

CHAPTER 9

Email and Text Marketing — Your Long-Term Nurture

Email and text marketing: One is underused, and one is abused.

First, we're going to talk about the abused. That is email marketing. You and I are both guilty of sending out way too many emails to people who don't really care about topics that don't resonate with them. This is one of the reasons over the past five years that my company has created systems to help segment the email databases for restaurants. Everyone should not get EVERYTHING you send out. You want to have more pertinent conversations with the customers on your list. We're going to dig into that in a minute.

The second one, text messaging, is what's underused. Restaurants are not sending enough text messages to their customers; most aren't sending ANY! I will caution you, if and when you start using text, that you have to approach it much differently than emails.

Let's attack that right now. Texting is inherently different than email because it's seen as much more intrusive. It's more personal to many people than an email, so you want to make sure you walk a fine line. If somebody gave you their phone number, they didn't give it to you to be told that you're updating your menu or that you're now hiring. They also don't want to know that you're doing an event at the restaurant for a very limited audience, such as college night.

They gave it to you because they were hoping that you would send something of value. There are two items that will grab their attention: first, a topic that is specific to them, like if they have kids and you're doing a "kids eat free night." The second topic is a valuable promo. And when I say "valuable," please think about what we covered in the last chapter.

Texting is WAY more valuable than email. It's more valuable because message delivery is so high and open rates are basically 100%. So, when you think about text messaging, you have to think much more targeted than you ever would in an email, because you do not want to burn up the valuable opportunity to send somebody a text.

A third tactic that can work in text is what I call "creative texts." I'm a fan of a couple of restaurants near my house that I often forget about. Why do I forget to go to them? Well, what this whole book is about. I'm either not on any type of list they have, or they simply don't use their list. But I can tell you that two, in particular, have my information because we've ordered from them online many times.



What's a "creative text" look like? It's a subtle poke. How about a picture of a steak and the message, "Hey, Matt, this steak is calling your name. Click here to make a reservation. We can't wait to see you soon." To me, that would resonate because no one else does it, and I'd think, "That sounds good."

Now here's what NOT TO DO! I'm going to give you a quick example from a brand we worked with a few years back. We were helping them build their text and email list, and most of the messaging was handled locally, but occasionally, the corporate office would send out a message. On a Saturday that fall, they sent out to their entire list a text message for opening day of the NBA season.

The text message said something to the effect of, "Hey, today's opening day of the NBA. Come by for this beer special."

Why is this a fail?

Look at this and break it down. The text was sent to approximately 4,000 people. There are a TON of reasons why this text was a waste. First, their list was primarily female. Second, Cincinnati is not an NBA market. Third, it's the opening day of the NBA season. I could go on and on, but I'd estimate that this message resonated with less than 10% of their audience.

You don't want to send texts that 90% don't care about. You need

to either segment your audience or talk about a much broader topic. Otherwise, you've got a bunch of people who are going to ignore your next text message and opt out.

You can get away with that in email, but not texts.

Now onto email, and trust me when I say I've sent plenty of BAD emails.

I've been sending email since 1999. I remember doing email campaigns back in the early 2000s for our boat and RV dealership and getting 80 to 90% open rates. I remember one of my first emails ever sent out to our database was announcing this new line of ATVs that we had just picked up: max six-wheel ATVs.

This was back before the fancy email programs we have today. This was a much more one-to-one experience. I sent out a few thousand emails, and guess what, I got about 600 replies. This was pre-automation, so that meant that Matt Plapp was up all night responding to people's emails multiple days in a row. Thinking back, it makes me think what a gold mine email marketing was and wonder what if we hadn't ruined it.

When we talk about email marketing, segmenting your database can be very impactful. But to be honest, you can also get away with sending emails to your entire list because you can segment the content in the email.

Let's just assume that you don't have the ability to segment your list, and it's one big email list. In this situation, I'd recommend identifying your three key audiences and having an email section for each of those. BUT here's the magic: You want to rotate your subject line and top section each time. So, every time you send an email, you can target a different part of your audience.

