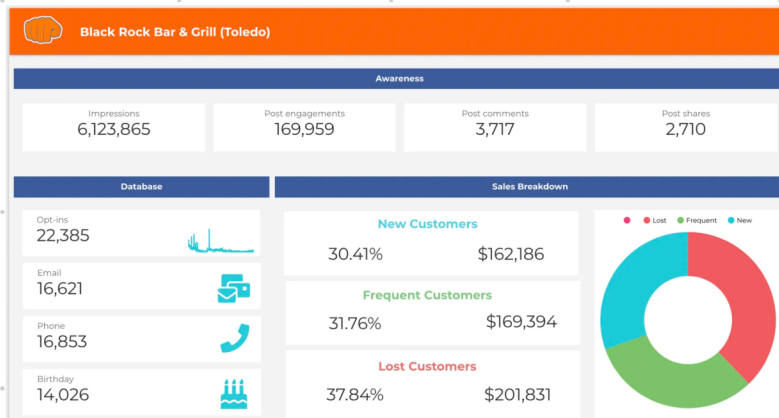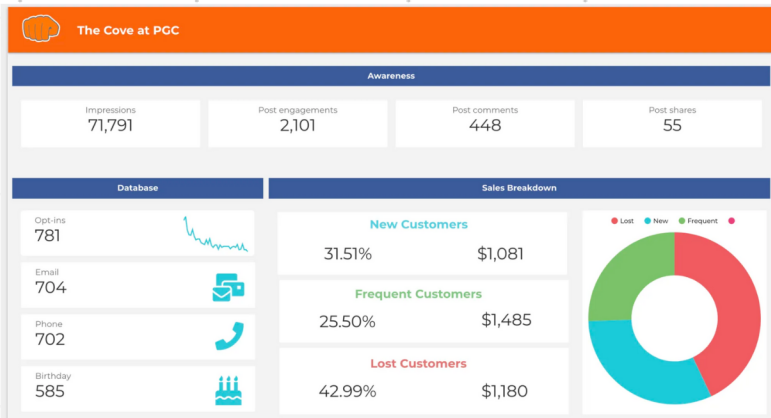# WHY LOYALTY PROGRAMS FAIL

LOYALTY
70% of customers aren't loyal.
They aren't a part of your loyalty program.

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

TRAFFIC
Feed your loyalty program with the VIP Club

FRICTION
Creating less friction will lead to more people willing to join

in-store graphics

contest post (retention)

BACK YARD GRILL
GRILL TEAM
BUY ONE, GET ONE FREE BURGER
SCAN ME TO JOIN & GET EXCLUSIVE OFFERS

BBQ'd Productions Sports Bar & Grill Kenosha
Sponsored (demo)

The Big Game is upon us! Who do you think will come out on top – Philadelphia or Kansas City? 😬 Comment below with your prediction and you could win a $25 gift card from us! 🏈 Who are you rooting for? Let's hear it! 📣
Rules:
Let us know who you think will win by NOON on Sunday, February 12th!
Should more than one person guess the correct winning team, we'll select one person as the winner of our gift card!
Our winner will be contacted via text, e-mail, or Facebook Messenger 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.

THE BIG GAME
WHO WILL WIN?
YOU COULD WIN A $25 GIFT CARD
TELL US YOUR GUESS!

to-go stickers

BACK YARD GRILL
JOIN THE GRILL TEAM
OPEN YOUR PHONE'S CAMERA TO SCAN
You'll receive exclusive offers when you join!

JOIN OUR CLUB, BBQ'D & GET SMOKED WINGS FREE
CHOOSE YOUR LOCATION
- KENOSHA, WI
- THIRD LAKE, IL
- LAKE ZURICH, IL

website pop-up

7:16
The Cove at PGC
Typically replies in a few hours
VIEW PROFILE
7:15 PM
Get started
Hi **Matt**, 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 The Cove at PGC? Choose the best option below 👉
I haven't been yet!
That's great, **Matt**, 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 👉
+18597432408

