

100 TO 1 ROI

WHAT IS YOUR ROI?

ROI Engine Restaurant Marketing Annual ROI Calculator

RESTAURANT MARKETING THAT WORKS

How Would You Rate Your Company 1-5 In These 6 Categories?

Rate Your Ownership Activity	<input type="text" value="3"/>	
Rate Your Online Review Quality	<input type="text" value="3"/>	
Rate Your Local & Social Branding	<input type="text" value="3"/>	
Type of Service	<input type="text" value="4"/>	Fine = 1, High Casual = 2, Casual = 3, Fast Casual = 4, Fast Food = 5
Type of Food	<input type="text" value="3"/>	Ethnic = 1, Healthy = 2, Mexican = 3, Chicken = 4, Pizza/Burgers = 5
Type of Location	<input type="text" value="5"/>	Urban/Downtown = 1, Rural = 3, Suburbs = 5

Total ROI Activation Score 21

Your Restaurants #'s

Average Check	<input type="text" value="\$30"/>
# Of Times Customers Visit Annually	<input type="text" value="6"/>

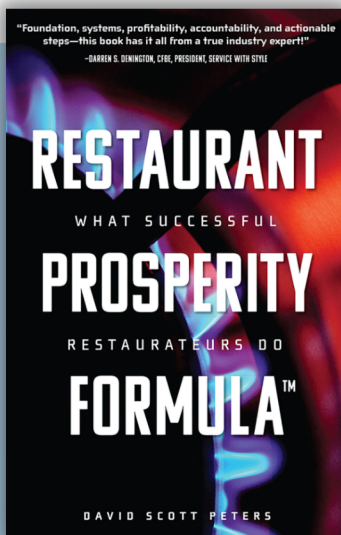
How Many Opt-Ins Can We Get Per Month From Each Source?

Monthly Opt-Ins	<input type="text" value="500"/>
Yearly Opt-Ins	<input type="text" value="6,000"/>

% Of Customers Activated	14%
# Of Active Customers	819
Annual Visits	4,914
Annual Impact	\$147,420

CLICK HERE

Calculate your own ROI with our online ROI calculator



RECOMMENDED READING

Restaurant Prosperity Formula™: What Successful Restaurateurs Do





Drawing on his decades of experience as a restaurateur, David Scott Peters offers this specific, hands-on guidebook for independent restaurant owners.



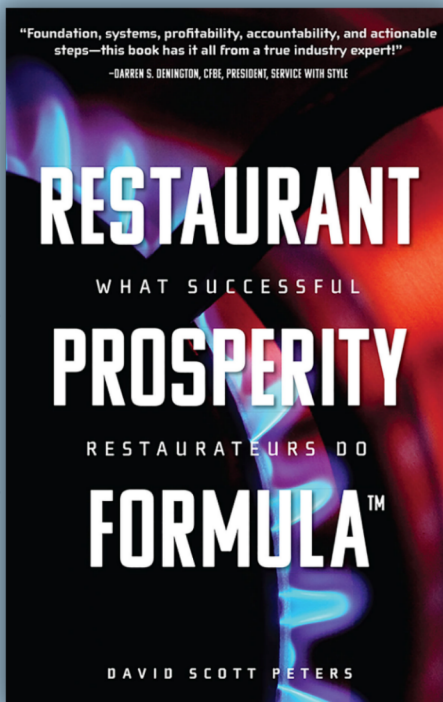
AMERICA'S BEST RESTAURANTS

100 TO 1 ROI

IN THIS TRAINING YOU'LL LEARN:

-  The importance of taking a deep dive into your marketing program to calculate your ROI
-  Acquiring data with an amazing offer leads to long term sales
-  How to take that data and drive customers into the restaurant more frequently
-  The importance of having and utilizing your database.

RECOMMENDED READING



Restaurant Prosperity Formula™: What Successful Restaurateurs Do



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RESTAURANT 1

MEXICAN RESTAURANT WITH LOW AVERAGE CHECK

After 16 months on our program Restaurant Marketing That Works

MEXICAN RESTAURANT

Awareness

Impressions 3,781,659	Post engagements 54,207	Post comments 1,938	Post shares 975
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Database
Sales Breakdown

Opt-ins 24,711	New Customers 77.66% \$117,142	
Email 18,422	Frequent Customers 15.21% \$22,940	
Phone 19,132	Lost Customers 7.13% \$10,756	
Birthday 13,452		

Sales Performance

Redemption % 24.69%	Total Redemptions 7,522	Sales \$150,837.66	Average Check \$20.05	Acquisition Cost \$4.16
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\$20 Average Check

\$4 Acquisition Cost

25% Redemption Percentage

	25% Of These				
	500 Customers	22%	Annual	3 Years	
New Customers	78%	97	\$1,940	\$11,640	\$34,920
Frequent Customers	15%	19	\$380	\$6,840	\$20,520
Lost Customers	7%	9	\$180	\$1,800	\$5,400
		125	\$2,500	\$20,280	\$60,840
					\$487

\$4 to acquire a customer which leads to \$487 in sales

RESTAURANT 2

BBQ RESTAURANT WITH MODERATE AVERAGE CHECK

After 8 months on our program Restaurant Marketing That Works



\$38 Average Check

\$11 Acquisition Cost

9% Redemption Percentage

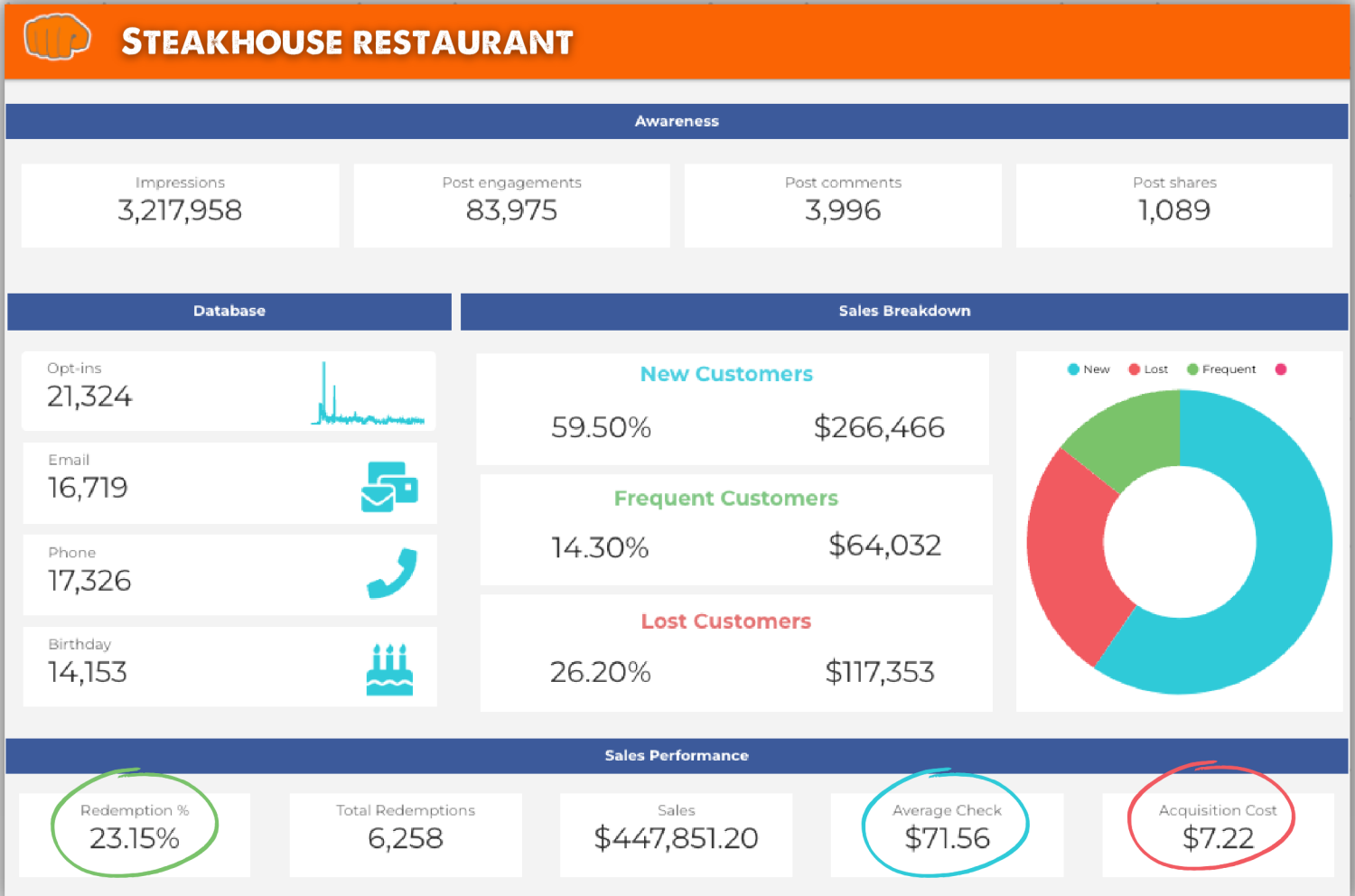
	9% Of These				
	500 Customers	22%	Annual	3 Years	
New Customers	39%	18	\$684	\$4,104	\$12,312
Frequent Customers	18%	8	\$304	\$5,472	\$16,416
Lost Customers	43%	19	\$722	\$7,220	\$21,660
		45	\$1,710	\$16,796	\$50,388
					\$1,120

\$11 to acquire a customer which leads to \$1,120 in sales

RESTAURANT 3

STEAKHOUSE RESTAURANT WITH HIGH AVERAGE CHECK

After 8 months on our program Restaurant Marketing That Works



\$71 Average Check

\$7 Acquisition Cost

23% Redemption Percentage

	23% Of These 500 Customers	22%	Annual	3 Years	
New Customers	60%	69	\$4,899	\$29,394	\$88,182
Frequent Customers	14%	16	\$1,136	\$20,448	\$61,344
Lost Customers	26%	30	\$2,130	\$21,300	\$63,900
		115	\$8,165	\$71,142	\$213,426
					\$1,856

\$7 to acquire a customer which leads to \$1,856 in sales



**CALCULATE YOUR OWN ROI
WITH OUR CALCULATOR ...**