If you do have your list segmented, then you're a step ahead of most. You can work on having more one-to-one conversations. You can send emails to men, women, new customers, frequent customers, etc. This allows you to have conversations that are more relevant and impactful. I don't think I have to go too deep into this topic. By now, you understand what I mean.

If you're just starting out with segmenting, here are my top categories to segment your list, in order of importance:

1st Male or female

2nd Customer frequency: Are they a new, frequent, or lost customer?

3rd Live or work near the restaurant?

4th Married or single

5th Kids or no kids

SWAP out 1 & 2. Make frequency #1 and gender 2

Now, one that I did not list is “redeemed or didn’t redeem.” This is a HUGE opportunity, but only if you’re doing redeemable offers, like we talked about before, because then you can track redemption through that email or text.

How do you go about getting their information after you have them on your list? BRIBE THEM!

You can send emails and texts asking for them to enter a giveaway, to get more information. Like, “Matt, want to win a \$50 gift card? Cool! Click below to answer three questions for a chance to win.” You might find out if your customers are married or single. Do they have kids or no kids? Do they live or work near the restaurant? These are things that you can do to segment that audience so that you’re not constantly sending the same people the same thing every month.

This segmentation is what can take us back to 2000’s open rates. You know, back when getting an email was exciting and not a nuisance.

Your future email marketing campaigns can then take on a different light with segmentation. “Okay, the month of November, we’re going to email our female customers this, our male customers that. Then, in December, we’re going to go to our new customers with this promotion, our frequent customers with this one, and our lost customers with that one.”

These tactics will allow you to harness the ability of these two great mediums and make more of an impact.

CHAPTER 10

Online Ad Retargeting

Chapter 10, online and retargeting. This will be a very short chapter, maybe the shortest. It's a very simple tactic to use, but one that a lot of people don't realize exists. The idea behind this is to target people who have already taken an action in your favor, meaning that they visited your website or your Facebook page, took an action on one of your ads, or watched a video on Facebook or YouTube. The idea is to retarget them with something that will relate to what you originally reached them with.

Now, this is commonly underused because a lot of people don't know it's an option. Let's put a couple of examples out there. First, let's go with your website. You should have what's called a tracking pixel on your website. You can use these from Facebook, and there's also one through Google. These pixels allow you to target people on other platforms who have been to your website and, a lot of times, have done specific tasks on your site or visited specific pages.

Let's relate this to the restaurant world. Say you are a restaurant that has a beer menu and an event page on your site. Maybe you do company events, catering, weddings. You should have a place on your website for each of these items. If you do catering, you should have a catering page on your website. If you do, you can retarget people who have visited that page in the past. You can typically do this by a number of days from that event. Oftentimes, I will target people who visited a certain page on our client's website 60 days prior. Let's say that you do weddings, and you have a wedding event space, like one of our clients in New Jersey. You can target people who have been there because people who have visited that page typically are there for a reason. How much more targeted can ads get than hitting somebody a few days, a week, or a month after they visit the page for weddings at your facility?

The concept there is targeting the traffic from your website. We also advise many of our restaurant clients to have specific individual landing pages for these offerings. If I were to go to *ABCrestaurant.com*, and there are 20 different pages there, I can easily be distracted and go everywhere. But, if somebody were to go to a landing page that only has one option, which is to consume the content there and sign up for something, you can have a more captive audience and a better message on your retargeting.

Here's an example: Let's say that you cater and want to run advertising on Facebook about catering for your company, or you have a catering salesperson who goes out and about on the street to pass out flyers and do his or her job as a salesperson. They drive people to a landing page — not to your website, to a *landing page*, which is very specific to catering, where there are no other options. By doing that, the audience is captive when they get there. They can't click around and go other places. They can only look for what they came for: catering. You may have one button that goes somewhere else but typically, only after they take an action, such as “Click here to register your office for a free catering party,” or something like that.

You can then retarget the people who visited a certain page on your website with a fairly targeted call to action. “Hey, I see that you recently visited our catering page. We'd love to cater your next event. Check out what our clients have to say,” then include a testimonial video. That's the concept there.

