

E-Mail Marketing Campaigns

For Hospitality Businesses



12 Month Program (Done for you)

Managing, Leading, Coaching and Developing an Action Focused Hospitality Culture

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We have created a 12-month promotions and e-mail marketing campaign for hospitality businesses which, if used correctly, are guaranteed to increase footfall, increase takings and ultimately increase profit. You won't find any of these campaigns anywhere else and once you familiarise yourself with them you will appreciate just how powerful they really are.

The campaigns can be bought in 3 months, six months or the whole year (prices are on page 15) and we recommend that you buy two or three months ahead so you can familiarise yourself and your team with the promotions and get organised for the campaigns.

Before you buy any of the campaigns, however, we recommend you read the contents of this short Info E-Book and if you are still interested organise a CRM program before you get started. Don't worry if you have limited computer knowledge, we can help you with setting it up and talk you through your first campaign, contact us via our contact page on the website address below and we'll call you to arrange a **CRM set-up training session** with one of our very approachable, professional and friendly trainers.

The monthly promotions and the accompanying email campaigns have been written by our multi-award winning (restaurant of the year and manager of the year) hospitality business development specialist.

"I am convinced (after all the trials conducted and results analysed) that when used correctly the promotions and marketing campaigns – written for you – will increase your customer database and weekly takings – THEY'VE WORKED FOR ME AND MORE IMPORTANTLY THEY WILL WORK FOR YOU!"
(Adrian Close, multi award winning hospitality business manager and owner)

Adrian used these promotions (or similar) whilst working as a manager in a large managed house and in his own country pub, restaurant and functions business which was in the Peak District and like we said if you need help don't hesitate to contact one of the team via the contact page on the web site below



A discussion with the Author

Hi, my name is Adrian and thanks for choosing my e-Book – I promise you; you won't regret it. My main goal with this book is to show you the most powerful tool I used to build my pub, restaurant and function business (which was situated in the Peak District in the UK) from £50K per year to over £500K per year! This obviously didn't happen overnight – it took time to develop but it was worth it. I'm not just talking about customer engagement; I'm talking about marketing your promotions directly to your customer's inbox and building a long-lasting relationship – and don't worry if you haven't any promotions, I've written those as well.

It's hugely important to understand that whilst you have many different types of customers you only have four categories:

1. Future customers
2. Current customers
3. High value customers
4. Lost customers

I mention this here because hospitality business owners need to realise that a different message has to be sent out to each of the four categories listed above and the frequency is a little different too. After all you can't ask for a referral from a future or lost customer, but you can ask for one from your high value customers, because they love you more.

But Adrian, I market my business via Facebook.

With all the hype around social media as a marketing tool, email is often overlooked. Which is a huge mistake, email is one of the most powerful and personal ways to connect with your customers.

According to KissMetrics, a customer intelligence and web analytics company, *"Email has nearly three times as many user accounts as Facebook and Twitter combined."* Email marketing isn't just important, it should be a key marketing pillar built into every hospitality businesses' marketing plan.

When it comes to both customer retention and customer acquisition, email can be instrumental...

...and below are 5 reasons email marketing is loads better than social media marketing

I know—how dare I have the audacity to have a pop at social media, I can almost feel the SMP's (Social Media Police) breathing down my neck – after all Facebook rules the world, doesn't it? Don't get me wrong. Social media is great, I use it all the time and you should use it as one of your marketing pillars if it makes sense for your business – LinkedIn is a must.

But you should not put it ahead of email marketing. Because all other things being equal, email marketing still crushes social media marketing and here's why:

5 reasons email marketing is loads better than social media marketing

1. Its Maths Even I Understand

As I mentioned on the previous page, email has nearly three times as many user accounts than Facebook and Twitter combined? That's a whopping 2.9 billion. Facebook and Twitter combined make up just 0.2% of the number of emails sent each day and this number doesn't include spam.

By the same token, every web search made on every search engine every day equals just 1/100th of daily email traffic; and all the pages viewed on the entire web each day - including images and videos - use only a quarter of the bandwidth consumed by email.

Many marketers are so busy chasing the latest shiny objects and magic formula they haven't got a clue about all this. But smart marketers, like you and me, consider email not just essential to their business efforts, but foundational to their marketing and sales systems.

