

# RESTAURANT MARKETING FUNNELS

## FACEBOOK FUNNEL

**FB POST TO MESSENGER**

Get Customers Data

**CATERING NURTURE**

Driven from Messenger

**CONVERSATION**

**PURCHASE**

## CATERING FUNNEL

**THANK YOU PAGE**

Opportunity for Retargeting

**E-MAIL & TEXT**

Restate Your Offer

**RETARGETING**

Use All Platforms

**LONG TERM NURTURE**

## LONG TERM NURTURE

**DAY 1 - TEXT & EMAIL**

**DAY 7 - EMAIL**

**DAY 14 - TEXT**

**ROTATION**

Days 21-120

## RECOMMENDED READING



- Dotcom Secrets: The Underground Playbook for Growing Your Company Online with Sales Funnels
- Gym Launch Secrets

# RESTAURANT MARKETING FUNNELS

## IN THIS TRAINING YOU'LL LEARN:

- ➔ What is a marketing funnel? Why do you need them?
- ➔ How to utilize data from your marketing funnel and turn it into sales
- ➔ The importance of having a strategy for the traffic you are funneling
- ➔ The data itself isn't enough. It's important to have a nurture sequence
- ➔ Retargeting is cheap and one of the best ways to continually connect with those who have already shown interest in your restaurant

## RESTAURANT MARKETING FUNNEL

*A funnel is a traffic pattern you want to create for your customers' journey. There needs to be a strategy in how the funnel was created. Each step or action from the customer needs to lead to another opportunity to take action.*

## RECOMMENDED READING



◀ **Dotcom Secrets - Russell Brunson**  
The Underground Playbook for Growing Your Company Online with Sales Funnels

**Gym Launch Secrets - Alex Hormozi**  
The step-by-step guide for gym owners to learn how to get more clients, how to make more per client, and how to keep them for life.



# RESTAURANT MARKETING FUNNELS

## FACEBOOK FUNNEL

**FB POST TO MESSENGER**  
Get Customers Data

**Attract with an Offer**  
FREE Dessert, FREE Entree etc...

**NURTURE**  
Driven from Messenger

**Use Data from Your Software**  
Facebook Messenger is a great way to use this data to contact your potential customers

**CONVERSATION**

**Build a Relationship**  
The nurture sequence allows for a conversation between you and your customers which, in time, develops a relationship.

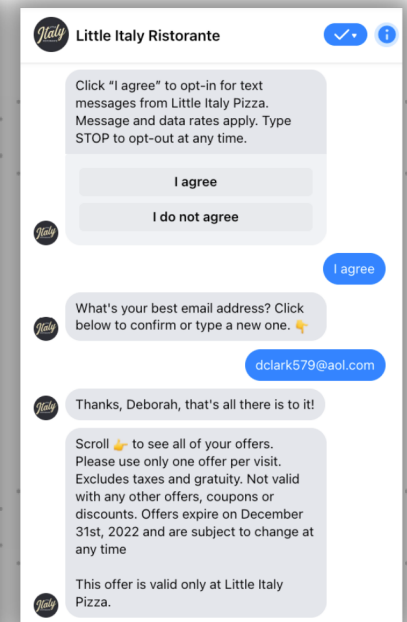
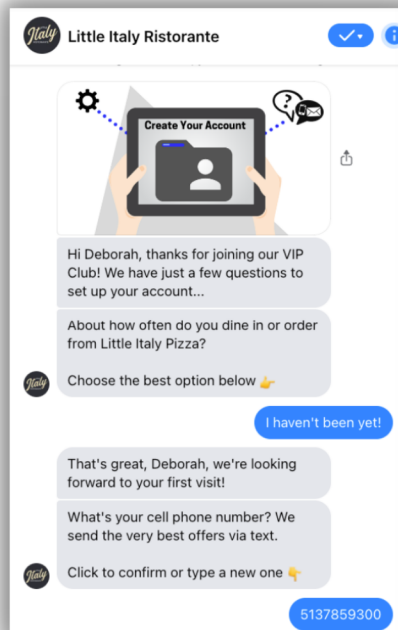
**PURCHASE**

**Funnel Purpose**  
This funnel ends with a purchase after the building of a relationship with your customer

Attract with an offer. Facebook post.



Gather data, without friction. Make it easy for them!





# RESTAURANT MARKETING FUNNELS

## CATERING FUNNEL EXAMPLE

**THANK YOU MESSAGE**  
Opportunity for Retargeting

After Data Is Collected

Thank You Message/Page allows you to retarget the customer via social media ads & you can also restate your offer

**E-MAIL & TEXT**  
Restate Your Offer

Follow-up Right Away

This should include links to browse the catering menu, order or engage with your brand

**RETARGETING**  
Use All Platforms

For As Little As \$1 Per Day

Retarget them based on how they entered into your world (catering, food, desserts, etc)

**LONG TERM NURTURE**

Have A Plan

You want to have a plan in place, says, okay, somebody opted in. What are we going to do next?

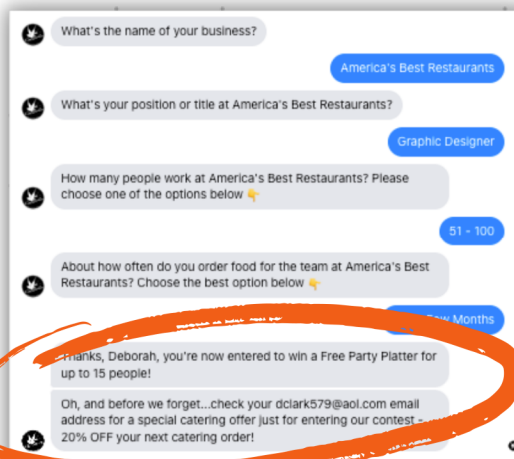
Original Post



Retargeting



Thank you message & offer reminder





# RESTAURANT MARKETING FUNNELS

## LONG TERM NURTURE

DAY 1 - TEXT & EMAIL

DAY 7 - EMAIL

DAY 14 - TEXT

ROTATION  
Days 21-120

Other Emails  
in the  
Nurture  
Sequence

Day 1 Email

### 20% OFF your next catering order!

Hello, Deborah,

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!



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



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




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:

**"Cinnaholic is just the best. Not only can you customize your cinnamon rolls to your heart's content, but their banana bread is the best I've ever had.."**

-Audra R, 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