The other concept is to target people who have visited that page. If you have certain actions that can be taken on your website — and this is a little higher level that we're not going into in the book — you can have what's called *conversions*. If somebody takes an action on your website, you can typically track that. I'll give you a quick example of that with online ordering. Let's say that somebody can go to your website — like today, I went to the Better Blends website; they use Toast point of sale. I went to their website, clicked online order, and went to the Toast page. I clicked my smoothie, clicked submit, and paid for it. It sent me to a thank you page.

If there's the ability to put a tracking pixel on that thank you page that identifies me as a customer who ordered online, you can retarget me through Facebook or Google or Instagram, based on me being a past customer and buying something. This is called a conversion pixel.

Let's talk about retargeting and other matters. One of my favorite ways to retarget is on video views — if you have a Facebook page and are running videos on there. Let's say, for example, that you have a series of videos that show your seasonal beers. We did this with a restaurant brewery years back. Every month, we released a new video for their seasonal beer. It was typically a 60-second or a two-minute video. We also would have a 30-second preview video. Let's say you have a 30-second, six-second, and a two-minute video. If somebody watches three seconds of any of those, there's not a whole lot of intent. But if somebody watches 30 seconds of a 60-second video, or one minute of a two-minute video, or two minutes of a two-minute video, then you've got somebody who has taken an effort to consume your content.

What's great is that on the back of Facebook, in particular, you can build audiences in the audience part of the platform, in business manager and ads manager. You can build audiences around that. In the beer example, you put out 30 videos a year: 10 of those videos are for an IPA, 10 are for stout, and 10 feature lager. You can have audiences who are only composed of the people who watched the lager videos for a certain extent. You can have an IPA crowd, so you can do some cool stuff.

Maybe you're creating food videos, and you've got steak and wings and french fries, appetizers, desserts. Maybe you have event posts with music or motorcycles or cars or kids. You can have your content geared around the goal of creating a custom audience around that messaging to help retarget the right people. Perhaps you create an event-themed video, with live music or acoustic night. You host an acoustic night every other week for the whole year, giving you 26 different acoustic nights. You can create a video promoting the event with the different artists performing. Then you can create an audience around that acoustic event.

Think about it. Why would you want to advertise the acoustic event to everybody? Why not get a little more targeted and build an audience around people who consumed the prior acoustic content and create a great audience and target them for acoustic night? You can even create a lookalike audience of the people who have the same interests as the people who consumed your acoustic night videos. So that is an avenue you can use there.

You can also retarget based on actions on your page. You can retarget fans; you guys all know that — that's why boosting really became

popular. You can retarget people who have engaged in the content on your page with comments, likes, and shares. You can retarget people who responded to one of your past ads. Video is the medium that gives you the best opportunity because if you create video content around the different segments of your business ... I'm thinking about a restaurant down the street from me, Quaker Steak & Lube, Bob Jacoby's Florence location. He has Bike Night; I think they do classic car cruise-ins. They used to do a Jeep night. I want to say it's called "Jeep, Truck, and 4x4 night." They have steak night, rib night; they have live music on the patio. You could create video content around each of those events and then update your audiences each month. So, for example, if I were to start this in June and come back in August, and I've done six videos on Bike Night, I could create an audience of people who come to my Bike Night.

Within Facebook's advertising targeting options is the ability to target based on how much of the video they watched. For example, you can target based on people who watched 25% or 50% vs just people who saw the video on their phone. The longer they watch the video the more interested they are, so you can reach a better audience. I want you to really tie into the content, versus saying, "Sale, sale, sale." If you think about that Bike Night video or that live music video, and somebody watches 15 seconds of a 30-second video, then they made a little effort. And the deeper they get — if it's 50%, if it's 100% — then you obviously know you have a better audience, which allows you to create better custom audiences.

That is the gist of online ad retargeting. Next, we're going to talk about putting it all together — how we take the five steps of gaining engagement through attention, building a database, driving trackable sales, getting customer data, and long-term nurture through email and text, along with online ad retargeting. Next chapter: putting it all together. We'll see you then.

