



RESTAURANT SURVIVE & THRIVE PLAYBOOK

› Customer Mobile Messaging: The New Frontier for Restaurants

mobivity

> Why Email is Getting Bumped to the Backseat

With coronavirus recovery efforts, business restrictions change fast and often. Your customers need to know, but they are bombarded with emails from brands. Email, once the digital medium everyone used, is rarely used by many under age 30. Worse: How can businesses rely on email-based promotions and messages, when email open rates have dropped to a meager 5%?



How do you inform customers of compelling, time-sensitive offers design to drive sales?



How do you let customers know about changing services and hours?



How can you provide assurance that you offer a safe environment for dining and carry out?



How do you make contactless ordering and pick up easy for customers?

The solution: Harness the reach and immediacy of mobile messaging.

➤ How Business-to-Consumer Mobile Messaging Works Better

While email only has a 5% open rate, mobile messaging has a 98% open rate. Use these 5 messaging strategies during coronavirus restrictions to inform guests and motivate return visits.

1

Time-Sensitive FOMO Promotions

Papa Gino's: Give Mom What She Really Wants... Pizza! 25% OFF Online Pizzas Today Only. Exp 5/10 bit.ly/3j4mOMU

2

New Menu Offerings Adapted for Take Out

This weekend: Take-Out the NEW Family-Style Feasts at Famous Dave's! New combos to try, all just \$39.99! More info: bit.ly/3j4mOMU



To help families enjoy a meal together, SONIIC Wacky Pack Kids Meals are now \$1.99 all day, every day. Limited time +tax/addons HELP/STOP call [8447887255](https://bit.ly/3j4mOMU)

3

COVID-Related Updates

Carver's Steak House: Our dining room is closed but you can get your steak fix curbside and delivery bit.ly/3j4mOMU



Subway is still bringing you the meals you want w/ pickup & delivery while stepping up for frontline workers & our communities through a partnership with Feeding America. bit.ly/3j4mOMU HELP/STOP call [8447887525](https://bit.ly/3j4mOMU)

4

Promote Other Digital Channels

Deals, deals and more deals. All in the Subway app. Download now and opt-in for push alerts so you never miss out. bit.ly/3j4mOMU

SURVEY

Thanks for dining with us. Tell us about your experience and we'll give you a free Frito Lay Chips on your next visit. bit.ly/3j4mOMU

5

Make Curbside Experiences Better

MO'S BURGERS Northridge now offering curbside pickup! Save 25% on curbside orders thru Friday. bit.ly/3j4mOMU

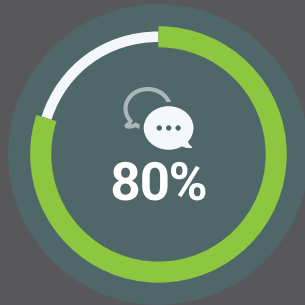
Thanks for your order, John! You can pick up after 6:45pm. Park in curbside spot and text [HERE](https://bit.ly/3j4mOMU) when you arrive.

HERE

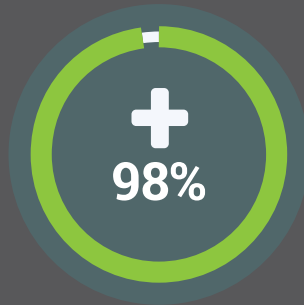
Great! We will be out with your food in a few minutes. Open trunk, door or window for hands-free receipt of your safety-sealed order.

> Why SMS is such a powerful way to bring customers back for more

USE THE CHANNEL THAT REACHES THE MOST PEOPLE



of U.S. consumers use text on a regular basis



Open rates are as high as



Texts are received on more than just phones – tablets, laptops, and desktops work, too

CONSUMERS TURN TO SMS FIRST



Texting is the 2nd most common use of a mobile phone (The first? Checking the time.)

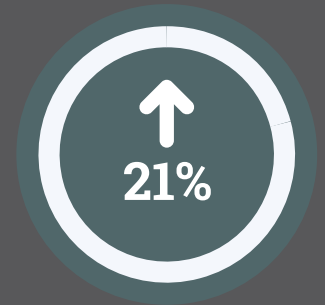


Americans spend 2X more time texting than emailing on their phones

PROVEN TO DRIVE GUEST FREQUENCY & SPEND



greater visit frequency



increase in customer spend

Analysis of millions of text club members across multiple restaurant chains by Mobivity.

> Choose Wisely...

Mobivity's Unified Mobile Messaging™ is unlike other messaging platforms.



Simplifies campaign management & maximizes impact by auto-detecting recipient's phone and deploying the optimal format (SMS, MMS or RCS).



Segments, targets and personalizes messages for better Return on Marketing Spend (RoMS™).



Delivers advanced reporting with RoMS measurement and optional Perfect Attribution™ for even higher-level reporting.



Integrates seamlessly with other Mobivity digital marketing solutions, including deployment of single-used scannable codes across all of your media channels.



Launches fast, in 120 days or less, thanks to dedicated Mobivity support team.

Deep Experience With Leading Brick & Mortar Brands!





SCHEDULE A DEMO TODAY

Contact us for a demo, and learn what it takes to launch your messaging program.
Ask about our test drive offer: \$79 for the first 90 days!

REQUEST DEMO

Ask about special pricing and support options for PepsiCo Foodservice customers
