



The Fast Food Sector

How to achieve success with
text message marketing

text marketer
We deliver. You save.

FAST FOOD AND SMS MARKETING - A MATCH MADE IN HEAVEN

Whether you run a pizza restaurant, kebab shop, Indian or any other type of fast food outlet, there really is a golden opportunity to increase your sales using SMS. Any fast food restaurant will be amazed at the increased profits that sending a simple text with a tempting offer can bring. It's low cost and incredibly effective.

This guide will show you how it's possible to increase your profits by as much as 33% – but crucially, sustain increased business for the long term. It's not complicated or expensive and you can get up and running in moments. We hope that by the time you've finished reading this short guide you'll have everything you need to dive in and give it a try.

Let's kick off with a question...

“There are 5 billion mobile phones in the world today. For context, there are 4 billion toothbrushes.”

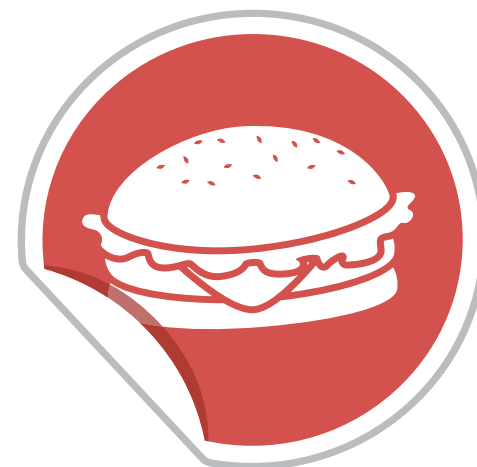
Wendy Clark - Marketing Week

“Mobile is the juggernaut that we're all trying very hard to pretend we don't see.”

Stan Woods – Velocity Partners



Q: AM I ALLOWED TO USE MY CUSTOMERS MOBILE NUMBERS FOR SMS CAMPAIGNS?



A: There's an enormous amount of confusion in this area. If your customer has given you their mobile number, then you are more than entitled to send them a promotional text. You do however need to ensure that you:

- Make it clear who the message is from
- Include a contact telephone number
- Include a text opt out in your text (e.g. To stop further messages, reply XYZ to this text - we provide this system free to all our customers)



STEP 1 - YOUR EXISTING CUSTOMERS ARE LIKE GOLD, TREAT THEM ACCORDINGLY



Most businesses have an existing database of mobile numbers. But... don't just text them an offer because you want sales today!

Their mobile phone is a personal device and you should ask their permission to text them. (This is not a legal requirement because they are existing customers, this is about courtesy and ensuring your mobile marketing works in the long term).

So step 1 is to ask your customers if they are happy for you to send them infrequent offers or news.

Usually it goes something like this;

"Hi. As a diner at Garlucci's, we'd like to keep you informed by text of any offers or special menus. Don't worry, we won't bombard you! If you'd rather not, then text GARL to 88802 now or any time."

You can normally expect around 2% of your customers to unsubscribe.



STEP 2 - BUILD YOUR LIST



In addition to your existing customers, you'll want to capture more mobile numbers. This may be best achieved by simply asking customers whether they would like to be included in special offers or interesting news by text.

Then you can simply keep a note of these numbers and add to your list by uploading them every week or so.

Alternatively, you may prefer an automated system which allows people to join your list by text. You can do this by setting up a **keyword** on a **short code number**. People then simply text this keyword to 88802.

"Join our club by texting JOIN to 88802. You'll receive free offers and news by text. We promise not to bombard you and you can remove yourself at any time."



STEP 3 - YOUR DATABASE IS IN PLACE... NOW, WHAT DO YOU SEND?



Regular contact with your customer base will generate long term, sustained business.

The golden rule is to talk to your customers as if they were standing in front of you.

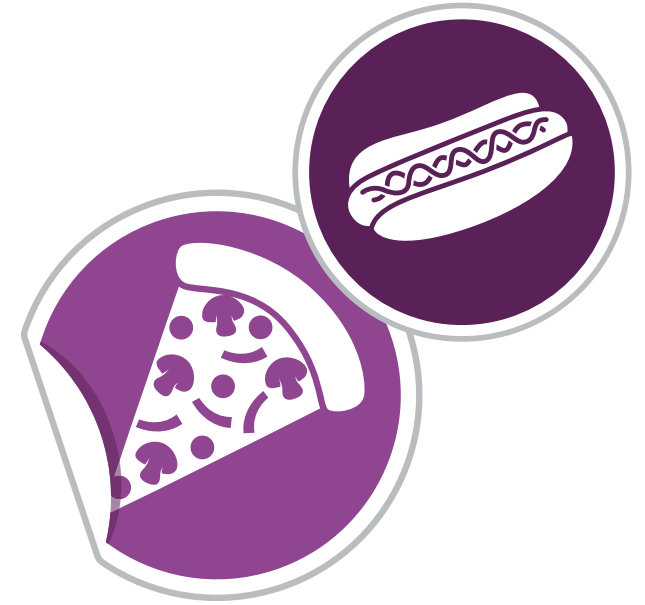
You will know your customers better than anybody and what's likely to appeal to them, but here are a few types of messages that work really well. Visit our [Message Depot](#) for more ideas.