CHAPTER 11

Putting It All Together

For a few months, I struggled with exactly how to end this book. I went through MANY versions of this chapter, and it didn't hit me until I was preparing a review video for a client. I had in my head the words that I wanted to use that would tie a pretty bow around this book, but honestly, I'm not a fan of WORDS; I'm a fan of ACTION.

Let me set the scene of where that video started. We have a restaurant chain that we work with that gets some of the best results on everything we do for them. There are 16 locations in their system, and eight of the locations are clients of ours. On a recent franchisee meeting Zoom call that I was asked to present on, one of the operators said that his team could do what we were doing and, for that reason, was not going to use our company. Now, I don't have a problem losing, but I have a problem losing when people are 100% wrong. For someone to claim they can do what my team does and not know how to do 90% of it gets me REALLY agitated — or motivated.

What started as a four-slide presentation pointing to the elements and results of this seven-day campaign turned into a five-page case study that I would later submit to a few national magazines and get RAVE reviews. And then, as I stared at this last chapter of the book, "Putting It All Together," it hit me: This campaign is doing exactly that, It's leveraging everything we preach about and using all of the marketing tools together.

To get to where we are with this campaign that I'm about to show you, we had to:

1. Launch our front-end awareness campaigns
2. Gain engagement to build the database
3. Drive up-front sales to know that we had steps 1 and 2 right

4. Gather more data about our audience
5. And, lastly, use the data from step 4 to build a nurture campaign that would leverage our database to get MORE attention, as in step 1, and drive engagement, as in step 2 — all while gaining trackable sales from step 3!

Now, what I'm about to show you is something that you can do on your own — maybe not all of it (due to my team using some advanced software and tactics), but the basic principles are attainable for any restaurant. This strategy also employs a very specific CTA available at this time for Facebook posts. This tactic may or may not be around in the future. Don't think too much about that part, though; as I've said before, there are many ways to execute promotions like this. The example in this case study is one of many.

What follows in the next few pages is a case study of exactly what this chapter is titled: "Putting It All Together." Some of what you'll read in the following pages is repetitive of what we already have covered in prior chapters, but it's never bad to hear the same thing twice, especially when it's what your restaurant is lacking.

Restaurant-Customer Retention Campaign With a Purpose — Actually, a Few Purposes

**7 days, 2,000+ campaign engagements, 500 new customers,
and \$4,000 in up-front sales for \$24.77 spent**

When was the last time your email, text, and Facebook marketing drove massive sales? I mean, trackable sales that you could directly attribute to a very specific campaign?

Now let me throw you a curve ball. What about a campaign with ZERO sales messaging or ASKS? Meaning, you didn't ask them to buy anything; in fact, you didn't even mention a menu item or offer.

Restaurants, in my opinion, abuse their marketing lists and following by constantly hitting them with sales messages — which, ironically, is why most campaigns fail to drive results, because most of your list has tuned you out. If every time you reach out to your customers, it's ONLY to ask for something, how sincere is that? We all have that friend who only calls when he has his hand out, and after a while, you quit answering the phone.

Why not flip the script and start GIVING back to your fans?

What if you could take your monthly marketing campaigns and not only gain huge engagement from your following, but also attract new and lost customers AND drive trackable sales — without a sales message?

WELL, YOU CAN. LET'S DISCUSS.

First, I want to paint you a picture of how we get to a point of creating these restaurant campaigns, so I think it's important that you understand what we do and why.

Every month, our company helps restaurants do three things:

1. Use marketing attention to build a customer database.
2. Prove, through trackable tactics, that the database that we're building is the right one.
3. Nurture and retain customers in this database.

I'm a strong believer that every penny and effort you take to market your restaurant should be used towards building a customer database — but not just any database, one with depth.

It's no secret that it's more expensive to find new customers than it is to keep the ones you already have — or HAD. That's why it's so important to have a way to understand more about your customers as you gather their data.

