



Digital
Marketing

For
Restaurants

with the
Web SaaS



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Find this live site at www.ssr.webo.directory



WELCOME TO SALLY'S SEAFOOD DEMO RESTAURANT

Objective

Set out on this site is an in-depth review of customer engagement with the aid of coupon, loyalty and referral marketing. We do so with the aid of the Webto SaaS package which augments and enhances implementation through software automation.

The impact of referral marketing integrated with social media sharing has the potential to generate a significant shift in digital marketing trends. You can do it the easy way with our SaaS or you can do it manually. We have achieved astounding success doing it manually which is why we have spent 10 years developing the SaaS package as it will enable you to do it in half the time.

Definition

"Referral marketing is a structured and systematic process to maximize word-of-mouth potential."

According to Wikipedia.

"Referral marketing does this by encouraging, informing, promoting and rewarding customers and contacts to think and talk as much as possible about their supplier, their company, product and service, and the value and benefit the supplier brings to them and people they know.

Referral marketing takes word-of-mouth from the spontaneous situation to one where maximum referrals are generated."

Engaged customers who, buy more and promote more are at the heart of Referral Marketing.

The LPM & SaaS

Package (Software as a Service)

The package includes a coupon, loyalty, referral and four channel digital marketing toolset.

It is hosted on the Webto servers in the USA with, 24/7 malware monitoring, cloud proxy firewalls and daily enterprise backups.

Customers subscribe and receive our support in customising our tried and tested frameworks to implement a Digital Marketing Strategy to double turnover in half the time.

The SaaS is on the Webto Directory. You will have your own URL and a Directory URL. It is like having a shop in a mall where there is passing traffic.

The SaaS enables:

- a variety of Communicator Apps,
- blogs
- Social Media Integration
- Coupon Marketing
- Loyalty Marketing
- Referral Marketing
- the building of eCommerce platforms,
- online meeting rooms,
- online meeting packs,
- online workrooms with online data storage,
- staff showcases,
- online podcasts
- Online video replays
- slide show, presentations,
- briefing rooms
- video conference plug-ins
- every customer of a SaaS member gets their own private membership account and more
-
- The advantage of a SaaS Package is that you can use what you need, when you need it. It is all about options.

DIGITAL MARKETING IS DRIVEN BY POSSIBILITY AND NOT BY HISTORICAL TRENDS

WHAT YOU WILL FIND ON THIS SITE

This site explores the benefits of coupon, loyalty & referral marketing so that you can determine if loyalty and referral marketing is for you. It also explores the unique benefits of the Webo SaaS LPM (Loyalty & Referral Programme Marketing) software solution.

Before you can enjoy the many benefits of a referral program, you need delighted customers. Satisfied customers are the key to loyalty and referral marketing; without this, your programme will not be effective in establishing brand loyalty, engagement and customer list growth. It's simple, happy customers are loyal and are likely to make referrals but unhappy customers do not.

Our LPM is a user-centric, strategy that enables satisfied customers to introduce the benefits of your services to their friends and connections.

The effect of referrals is that they will accelerate your growth and turnover plus it increases customer retention and loyalty. The focus of a SEM (Search Engine Marketing) strategy shifts from SEO and PPC to trusted recommendations from friends and connections.

The power of referral marketing to grow a customer list is second to none. Ask around and you will discover that structured referral marketing strategies are rare and few have taken the easy way to grow their restaurants by automating their referral programmes. Referral Marketing is akin to Content Marketing but driven by delighted Customers.

“Testimonials are nearly as good as money in the bank, but referrals really are money in the bank.”

Jay Conrad Levinson (Guerrilla Marketing, 4th Edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small-Business)

“Word of mouth is the primary factor behind 20 percent to 50 percent of all purchasing decisions.”

Jonah Berger, Contagious: Why Things Catch On



COUPON, LOYALTY & REFERRAL MARKETING

The Aim is to Get Diners to share Memorable Experiences

Restaurants process inputs for outputs by following processes (the what) and systems (the when). The supply of many services entails a controllable sequence of steps. When provided to a diner they will have an impact and influence an outcome that drives the diner's experience.