The Cove at PGC
Typically replies in a few hours
That's great, **Matt**, 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 👉
+18597432408
Click "I agree" to opt-in for text messages from The Cove at PGC. 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. 👉
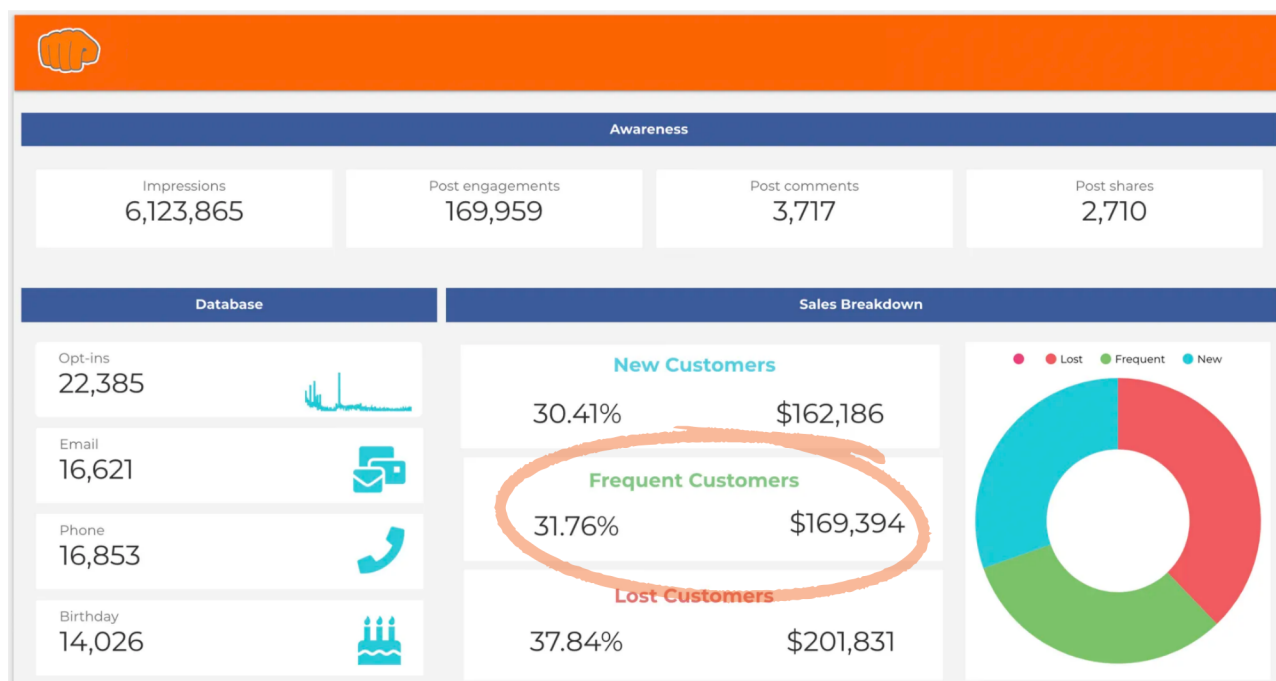matt@mattplapp.com

Pre-populated data from Messenger helps to avoid friction from the customer when joining

RESTAURANT MARKETING
THAT WORKS

AMERICA'S BEST RESTAURANTS

WHY LOYALTY PROGRAMS FAIL

IN THIS TRAINING YOU'LL LEARN:

👉 The importance of engaging with the customers who haven't joined the loyalty program.

👉 How to nurture customers who haven't joined your loyalty program and bring them into a VIP Club.

👉 Multiple ways to bring customers into the loyalty program with traffic

👉 How to make it easy for customers to join.

LOYALTY
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● Lost ● Frequent ● New

RESTAURANT MARKETING THAT WORKS

AMERICA'S BEST RESTAURANTS

WHY LOYALTY PROGRAMS FAIL

CUSTOMER EXAMPLE

Customer was proud of their loyalty program size. 1,400 customers after 24 months of the prgram being live.

1,400
Customers have joined the loyalty program

1,000 IN-STORE
Customers that walk through your doors

60
Customers per month joining the loyalty program

250
Customers that visit you online

2
Customers per day joining the loyalty program

125
Customers that engage on social

WHAT IF?

What if you used your in-store and online traffic to feed your loyalty program?

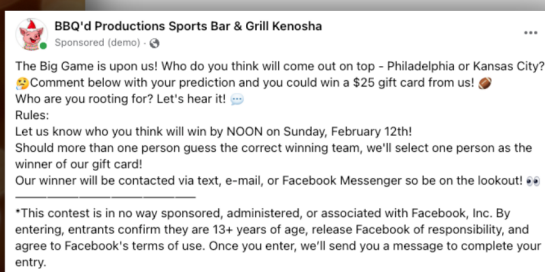# FEED YOUR LOYALTY PROGRAM WITH VIP

in-store graphics

BACKYARD GRILL

GRILL TEAM

BUY ONE, GET ONE FREE BURGER

SCAN ME TO JOIN & GET EXCLUSIVE OFFERS

contest post (engagement)

BBQ'd Productions Sports Bar & Grill Kenosha
Sponsored (demo) ·

The Big Game is upon us! Who do you think will come out on top - Philadelphia or Kansas City? 🤔 Comment below with your prediction and you could win a $25 gift card from us! 🏈 Who are you rooting for? Let's hear it! 💬

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BBQ'd PRODUCTIONS BAR & GRILL

THE BIG GAME
WHO WILL WIN?

YOU COULD WIN A
$25 GIFT CARD
TELL US YOUR GUESS!

TYPES OF TRAFFIC

- In-Store Graphics

- Engagement Posts on Social Media

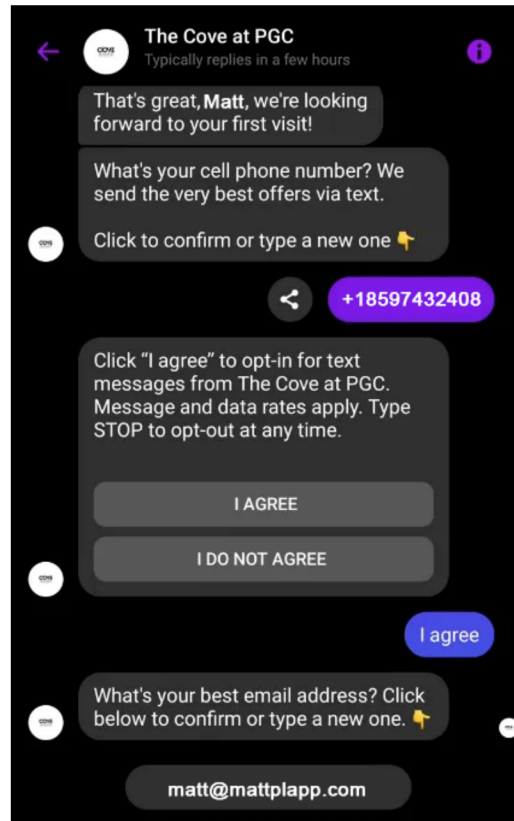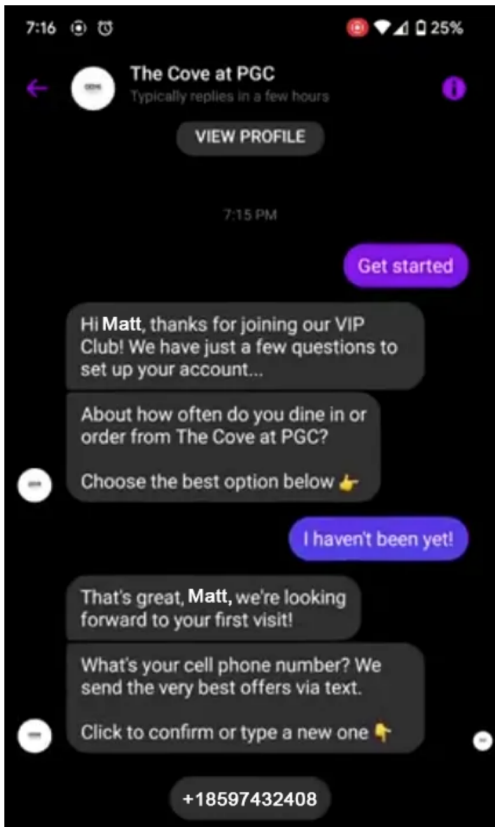- Stickers or Postcards for to-go orders

- Website Pop-ups

to-go stickers

BACKYARD GRILL

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THE GRILL TEAM

OPEN YOUR PHONE'S CAMERA TO SCAN

You'll receive exclusive offers when you join!

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BBQ'd PRODUCTIONS BAR & GRILL
GET 9 SMOKED WINGS **FREE**

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website pop-up

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AMERICA'S BEST RESTAURANTS

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⭐Pre-populated data from Facebook Messenger helps to avoid friction from the customer when joining the VIP Club

NOTES

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