Quality vs. Quantity

"Hang on Adrian", I hear you cry. "OK, I agree email has heaps of users and receives more "traffic" compared to social media channels - so what? It's not as if traffic alone means anything, does it?" Well in response to that I say - A precisely targeted email marketing campaign aimed at high-quality traffic has the potential to attract a much larger number of customers than that of the shotgun marketing style achieved by Social media.

And if you agree with what I have just said then you're well on your way to becoming a better marketer than most "experts".

So, there you are, point one - email marketing beats social media marketing for both quality of traffic as well as quantity...and here's reason 2.

2. Email Is the Most Personal Medium

Yes, you did read that right – Email is more personal than Facebook.

If you don't believe me, firstly, refer back to item 1 – the maths that even I understand. A lot of people still don't use Facebook. For example, if you're going for an older audience, the closer you get to a good old-fashioned written letter, the better off you'll be — which means email.

But secondly, in the vast majority of cases, business-minded people and customers looking for a venue to eat or hold a party or business meeting at do not go to Facebook for private 1-on-1 conversations.

(Maybe teenagers do, and if you're in B2C and want to try marketing to them using Facebook's private message feature, good luck with that). But businesspeople (and customers dealing with businesses prefer to open Gmail or Outlook and bang out an email.

You've probably experienced this yourself. You might start a private message on Facebook, and then finish with, *"Okay, email me the details"*. Email is the first, best social media channel. And that is the power you want to tap into when using this book.

3. Email Is the Most “Businessy” Medium

Yes, some businesses do use Facebook or Twitter or LinkedIn for communicating with various people. But when it comes to building business relationships and communicating with partners and clients, the most “serious”, “grown-up” medium is email.

So, the question I’d like to ask you is simple. “Would you rather use a single marketing channel to talk to all your customers in the most professional way possible - or divide your energy between multiple different channels to talk to only some of them in ways that don’t have that professional image?”

Now remember, I’m not saying you shouldn’t use those other channels. I’m saying that you shouldn’t use them before email. Here’s another reason why not:

4. Email Gets Way More Attention Per Customer Than Anything Else

Very simply, you’re more likely to get face time with your 4 categories of customers if you use email.

This isn’t necessarily because your customers spend more time with email than on Facebook or searching on-line —although they might.

It’s because email allows you to make repeated contact, and that contact is “invasive”. It’s in their mailbox—their inner electronic sanctum. That’s very different from sending out a tweet or posting something on Facebook, where they may or may not see it, because it’s just part of a much larger timeline featuring hundreds of other people.

In the social media situation, you’re easily missed if you don’t hit just the right window at the right time (which often differs per person).

But in even the most badly managed inbox, your message is still there, waiting for their attention. It doesn’t just go away.

So, provided you say things worth reading – **and we’ve done that for you**, your customers will give you minutes of their time each day. Minutes are like dog years on the internet!

And the more readable your emails are, the more your customers actually start to look forward to your messages. Research shows that most people open email from a maximum of 16 “trusted advisers”—and they almost always open these emails. If you can get into this inner circle, you get undivided attention, and remember they gave you their address; they want to hear from you – this isn’t, as I said earlier – SPAM – and here’s the 5th reason...

5. Email Is A Transactional Medium

What I mean by this is simply that customers already expect to get offers by email, and to buy or be reminded of your events via email. So, they not only have a high tolerance for offers, but they're actually more likely to be in a buying frame of mind. They're primed.

Compare this to Facebook, where your customers are really just there to chat with their friends, see the latest cute cat video, and or play Candy Crush. Even if they like you, that's a lousy environment for marketing isn't it? Or Twitter, where people are in the habit of finding interesting things to share or catch up with the people they follow—but very seldom are looking to buy anything.

With email, you can “train” your customers to expect offers while simultaneously teaching them about your value, day in and day out. This means they begin to not only expect offers from you, but to desire them (at least some of them). And because of the ability to make effectively unlimited contacts, you are infinitely more likely to catch them at a time when they're ready to buy (which is one of the most important rules of sales).

To summarise:

Facebook and Twitter are channels used by far fewer customers, for frivolous, non-business and non-transactional things. Marketing messages, even hospitality marketing messages, via social media attracts less attention per customer than email messages, and they also fail to establish a personal connection, whereas emails don't.

I'm sure many people will disagree – in fact I'm sure about 80% of people will disagree (Please read the next 2 pages VERY CAREFULLY) which is great for you and me. You should be happy they disagree because it means their marketing is weaker than yours and will get a smaller share of the market than you will – simple!