With our tactics of acquiring customers in an email, text, and birthday program, we find out one key piece of data that I think overrides all other data: what kind of customer they are — whether they are:

1. New
2. Frequent
3. Lost

When we gain customers more in a database, it's ultra-important to find out where they are in your purchase cycle. Are they brand-new, do they dine at your restaurants often, or have they forgotten about you? Each customer needs different calls to action (CTAs) to drive a visit, and reminders must be worded differently.

Welcome new customers with a handshake, educate them on why they need to come visit, and throw them a bribe that they can't refuse. Give frequent customers a high-five and thank them for their loyalty

and throw them a perk that they will appreciate. And, lastly, give lost customers a big HUG, let them know they are missed, and give them an irresistible offer to come back.

In another book, we can dig deeper into the value of knowing the difference of new, frequent, and lost customers, but it's time to get back to the reason of this chapter: driving engagement and sales through your email, text, and Facebook marketing — without SELLING!

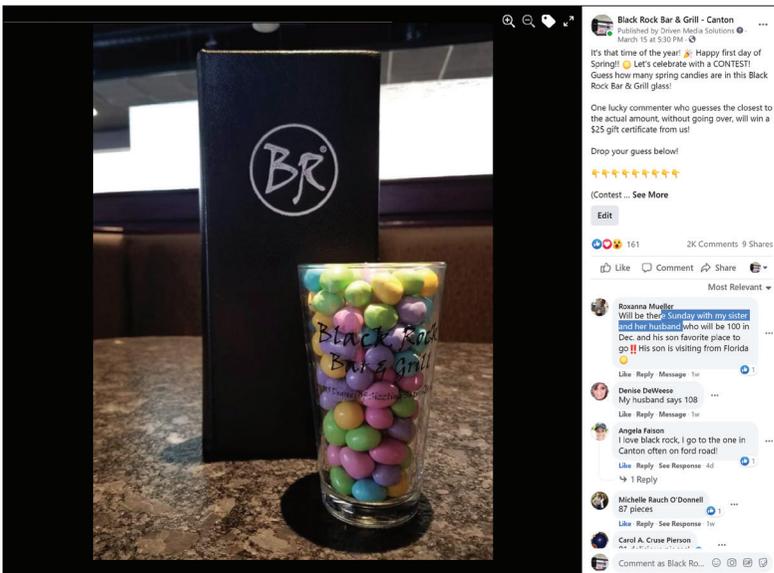
We've identified four types of campaigns that restaurants should be running:

1. Contests to gain engagement and excitement
2. Occasional perks and offers
3. Content that educates and excites
4. Event marketing

YES, I'm aware that no. 2 is a campaign that sells, but the other three aren't.

In this section, I want to focus on no. 1: contests.

Recently, we ran a pretty simple campaign for a high-end restaurant client of ours. They have a small list, which we've just started to build for them, of 1,000 customers, and the campaign is aimed at getting those customers to engage on Facebook.



Contests are a great way to get your fans engaged, and, if done correctly, they are awesome for gaining new customers and getting back lost ones. One problem we see with contests is that restaurants dilute them by either doing contests too often or by making the path to entry too many steps.

K.I.S.S

We've all seen that acronym: "Keep it Simple, Stupid."

There are two types of contests that we've seen have the biggest impact, but they appeal to different audiences. Both have a "guess or comment" to win, but different approaches:

1. A VERY easy "guess a number" contest, as pictured above. I've had restaurant owners tell me that these come across as corny or generic, but WHO CARES? They work!
2. A VERY detailed "tell us your favorite dish" contest hits a different audience, but also gets you valuable data to use in your marketing.

In this case, we pick a contest that would get our frequent customers to engage and that would gain the attention of new and lost customers.



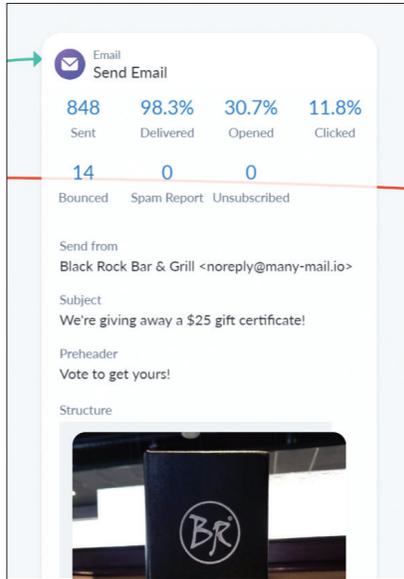
First, we start with an email. Many times, our email campaigns only go to a segment of the list — for example, women who are frequent customers. But in this instance, we targeted everyone, because this contest is something that all types of customers relate to, and it's meant for a wide audience.

