

# 100 CATERING LEADS



## ATTRACT

- Organic Contest Post with Images
- Attention Grabbing Headlines
- In-Store Contest Graphics with QR Code

## TRAFFIC SOURCES

- Inside Four Walls
- Organic Social Media Posts
- Paid Traffic Ads
- Website
- Community Outreach

## CAPTURABLE DATA

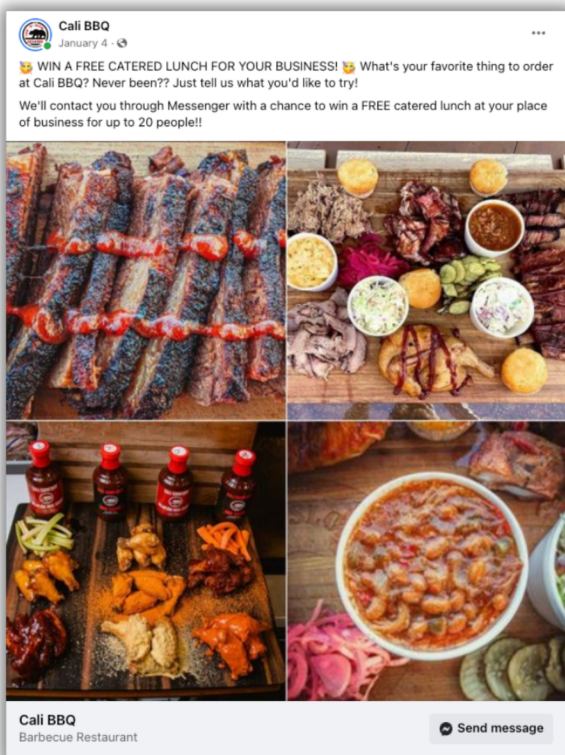
- First & Last Name
- E-mail Address
- Phone Number
- Business Name
- How Many Employees?
- How Often Do You Cater?

# 100 CATERING LEADS

## IN THIS TRAINING YOU'LL LEARN:

- 👉 Why catering is important for your restaurant
- 👉 How to generate leads, capture data and drive catering sales
- 👉 Where to find your catering leads, easily capture their data and create a database
- 👉 The importance of building a relationship with the prospective customers and create a nurture sequence

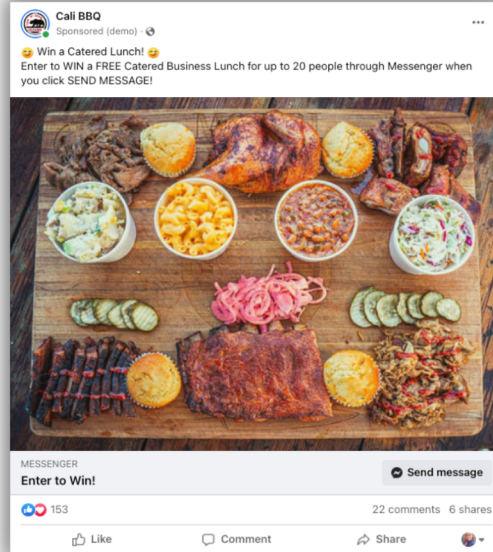
## ATTRACT YOUR POTENTIAL CUSTOMERS



- ✔️ Targeted Headline
- ✔️ Call to Engage
- ✔️ Eye Catching Graphics
- ✔️ Data Collection
- ✔️ Targeted Ad Spend

# OTHER WAYS TO ATTRACT LEADS

## TARGETED FACEBOOK ADS



## IN-STORE/TO-GO GRAPHICS

### Poster



### Table Topper



### Postcard or Business Card



# ACQUIRE DATA & BUILD YOUR DATABASE

Cali BBQ

Hi Deborah, answer the next few questions for your chance to win a FREE business lunch for up to 20 people!

What's your cell phone number? We'll send you a text if you're the winner.

Click to confirm or type a new one 📲

513-785-0000

Click "I agree" to opt-in for text messages from Cali BBQ. 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

What's the name of your business?

America's Best Restaurants

What's your position or title at America's Best Restaurants?

Graphic Designer

How many people work at America's Best Restaurants? Please choose one of the options below 📲

15 - 50

About how often do you have a team lunch at America's Best Restaurants? Choose the best option below 📲

Every Few Months

Thanks, Deborah, you're entered to win a FREE business lunch for up to 20 people!

## MAKE IT EASY FOR YOUR POTENTIAL CUSTOMERS TO GIVE YOU THEIR DATA

- ✓ No long forms requiring the potential customers to fill in the blanks
- ✓ Give the customers options to select instead of blank spaces to fill in
- ✓ Use a source that pre-fills data

# NURTURE LEADS

## EMAIL AFTER ENTERING CONTEST



**20% OFF your next catering order!**

Hello ,

Thank you for entering our catering contest - we'll reach out to you to let you know if you're the winner.

In the meantime, we have a delicious deal for you. Get 20% OFF your next catering order!

From business lunches to bridal showers, if you have an upcoming event that requires catering give us a call now to take advantage of this offer.

[Call Now!](#)

## THINGS YOU COULD INCLUDE IN THE NURTURE

- ✓ Additional Offer
- ✓ Link to Catering Menu
- ✓ Link to Place Order
- ✓ FAQ Page

## NURTURE SEQUENCE



Hi ,

Of course we think we offer some of the best catered meals around, but then again, we might be a little biased.

So, don't take our word for it. Check out what one of our delighted customers had to say.

*"Cali BBQ and it's leadership are absolutely amazing! These guys are the definition of hospitality. Shawn the owner is one of a kind, Steven is a wizard with the wings and Bernice is one of the best Pitmaster around! Thank you all for what you do!"*

-Charlie E, Google

Are you ready for a ★★★★★ food-experience for your next catered event or occasion? Give us a call about your catering order today!

[Talk to a Catering Specialist](#)



Hey ,

What's going on in your life? Any fun gatherings coming up?

Us? Well, we've been busy catering everything from business lunches to bridal showers.

If you have an upcoming birthday party, anniversary, baby shower, bachelor party, or corporate event...

1. Where is our invite? ✨
2. We'll bring the food.

Let's talk soon. We'll catch up on catering.

[Let's talk catering](#)



It's been four months and you still haven't redeemed this delicious offer. 20% OFF your next catering order, remember?

It's okay. We understand. You're busy. We're busy. We just lost touch, that's all.

Should we save this offer for you? Give us a call to let us know.

[Talk to a Catering Specialist](#)