I'm convinced, following the email campaigns in this e-Book will result in your business growing and if you need any further advice at all email me at office@ultimate-leadership-training.co.uk - **see what I did there?**

“It's not your customer's job to remember to do business with you. It's your job to remind them and that's why your database is your most valuable asset, bar none”.

One Scary Thought

Most people in your Industry or sector are wrong

...about EVERYTHING!

Now, I recognise that this is quite a contentious headline, but I'd like you to think about this for a moment please.

You see, what I've come to recognise is that for any group of businesses, but particularly when you look across an entire industry or sector like hospitality, what you find is that 1% of the players in that market are crushing it. They're seriously wealthy and unquestionably successful.

Roughly speaking, there's about 4% that are doing great and 15% that are well on their way.

But what I've found (and I promise you this is true) is that, typically, 60% of business owners at any one time are 'getting by' and 20% are struggling.

Now, once you accept this analysis it forces you to a very uncomfortable conclusion and that is that most people in your sector really are wrong, about everything because 80% of businesses are either just getting by or struggling and that was never the plan was it? I remember vividly the very first day I was in business on my own. I was down in the restaurant area making final adjustments before we opened the business a couple of days later, the bar was empty, and I felt this massive wave of "Oh F***" envelope me.



I realised that I'd just put the livelihood of my family in the hands of this newly formed business and it was incredibly scary (exciting too) – especially as its previous owner could only generate £500 in sales per week! But I had a goal. I had a dream. Just like you did on the first day in your business or job role.

Every single business owner, on day one in their business, had a dream or goal too. It's what motivated us to take that massive step to go it alone.

To embrace responsibility

But the sad fact is that whether that goal was about the money, the time/flexibility, the sense of purpose – whatever it was, for most business owners, somewhere between that first day in business and today, their goal has been compromised. No one set out to get-by or struggle but the most common reason that happens is that people look around and copy the other people in their sector.

Well, if you do the same as most people in your sector then you'll end up with the same results as them, which means... you'll either be 'getting by' or struggling.

The smart thing to do is to identify, clearly, who is in the 1%, 4% or the 15% at the top of the tree and model your activity on them. Copy those guys – not the masses – **The problem is that so few people do.**

I'll let you into a little secret – all the things I'm writing about in this e-Book are NOT things that I have discovered or invented myself. I've learned them from others. And the people I've learned them from have been people in the 1%, 4% and 15% and that's what's enabled me to establish myself in the 20% as well.

The reality is that successful people do the things that are set out in this e-Book and they're the ones that you have to model yourself on, not everyone else (those who continue to bask in mediocrity and lurch from cash crisis to cash crisis).

Make sense? Ok, let's move on and get you working on your customer relationship management system (CRM) if you don't already have one.

P.S. Don't let the following 2 pages put you off, we are at hand if you need help.

The first thing that really successful business owners do every morning is the most important, most critical thing for the success of their business...the marketing

Your first task is to set up a CRM program



Your first job, before you start your email marketing campaign, is to set up a customer relationship management system (CRM). Don't worry if you're not computer savvy, they're dead easy to set up.

There are lots to choose from such as:

- Salesforce,
- Insightly
- Zoho
- Infusionsoft
- Sugar
- Microsoft Dynamics
- Nutshell
- NetSuite
- TeamWox
- Highrise
- Mailchimp

So, spend a little time deciding which one you are going to use and sign yourself up.

Now I use Mail Chimp (and that's the one I'm going to cover here) only because it's the one I was trained on and I find it super easy, plus it's free for the basic package.

I do not work for Mail Chimp or have any affiliation with them apart from having a free account. I just want to make sure you realise this is not a Mail Chimp advert.

So Mail Chimp, possibly like the others listed previously, are web-based applications that work in most web browsers, which means you don't need to download or install any new software on your computer and there are plenty of tutorials to help you set it up.

The foundation of great email marketing is a clean, updated, engaged list of subscribers. All your lists need to be permission-based, consisting of subscribers who have signed up through a mailing list, signup form or gave explicit permission for you to add them to the list. I incentivised my team (both bar and restaurant) to ask for customer email addresses. I devised a form for them to complete which asked for first name, email address and date of birth if they wanted birthday promotions. I also ask if they wanted to add their kids dates of birth for further birthday promotions for them and it's great when the turn 18 and 21. In fact we did one customer's 18th, their 21st and their engagement party. We wanted their wedding too but they got married in the Caribbean, so no contest really – the Caribbean or the Peak District in Derbyshire, mmmm??.

You can create as many lists as you like, and I recommend that you have 4 lists:

- Future customers – The ones who haven't visited yet (they sign up via the web page).
- Current customers – The ones who visit occasionally
- High value customers – The ones who visit often, you know their names and a bit more
- Lost customers – The ones who got away for various reasons

Creating your list

If you don't have any subscribers yet, don't worry! MailChimp (for example) will automatically generate a signup form for your list, which you can easily customise, share, post on your website, or even add to your Social media pages.

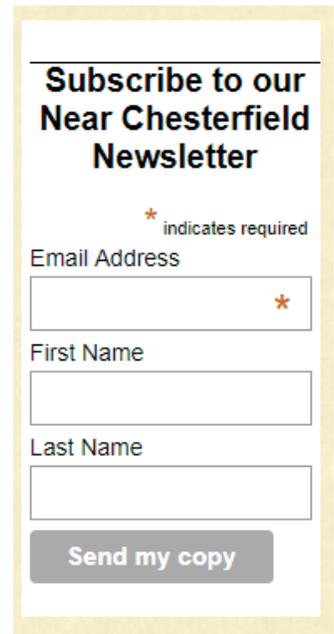
If you have an existing list of contacts or subscribers (on an excel spreadsheet or outlook programme, for example) who have opted-in to receive email from you, there are several different options for importing them into MailChimp or your chosen CRM system and if you struggle there are plenty of tutorials on-line.

Building and customising signup forms

As I mentioned above Mail Chimp will automatically generate a series of sign-up forms and response emails.

This is one of mine to the right on my near-chesterfield-derbyshire.com website. If someone wants to subscribe to my monthly newsletter, they add their details, and these are added to my CRM system.

Because these people haven't bought anything from me their details are added to my prospect customer list. When they do buy I'll add them to my customer list. If they start making referrals to people who buy, then I add them to my high value customer list. Obviously if you lose a customer you move them to your lost list – which exists so you can try to win them back.



Subscribe to our Near Chesterfield Newsletter

* indicates required

Email Address *

First Name

Last Name

Send my copy

Building your business in just 90 minutes a day

It doesn't matter whether you're just starting out or are an established business the trick to being successful is for you to make the best use of your valuable time – especially in the hospitality trade.

I know exactly what you are either about to go through or are going through having managed and owned a number of hugely busy and successful hospitality businesses. It's so easy for people in your position to become bogged down in the mundane rather than getting to grips with the really important things that need to be done, the mundane needs to be delegated to free up your time.

I was asked once at a business conference, by a very successful businessperson called Bill O'Brian, what is the most important thing a business owner must do each day? And I want to ask you the same question. Stop reading for a moment and have a think – write down what you consider are the top 5 most important things a hospitality business owner or manager must do each day and circle the most important – Do it now...

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Hopefully you've had a go and listed 5?

The answer to the question (what is the most important thing a business owner must do each day?) my business mentor friend came up with was - *To find a new customer.*

If you think about it, no business can run without customers. There are other things that need to be done and loads of elements to keeping the business afloat, but nothing happens until a customer spends some money. All businesses need this fuel.

So, here's another question for you - How much quality time have you spent on this task today?

When I ask my new clients this second question some have a list of excuses such as:

- They are too busy
- A member of staff didn't turn up to work
- The wet and dry food orders needed to be completed
- The wet and dry stock takes needed to be counted
- The rota needs doing
- They are easily distracted
- They don't know where to start
- All of the above and I need a holiday!

So, what is the answer? – It's your 90 minutes a day.

Let me explain.

Have you heard of the 80/20 rule, also known as The Pareto Principle, Perry Marshall has written a great book 80/20 sales and marketing which states that 20% of effort or activity gives 80% of the benefit or return.

It is not a scientific fact, but 20% of the tools in a toolbox are used for 80% of the jobs; 80% of your turnover is likely to be generated by the top 20% of your customers; you wear 20% of the contents of your wardrobe 80% of the time.

20% of an average eight hour working day is 90 minutes and there is a growing body of science that suggests there is something magical about that specific time period – particularly when it comes to concentration, performance and productivity. School lessons and sports events are amongst the many examples of how effective 90 minutes can be.

Hopefully you'll agree that there is a massive difference between being busy and being productive. So, tomorrow morning, before you do anything else arrange your workstation in a way that you will not be disturbed – then focus.

Do not turn on your email. This will invite other people's agendas into the most effective part of your day. **Turn off your phone and anything else which might go beep,** set your timer for 90 minutes and you are ready to begin. You are about to get 80% return on 20% of your effort.



There is a fabulously long list of things you could do here, but for now choose one of the following:

- Personalise the monthly emails and promotions we have created in our e-Book (if you have bought them) and send them on the dates and times we have suggested
- Compose a great offer which will attract new customers
- Create an avatar (See my 6-step marketing plan for hospitality business managers)
- Connect with local businesses on LinkedIn for functions and meetings
- Improve your web site
- Write a Facebook campaign and launch on Hoot suite
- Write a monthly newsletter to use via your CRM and hand deliver/post to target market
- Write a white paper to encourage people to sign up via your web site

After you have spent 90 minutes doing any of the above and believe me there will be many more incredibly valuable things you can use this time for, then put the result into action.

Too many small business owners are world class at getting ready and never actually make anything happen. Don't worry if you think your marketing is not great. An average piece of marketing which gets sent out will always outperform the almost perfect piece which sits in a drawer or is lost in a forgotten file.

Daily Disciplines are the most powerful actions in the world

To be really effective at anything in life, whether it is learning a new skill, forming a good habit or trying to overcome a bad one, you have to make the positive action into a daily discipline.

*“To build a big business, the business owner – that’s you – has to become a ‘Marketer’ of their thing,
NOT a doer of their thing”*

Personalising your Marketing

When you read through the monthly marketing campaigns, you'll see that we've created a number of opportunities in each email for you to personalise it to both your business **AND your recipient**.

You'll see the grey highlighted boxes. You need to do something with every highlighted word – whatever you do, don't send it out as it is!! - Keep an eye out for stuff like this.

(Restaurant Name) needs to be replaced with the name of your pub, bar or restaurant

(Restaurant Number) needs to be replaced with your phone number

(Restaurant Address) needs to be replaced with your postal address

(Your Name) needs to be replaced with your first name

(Customer name) needs to be replaced with your customer's first name* |FNAME|*. It makes it more personal

(Your email) needs to be the email address you are using to contact them.

(Their email) needs to be replaced with their email.

Using Merge Personalisation in Email:

The campaigns can be typed and deployed via a mail chimp campaign. The free version allows you to have 2000 subscribers and send 12,000 emails per month FREE

To personalise your email, you can drop in a "Merge field" anywhere into your emails and even in your email subject field.

So basically, start your email with Hi * |FNAME|* - (FNAME means first name). As long as you have added the details correctly into Mailchimp whatever merge field you use will appear in their email making it personal and you don't have to do it to each individual email – VERY COOL.

Important!

We've recommended certain giveaways each month; your aim here is to bring in customers with a great offer, then you need to wow them with your service and the quality of the experience, and they will keep coming back. You can change the offer to suit you. If you're really busy on a Saturday night for example, exclude that from the offer, but keep it as simple as you can.

Don't forget to capture customer's details too, so you can market to them and bring them back in again and again. Getting your hands-on people's contact details is easy – **just ask...at every opportunity**.

The next step

So, that's the first part done. If you're thinking of going ahead with the [promotions and the email marketing campaigns, you need to start collecting customer email addresses. We created a simple form for the bar and waiting team to give to the customers who were happy with writing the address down. These forms were then put into an envelope and kept in the till for me to collect at the end of the night and add my CRM (slips were destroyed once used to protect their data).

If you need to have a chat with one of the team before making up your mind please contact us via the contact page on our web site - www.ultimate-leadership-training.co.uk

The Costs

You have three options:

Six Months	Twelve Months
£294 per six months (works out at £49 per month)	£468 (works out at £39 per month)

Whichever you decide on make sure you buy them 2 or 3 months before you implement them. There is a little work to do (adding your business details etc) and you need to thoroughly understand them before training your team.



Order your promotions via the link below:

<https://www.ultimate-leadership-training.co.uk/hospitality-marketing-campaigns.html>