Our campaigns are built a tad differently than what you're probably used to. We have it built so that we email the customers on the list first, and then, two days later, we text only the people who didn't open the email. We don't want to email and text everyone, because if we did, we'd risk people who would already clicked in the email getting a text that's not needed. This strategy has the goal of not

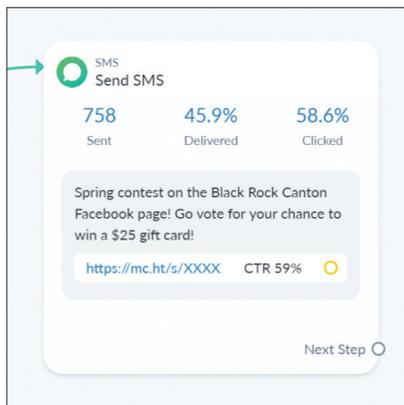
bugging your customers too often and saves you money because you're not texting everyone. This is a unique strategy that takes smart software and smart automation, so you can't do this with just any software.

The stats are below.

Email = 30.7% open rate and 11.8% click rate



Text = 58.6% click rate (Full disclosure, we're not happy with the 45.9% delivered rate, and that's something that our team examined, to figure out why that wasn't closer to 90%.)



The email's CTA was directing customers to click a link and comment on a specific Facebook post (pictured above). That's it. There wasn't a special, a link to their menu, or anything else. Your marketing should talk to ONE person about ONE topic. Stop trying to be everything to everyone all the time. When you talk to everyone, you actually reach no one.

The other component of this campaign is the Facebook post, where the contest lived. We use Facebook for the contest because it allows us to gain some VIRALITY!

Everyone's goal is to "go viral." Well, this is how you do that. The easiest way to gain traction on a post like this is to expose it to your best customers, and those are the ones who open and engage in your emails and texts. And as you can see from the post, they did EXACTLY what we wanted.

Post Details
✕

Black Rock Bar & Grill - Canton

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⋮

It's that time of the year! 🎉 Happy first day of Spring!! 🌞 Let's celebrate with a CONTEST! Guess how many spring candies are in this Black Rock Bar & Grill glass!

One lucky commenter who guesses the closest to the actual amount, without going over, will win a \$25 gift certificate from us!

Drop your guess below!... [See More](#)



24,629

People Reached

8,784

Engagements

Boost Post

Performance for Your Post

24,629 People Reached

2,389 Likes, Comments & Shares 📊

180 <small>Likes</small>	180 <small>On Post</small>	0 <small>On Shares</small>
2,200 <small>Comments</small>	2,200 <small>On Post</small>	0 <small>On Shares</small>
9 <small>Shares</small>	9 <small>On Post</small>	0 <small>On Shares</small>

6,486 Post Clicks

166 <small>Photo Views</small>	0 <small>Link Clicks 📊</small>	6,320 <small>Other Clicks 📊</small>
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NEGATIVE FEEDBACK

25 Hide Post	8 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Facebook post stats = 2,000+ comments, 150+ post reactions and shares, 6,000 clicks within the post, 24,600+ people reached — 22,500 of whom were reached ORGANICALLY!

When we launched this campaign, we also put a targeted \$50 Facebook ad behind it for 14 days. The goal of that ad was to pick up the engagement of the fans on our list who did not click the email or text message and retarget and remind the ones who did. That is the third way that we've reached out to our customers for this campaign.

This is the first seven days of that campaign:

\$24.77 spent

2,234 reached

299 post engagements, around 1 PENNY per engagement

173 comments, \$0.14 per comment — that's insane!