Customer delight in dining at your restaurant results in a memorable experience that is the intangible value that the diner enjoys. It is a benefit derived from the meals served, the ambiance and the food & beverage services delivered.

Technical specifications aside, a diner's experience is what potential diners value. The result of the services is what gives meaning and value and sharing the joy that the value brought is what influences others to want to do the same.

Shared diner's comments, reviews and testimonials are powerful social influencers in informing pre-purchase expectations and these opinions shape a potential diner's expectations and the decision to dine at your restaurant.

*We value
the subjective
opinions of friends
which is why they
are an effective
social influence
on potential
customer
acquisition.*

CONSISTENTLY DELIGHTING DINERS ENSURES CUSTOMER RETENTION & REFERRALS.



**DO YOUR CUSTOMERS GROW YOUR RESTAURANT ?
WE MAKE IT EASY AND QUICK FOR THEM TO SHARE
THOUGHTS ON SOCIAL MEDIA ON THEIR PHONES**



Getting Ready: Matters for deliberation

The objectives for using third party coupon vendors (such as Groupon) versus the sharing of coupons by loyal customers are world's apart. When price alone guides decision making by "Bargain Hunters" loyalty programmes face the challenge of showcasing value at higher prices. Ask those that used Groupon coupons, before they left the country, or who currently use look-alike coupon vendors such as Hyperli and you will find that bargain hunting and not brand loyalty was the motivation of those that bought the coupons from the vendor.

In the case of Hyperli they do not offer call centre support (they have no listed telephone numbers) and their focus is on a supply chain for deeply discounted bargains. In some cases, the supplier is hidden and there is scant opportunity for an interactive customer relationship. These "bargain hunters" are likely to migrate from one cheap deal to the next without building relationships with suppliers.

On the other hand, the exact same coupons offered via coupon vendors when offered as rewards to or by loyal customers will have different objectives and will achieve different results. Simply put, reward discounting builds appreciation and relationships without undermining value. Deeply discounted vendor coupons cheapen brands and lead to discounted pricing expectations.

Building customer loyalty is crucial to getting an effective win-win referral marketing campaign off the ground.

Equally crucial is the segmentation of your customer list and engaging with each customer segment to establish where they find value in your products or services. The integration of feedback collection and analysis by way of advanced quiz webpages enables you to meet the needs of your customers with precision. Reward relevancy and gift personalization underpin the effectiveness of rewards. Staff can gather informal feedback but formal quizzes that ask and probe customer needs and desires will always render more accurate results.

More and more consumers actively seek reviews and comments on products and services. In addition to customer reviews and comments staff insights are equally valuable. Making it easy to comment, review and share is key to referral marketing success as is offering valued rewards.

Consider loyalty segmentation based on a broad range of criteria as an alternative to loyalty points e.g families with young children, pensioners, busy executives, etc. In parallel give thought to reward structuring. Offering scarce products & services e.g Secret Menus, will make customers feel special and is another way of recognising and rewarding a VIP customer base. Expedited service delivery and dedicated personal service assistants are other matters that create huge value in the eyes of their customers. Offering status upgrade points for game, quiz or survey participation will also boost engagement and build your customer relationships.



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Our USP is that we are Digital Marketing Strategists Dedicated to Growing Your Turnover

Information Needs and Channels

An effective marketing strategy needs to address information Push, Pull, Engagement and Promotion. The Webo LPM referral and loyalty programme addresses these needs within a tried and tested framework. Successful marketing campaigns need to give attention to the foundations needed to build and drive a campaign.

The Webo PeP and the LPM

The LPM has a focus on digital marketing. The PeP (Performance enhancement Programme) has a focus on enhancing business performance. The PeP has been tried and tested in a variety of countries and has time after time produced what have been described as impossible turnarounds. The PeP is not a quick fix. You can read a published case study & reviews on an eBook available on Amazon. The LPM is a fast track marketing framework that has a focus on referral and loyalty marketing to drive revenue growth. The PeP is a bonus to Webo SaaS subscribers.

Shared Opinions

In a nutshell, shared opinions drive sales. Your customers will talk to their friends about cherished experiences as it is human nature to do so.

A study from Texas Tech University confirms that: 83 percent of users are likely to share a product or service after a good experience. Yet only 29 percent actually do. That means that an average of 45 percent of users who would otherwise share do not share.

Marketing can be expensive and time-consuming. Referral marketing is anything but this. In fact, referrals are the cheapest and most effective form of marketing and shouldn't be ignored. In its simplest form, referral marketing doesn't cost a dime.

Texas Tech Today

Satisfied customers have something to share but generally do not do so if it is not easy to do while enjoying the experience. Incentivising customers may help but "quick and easy" sharing is essential.

"the sale is not complete until the customer is so happy that he or she confidently makes referrals."

John Jantsch (Duct Tape Selling: Think Like a Marketer-Sell Like a Superstar)

Convenience and Ease of Use

The Webo Loyalty & Referral App puts the opportunity to share on the phones of your customers. Earning an incentive plus the gratitude of a friend is only a couple of clicks away on a PC or on the phone that is in their pocket. Apart from the need for it to be easy to do the information shared must be worth talking about and be relevant to the recipient. If it is topical but not relevant to a potential customer it will not be of value to them.

Statistical studies have found that between 70% and 86% will share when it is worth their while and it is easy to do. Thus:

- For every 100 customers,
- 70% will share with friends on say,
- Facebook where, on average, they have 338 friends,
- This referral will then reach: 70% x 338 people x 100 customers = 23,660 referrals in the first step.
- In the next step the reach explodes but suffice to say that the local reach will be saturated.
- Studies show that in seven steps of friends and connections sharing, everyone in the world on the internet will be reached.
- Suffice to say that with the Webo App making it easy, you will earn your brand positive engagement and you will leverage customer advocacy to effectively accelerate growth.



**ARE YOU READY TO PLAN YOUR
PERFORMANCE ENHANCEMENT PROGRAMME?
THE COMMUNICATOR APP
IS A GOOD QUICK START**

DIGITAL MARKETING - THE OPTIONS

There are a number of options for online marketing including:

- **Search Engine Marketing**
 - Search Engine Optimisation to secure a high search engine result ranking
 - Pay Per Click (PPC) to secure a high ranking by out bidding others for the top spot on a search engine results page.
 - Users search for keywords or for answers to keyword phrases.
 - The Search Engines rank results on the basis of relevance, popularity and a variety of ever changing criteria embedded in an undisclosed algorithm.
 - Search Engine Marketing works given that there is demand that can be reached at a positive ROI.
- **Email Marketing**
 - Blast campaigns to purchased email lists are a thing of the past due to legislative and regulatory changes.
 - Communicating with Opt-in customer lists that meet the requirements of the POPI Act and European GDPR requirements are still viable however customers need to be canvassed and better still, they should have the option to opt-in to e-mail correspondence.
- **SMS Marketing**
 - One to one or one to many via bulk SMS.
 - Opt-in and opt-out management is required to meet privacy requirements and while it is not free, it is easy to use.
- **WhatsApp Marketing**
 - Group Chat between the whole group or between Admin users.
 - The group size is restricted to 256 users.
 - Group list sharing, as it is a collective platform, is a given. Sharing your customer list & phone number may be a negative.
- **Content Marketing**
 - Above all the content must be: fresh, relevant to targeted audiences, an interesting story and the presentation needs to be appealing.
 - Content presentation options include:
 - Apps, Articles, Blogs
 - Case Studies, Ebooks
 - Flipbooks, Infographics
 - Landing Pages, Newsletters
 - Online Magazines
 - Online Press Releases
 - Online Reviews, Online Testimonials
 - Podcasts, Reports, Slide Sharing
 - Social Media Pages
 - Tagged Images
 - Videos, Webinars and White papers
- **Social Media Marketing**
 - Success lies in the ability to get audiences to connect, look and to chat.
 - To achieve this you need to market to demand or to create demand by addressing solutions to targeted pain, problems or frustrations.
- **Affiliate Marketing**
 - Marketing is outsourced to Affiliates who market for a success fee.
- **Associate Appointments**
 - Brand distributors or agents are appointed as independent suppliers of services within a formal referral supply chain.
- **Referral Marketing**
 - The professions and other service providers have always primarily grown by Reputation and Referral.
 - Done right: Referral Marketing can Build Reputations and Accelerate Referrals.
 - Success lies in the ability to Attract, Delight and offer relevant/valued Rewards.

Formal, Measured Multi-Channel Marketing

With the Webo LPM system your marketing strategy will boost customer advocacy with your incentives to drive revenue growth in a measurable way. The Webo 4 Channel Marketing System with "Channel Fusion" allows your brand to leverage multi-channel word-of-mouth advocacy. The best part is: crafting a 4 channel referral program is not complex. You can utilise the Webo SaaS on a DwY basis or on a B4U basis. Our preference is a Built with You option in which **YOU DRIVE** and **WE NAV** along an agreed Roadmap such as the one on the opposite page. All options are supported so that you can get your customers to grow your business ASAP.

According to Wharton, referral customers have a 16 percent higher lifetime value than non-referred customers.

Plus, they will love your brand because they will have a direct link from the button on their phone screens to the App Link & ListApp. This direct link will establish and build a relationship via the App where customers can add reviews, share comments with social networks, monitor #hashtag engagement, link and engage on your blog, find items of interest that are worth sharing and more. In addition, the App will build your audience via generic and social share promotions.



A recent Heinz report showed that companies with formalized referral programs experienced 86 percent more revenue growth in the last two years, compared to the rest.

The above exemplifies how sustainable and effective refer-a-friend or refer-a-business connection programs are at driving brand awareness and in creating new customer appointment opportunities.

YOU DRIVE & WE NAV

OUR TRIED & TESTED STRATEGIES & ROADMAPS

Many large international businesses have a marketing strategy based on Referral Marketing. But first: what is not a referral programme? A referral program is not a one-time interaction between a brand and a consumer. Nor is it marketers dangling a carrot in front of consumers, enticing them with "win big" promises. Neither is it affiliate marketing, where 3rd-party sites do the work for your marketing team and you pay them a bounty. Instead, referral programs are built upon genuinely enthusiastic, customer-get-customer interactions that equally rewards all parties involved. There is a science to making referral marketing programs succeed.

Brandon Gains, Contributors: Referral marketing: The secret weapon that should be in your arsenal.

Key to Referral Marketing is customers who feel valued & rewards that have meaningful value!

DIGITAL MARKETING ROADMAP FROM HERE (BOTTOM LEFT TO RIGHT) TO THERE (TOP LEFT TO RIGHT)





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The Customer Segmentation Layer and the Referral Status Layer.

"The Webto Loyalty & Referral programme structure has these two layers"

Customer Segmentation

The Webto SaaS Loyalty & Referral App offers customer segmentation. Customers can be segmented into three categories such as Fan Levels 1, 2 and 3. Each category title can be customised e.g Silver, Gold & Platinum levels attained by way of the award of points for purchases, completing quizzes and surveys, game participation e.g #bestpicture and more. Alternatively, other criteria such as who the customer is rather than what they buy may best suit your restaurant.

Customers feel valued when they are able to offer rewards that are valued to friends and colleagues. The Fan Programme allows customers who have earned a reward to e-mail the reward to a friend or business colleague who must register to redeem the reward. Each reward is customised to individual terms and conditions structured to support the objectives for the reward.

Selected incentives should be designed to showcase your products and services to new audiences that your customers will introduce.

Customer Referral Status

Membership of a Referral Status is awarded on the basis of what the customer does. There are three status levels; Advocates, Advisors and Ambassadors

- Advocate status is awarded to those that share items listed on the App with friends on social networks.
- Advisors: are those that write reviews on your App.
- Ambassadors: are those that e-mail a qualifying item to a qualifying person who takes up the offer with the result that the offer is made available to the sender and the receiver (i.e. they both benefit).