"Hi. Give yourself a midweek treat. We're offering all Pizza Land customers any size of Pizza for just £9.99. Call us now on 0123 56789 – free delivery."

"Uninspired by the contents of your fridge? Let Pizza Land take the strain. Order any normal sized pizza and get a second absolutely free. Call us now on 0123 56789"



STEP 3 - YOUR DATABASE IS IN PLACE... NOW, WHAT DO YOU SEND?



"An exciting week of sport ahead. Watch with your mates and we'll look after the food. Order any 3 or more pizzas and get 2 for free . Order now on 0123 456789

"Our chef has created 4 completely new pizzas! We've all tried them here and unanimously agreed to trial them on the menu. Please call 0123 56789 to try them."

Of course, the examples above will have to be tailored to your business but you can see the style.



STEP 4 - REGULARITY OF CONTACT

How regularly should you send messages?

Any more than 2 texts sent in a month and your texts just might be seen as spam.

Getting the balance right, so your texts aren't a nuisance is vital in securing the long term profitability of your campaigns.



COSTS AND RETURN ON INVESTMENT



Mobile marketing is the most responsive and cost effective marketing medium available today. The costs are surprisingly low and because there are no set up fees, you can run a small, low cost trial to test the service.

Typical costs are:

- 3.7 pence + VAT per text (£37 per 1000 customers you contact.)
- £25 per month for the optional keyword for people to text to join your list

In the next page we'll take a look at return on investment with a case study of a typical Papa John's pizza outlet...



COSTS AND RETURN ON INVESTMENT - A CASE STUDY



Grant Wiszniewski, operates the **Papa John's pizza** franchise in South Shields and is always looking for new ways to increase business. He used Text Marketer's mobile marketing system over a period of three weeks and increased his sales by 33%.

SMS Marketing Results

- 8100 sms messages sent
- 318 redemptions (3.9%)
- Average spend per customer £13.56
- £5.30 generated for every £1 spent
- Average weekly takings increased by 33%

The message itself was a simple price based offer.

"Any Pizza, any size, including our massive 16" - £6.99 collection or £8.99 delivery"

Grant, the owner of the business commented, *"I am extremely pleased with the outcome of this campaign; I would never have predicted such a high redemption rate. My weekly takings are up and I am now looking for more delivery drivers and this can only be down to the extra customers that we have won through this text marketing."*



HOW TO GET GOING - ACHIEVE A 33% RETURN ON YOUR INVESTMENT IN 15 MINUTES



One of the great things about mobile marketing is that it's very easy and inexpensive to trial.

Text Marketer provides low cost text messages and the software for running all of your campaigns is free.

There's no software to install, it's a simply a webbased system. As long as you have a computer connected to the internet and a web browser, you can do it!

1. Get a Text Marketer account at [Text Marketer](#)
2. Watch the instructional video of how to use the system (instructions will be sent to you)
3. Buy as many credits as you need for your first campaign and proceed to Step 1 in this guide.

Enjoy a huge increase in business, sustained, for the long term.



USEFUL LINKS - ALL THE HELP AND INFORMATION YOU COULD NEED

Our Help Centre contains a decade of experience and help articles:

<http://www.textmarketer.co.uk/help/>

Our "SMS Toppest Top Tips" article:

<http://www.textmarketer.co.uk/blog/2010/09/smsmarketing-ideas/sms-marketing-toppest-top-tips/>

Main instructions in video form and other helpful videos to watch:

<http://www.textmarketer.co.uk/sms-marketingvideos.htm>



FOUND THIS USEFUL?

DO YOUR GOOD DEED FOR THE DAY!

If you have found this ebook vaguely useful or interesting then why not return the favour, and share it!

If you could be so kind to tweet it, like it, share it, post it, whatever is your social media preference we would be very grateful! This makes us happy and means we will create more useful and interesting content for you!



ABOUT TEXT MARKETER LTD

We're a provider of business sms services. We aim to give our customers the best sms tools at the lowest possible price. We help companies get up and running with their mobile marketing and always have a view on the best way forward.

Over 110 marketing agencies have used us to help develop ideas for their clients.

We've been around since 1999 and have picked up some useful experience along the way.

Website www.textmarketer.co.uk

Blog <http://www.textmarketer.co.uk/blog/>

Telephone 0117 2050202

Email info@textmarketer.co.uk