The screenshot shows the Facebook Ads Manager interface for a campaign named 'Black Rock Bar & Grill (Canton) (2653...)' which was updated today at 11:24 AM. The campaign is active and has a lifetime of Feb 12, 2021 – Mar 24, 2021. The ad set is named '21+ Page Engagement/Lookalikes (5 m)'. The performance metrics for the ad set are: Reach: 2,234, Impressions: 3,387, Post Engagement: 299, Post Comments: 173, and Amount Spent: \$24.77. A sub-row shows 'Results from 1 ad set' with the same metrics: Reach: 2,234, Impressions: 3,387, Post Engagement: 299, Post Comments: 173, and Amount Spent: \$24.77.

On / Off	Ad Set Name	Reach	Impressions	Post Engagement	Post Comments	Amount Spent
<input checked="" type="checkbox"/>	21+ Page Engagement/Lookalikes (5 m)	2,234	3,387	299	173	\$24.77
	Results from 1 ad set	2,234	3,387	299	173	\$24.77

And GUESS WHAT!

This Facebook post WENT VIRAL.

It went viral because of everything I covered above. We leveraged our existing fan base on email, text, and Facebook to drive the right people to the contest right away. How do I know it went viral? Because it got a LOT of people to engage with it who are not in our VIP program for this restaurant.

What VIP program? Oh, that's the icing on the cake that I'll get to next.

This client is a part of a program that we created, called Database Dynamite. This is a very robust marketing program built to help restaurants create a database and then talk to the customers in that database monthly. In fact, this retention campaign strategy is the final piece of the puzzle each month. Our last step every month is to help restaurants connect with their database customers in a manner that drives engagement.

One of the cool things about how these campaigns are built is that we are leveraging a tool within the software called a “comment growth tool” (CGT). The CGT allows us to message people who comment on a post, such as through Facebook Messenger. Once they comment, we message them to confirm that they are entered to win, and then, if they are not already a member of the restaurant’s VIP program, we start the process of enrolling them. Our system can recognize who is and isn’t a part of the VIP program, so this allows us to grow our database during viral retention campaigns like this. What’s the saying — “kill two birds with one stone”? Well, we are going to get three here. Because when we get customers to enter our VIP program, it drives up-front sales as well.

Of the people who commented, 415 were not members of the VIP program, but 331 of them ended up joining.

So, this client gained 331 new VIP club members. As I mentioned above, the first thing we ask these customers when they join is about their visit frequency. We want to find out if they are a NEW, FREQUENT, or LOST customer.

Here’s the breakdown:

New customers = 107, or 32%

Frequent customers = 41, or 12%

Lost customers = 183, or 55%

Look at those numbers! A full 88% of the people who joined, of the 415 who engaged in our contest, are either NEW customers or LOST customers. As we discussed earlier, the easiest way to grow your business is to keep your existing customers, and the second easiest way is to bring back lost customers.

**Now, let’s dig into that third bird that I was talking about:
UP-FRONT SALES!**

The data from this customer’s VIP program shows us what percentage of these customers will visit right away and spend their hard-earned money in this restaurant.

New = 9%

Frequent = 27%

Lost = 18%

That restaurant has a \$73 average check. So, the UP-FRONT sales from these new VIP members will be:

New-customer sales = \$730

Frequent-customer sales = \$803

Lost-customer sales = \$2,490

Total = \$4,023 in UP-FRONT sales from this customer-retention program. I say *up-front* sales so many times because that is simply measuring their first visit, and we know that these customers will return, on the low end, six times per year. That's \$24,000+ annually, and upwards of \$100,000 in a lifetime!

So, I'll ask you the question that this article started with: When was the last time you created an email, text, and Facebook campaign that drove trackable results?

Now, that case study is what I call “pulling it all together”!

I have a saying: “Advertising is easy, but marketing is hard.” Advertising is clicking “boost post,” it's buying radio ads, it's paying to put your coupon in a local magazine. Marketing is creating a plan — a plan with many prongs of attack meant to have real impact, not just give you vanity metrics.

By taking what you've learned in this book, you're on the road to marketing your restaurant, not just advertising.

Watch the case study here:

