡ How to send an EMAIL that gets clicks, social media engagement and guess what...SALES!
- ➡ Get away from simply getting Facebook "likes" and actually see results
- ➡ Smart Email & Texting and why need to use it ASAP
- ➡ How to utilize Facebook comments to drive customers into your database
- ➡ The BEST ways to engage your ENTIRE database with text & email. (99% of restaurants are NOT doing this)
- ➡ Why you MUST be segmenting your database and how you can utilize segmentation within your marketing campaigns

FACEBOOK POST

Request Engagement
Contest / Ask Question

E-MAIL

Specific Audience

TEXT

Non-Clickers

AD SPEND

Highly
Targeted

**MODEL YOUR NEXT
CAMPAIGN LIKE THIS**



REWATCH THIS TRAINING!

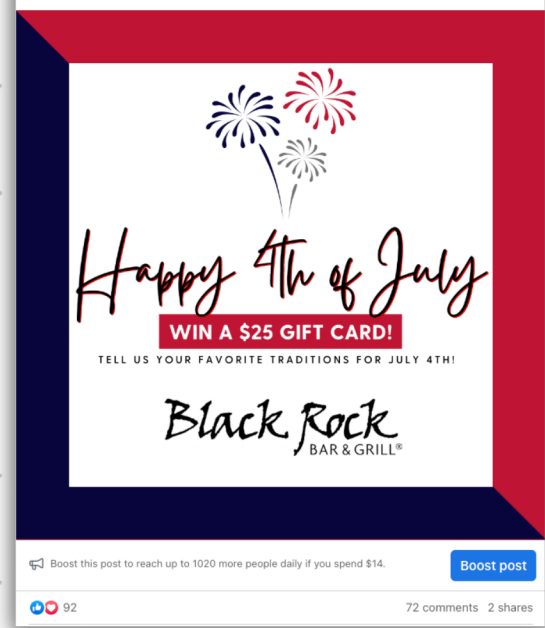
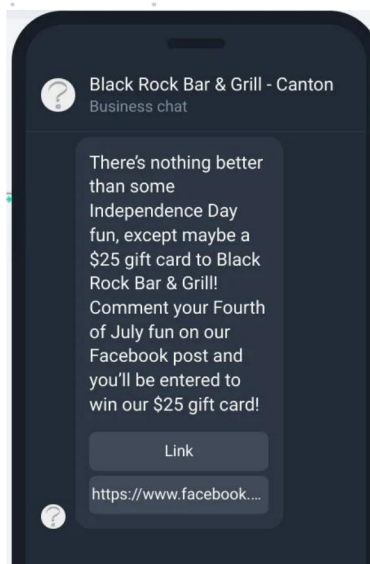
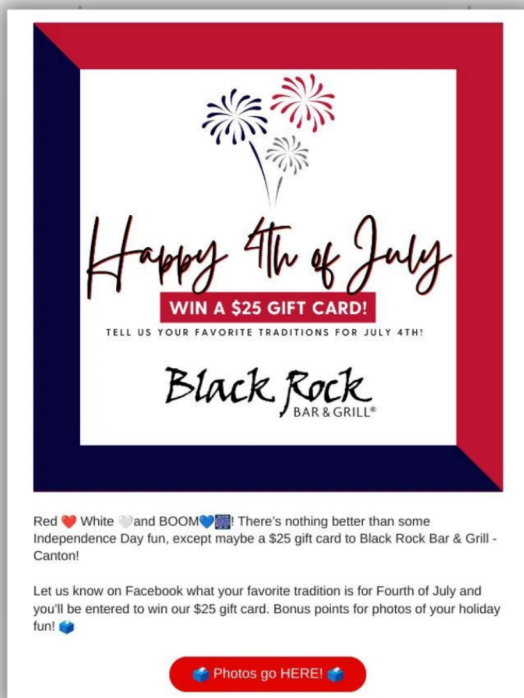
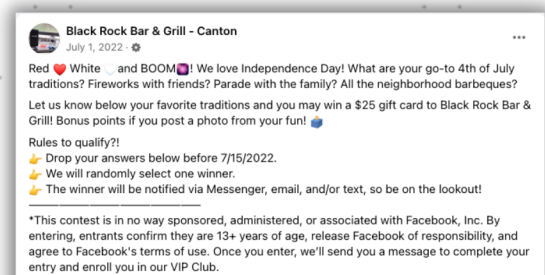
HOW DOES THIS WORK?

FACEBOOK POST
Request Engagement
Contest / Ask Question

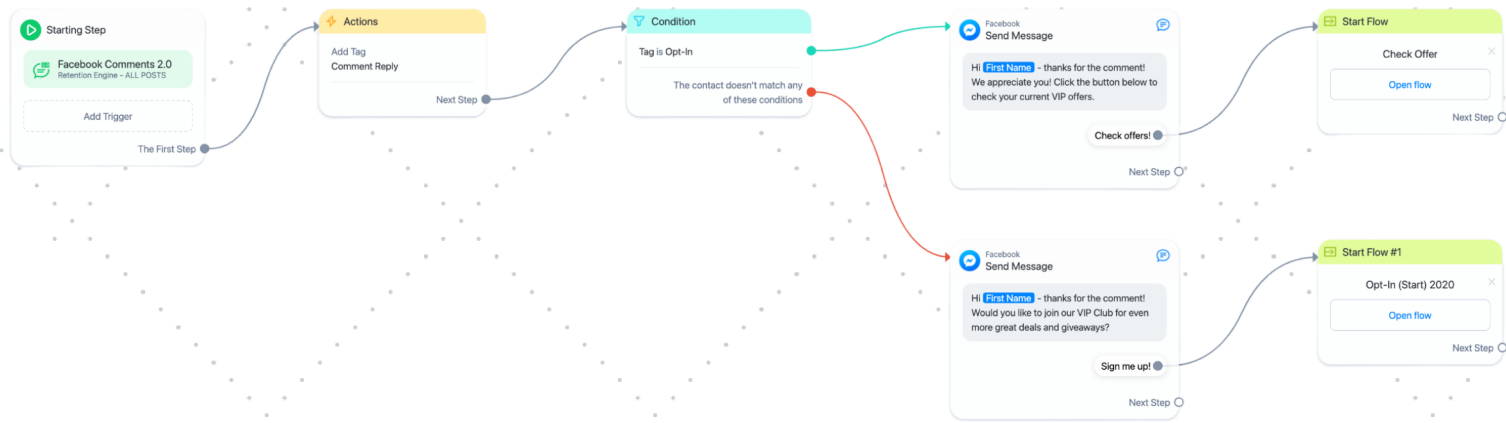
E-MAIL
Specific Audience

TEXT
Non-Clickers

AD SPEND
Highly Targeted



HOW OUR RETENTION CAMPAIGNS BUILD LISTS



	Retention Engine - ALL POSTS	Works with all posts		6712	3740	55.7%	n/a	n/a
	Opt-In - Facebook Comments	Works with a specific post		1642	1418	86.4%	100%	85%
	Admin - Staff Testing			-	21	-	n/a	n/a
	In-Store Opt-In Graphics			-	249	-	n/a	n/a
	Customer List			-	0	-	n/a	n/a
	Facebook Posts - Organic			-	766	-	n/a	n/a
	VIP Club - Referral Link			-	486	-	n/a	n/a
	Instagram - Ref URL			-	2	-	n/a	n/a
	Website Pop-Up			14325	290	2%	n/a	n/a
	Google My Business			-	64	-	n/a	n/a
	Growth Tool #2	Works with all posts		67	46	68.7%	n/a	n/a

THE BIG GAME CAMPAIGN BREAKDOWN

✓ Catchy
Headline

Black Rock Bar & Grill - Canton
February 7, 2022 · 🌐

Who do you think is going to win the BIG GAME this Sunday?! 🏈 Drop your answers below 📌 and you will be entered to win a FREE \$25 Gift Card!

Rules to qualify?!

- 👉 All guesses must be entered BEFORE kickoff on February 13, 2022.
- 👉 We will randomly select one (1) winner from the contestants who guessed the winning team correctly!
- 👉 The winner will be notified via messenger, email, and/or text, so be on the lookout! 📧

*This contest is in no way sponsored, administered, or associated with Facebook, Inc. By entering, entrants confirm they are 13+ years of age, release Facebook of responsibility, and agree to Facebook's terms of use. Once you enter, we'll send you a message to complete your entry.

Rules To
Qualify ✓

✓ Disclaimer

Who will win
THE BIG GAME?
Tell us your answer down below!

Win A
\$25 Gift Card!

Black Rock
BAR & GRILL®

See insights and ads [Boost post](#)

👍❤️ 56 246 comments 1 share

Scroll ✓
Stopping
Graphic

VIEW THIS CAMPAIGN:



MOTHER'S DAY CAMPAIGN BREAKDOWN

✓ Catchy
Headline

Black Rock Bar & Grill - Canton
Published by America's Best Restaurants · May 1, 2022 ·

👉 Don't just celebrate Mom on Mother's Day! Celebrate her all month of May 🥰 with a FREE \$25 gift card to Black Rock Bar & Grill. 📸 Snap a photo of you and your mom/mother figure and drop it below to enter to win!

Rules to qualify?!

- 👉 Post your photo below before 05/31/22.
- 👉 We will randomly select one winner.
- 👉 The winner will be notified via Messenger, email, and/or text, so be on the lookout!

*This contest is in no way sponsored, administered, or associated with Facebook, Inc. By entering, entrants confirm they are 13+ years of age, release Facebook of responsibility, and agree to Facebook's terms of use. Once you enter, we'll send you a message to complete your entry and enroll you in our VIP Club.

Rules To
Qualify ✓

✓ Disclaimer

Black Rock
BAR & GRILL®

Show us the best photo of you and your mother or mother figure and you may just win a **\$25 GIFT CARD**

See insights and ads [Boost post](#)

89 107 comments 1 share

Scroll ✓
Stopping
Graphic

VIEW THIS CAMPAIGN:



COUNTING CONTEST

CAMPAIGN BREAKDOWN

✓ Catchy
Headline

✓ Disclaimer

AnchorBar Restaurant, Kennesaw, GA
February 15, 2022 · 🌐

Who wants a \$25 gift certificate to AnchorBar Restaurant?!? 🍷🍷 We thought that might get your attention. 🤔

Guess exactly how many bottle caps we've got in this case and we'll gift you with \$25 toward your next meal at AnchorBar Restaurant! Yep, it's that easy!

We can't wait to see who wins! Ready? Set? Go! 🏆🏆

Rules to qualify?!

- 👉 Tell us your guess below before February 25th, 2022
- 👉 The person who guesses the closest to the actual amount of bottle caps without going over will win a \$25 gift certificate! Should more than one person guess the same correct answer, we will randomly select ONE (1) winner.
- 👉 The winner will be notified via Facebook Messenger.

*This contest is in no way sponsored, administered, or associated with Facebook, Inc. By entering, entrants confirm they are 13+ years of age, release Facebook of responsibility, and agree to Facebook's terms of use. Once you enter, we'll send you a message to complete your entry and enroll you in our VIP Club.



📣 Boost this post to reach up to 936 more people if you spend \$14. [Boost post](#)

👍 88 506 comments 5 shares

Rules To
Qualify ✓

Scroll ✓
Stopping
Graphic

VIEW THIS CAMPAIGN:



CREATE YOUR FIRST CAMPAIGN

CAMPAIGN NAME: _____

Date To Publish: _____

Headline: _____

Topic/Copy _____

Call To Action _____

Image/Photo _____

CREATE YOUR NEXT CAMPAIGN

CAMPAIGN NAME: _____

Date To Publish: _____

Headline: _____

Topic/Copy _____

Call To Action _____

Image/Photo _____