Two-Way Referral Objectives

Terms and conditions may be set which must be met in order for the referring customer and the prospective customer to receive their rewards. These might be a sign-up, account activation, a purchase, or something else. Where a referral reward takes the form of a voucher and that voucher is redeemed by an administrator then the reward will be activated in the accounts of both the giver and the receiver.

Where rewards are valuable, fraudulent redemption may be a concern. The Webto SaaS redemption process can be based on printed vouchers or on online redemption in a customer's account. When a customer wishes to redeem a reward the customer will typically access their online customer loyalty and referral account and present their private account to the Administrator. The Administrator will be able to review the purchase history and the voucher's validity in the account before entering a PIN number to redeem it.

If the reward, for example, has as a condition that the account is a new account then access to the account enables the Admin to determine if the person is indeed a new customer. On the other hand if a specified qualifying transaction is required then access to the customer's account will enable validation against ID documents, etc. In the case of high value rewards the terms and conditions should be checked by a competent legal authority and audit routines should be effected before a reward is made.

In short, conditions need to match the value of benefits. Some systems that process credit cards, set as a requirement, that a new credit card is used for payment. This option is not available on the Webto SaaS eCommerce platform as all credit card payments are processed on an off site secure banking portal.



Social Media Integration - It's simple, tap your selection and instantly view the results

A focus on social media communication promotes audience building. Key to success are hosting stories, contests, events and more that engage and which are worth sharing. The Webto Communicator makes it simple to engage audiences across many social media channels. You can: **1** Share the Communicator App with your friends & connections on Facebook, WhatsApp, LinkedIn, Twitter, Pinterest, Google+ and you can tap to email a link. **2** Image harvesting from Instagram, Facebook and Twitter is an option. Select a radio button and photo albums from the sites set up for display if these social media sites setup as Public albums. **5** shows an Instagram album. **3** This mobi friendly webpage has no restrictions host text, audio or video. **4** shows links to download menus. **6** Comments made here are automatically synced to your Facebook page.

This is a live demo site: Find it at <http://www.ssr.webto.directory> or Select the App Option in the Menu



#Hashtag Campaign Feedback - It's simple, tap a #hashtag, select a channel & view the results

Setup a campaign to expand the reach of your content, gather feedback, have fun and more. Feature pictures and links using #hashtags placed on a variety of social media sites. Just Click on the Hashtag **1** then **2** select a preferred social media site and the content on these sites will be displayed immediately eg on **3** Facebook or **4** on Pinterest.



Hosting Snap Polls is simple - Tap Vote, select a poll, vote and view the results instantly.

Webo offers the creation of intuitive quiz pages with responses analysed and exported on spreadsheet downloads. There are times when a more informal approach will help you engage with your audience. You can decide if voting should require registration or not. You can set up text as well as image polls. Text polls offer answers to multiple choice questions and image polls offer multiple images for the selection of one.



Reviews and Recommendations - Adding reviews is simple and awarding rewards is automated.

First time buyers, new or existing customers, are likely to be influenced by reviews. Buyers add reviews or they can respond to reviews. Buyers can edit their reviews in their Membership Accounts (Every registered customer gets their own private Membership Portal / Account). Site owners (Sellers) cannot edit reviews however the Site Owner reserves the right to delete reviews that fall outside the set terms and conditions. Customers that add a review are automatically awarded ADVISOR status for a set period of time and they will then qualify for rewards that can be accessed on the Communicator App. Rewards can be gifted to friends or connections. Award redemption can be by printing a coupon or by presenting it on a phone.



Sharing: It's Simple

Sharing Links to the Communicator are placed at every menu item so that customers (diners in this example) can immediately link to the social media page of their choice and add a comment that will be displayed on their social media pages.

Sharing valued information builds your audience but it mostly only happens if it is simple and easy to do.

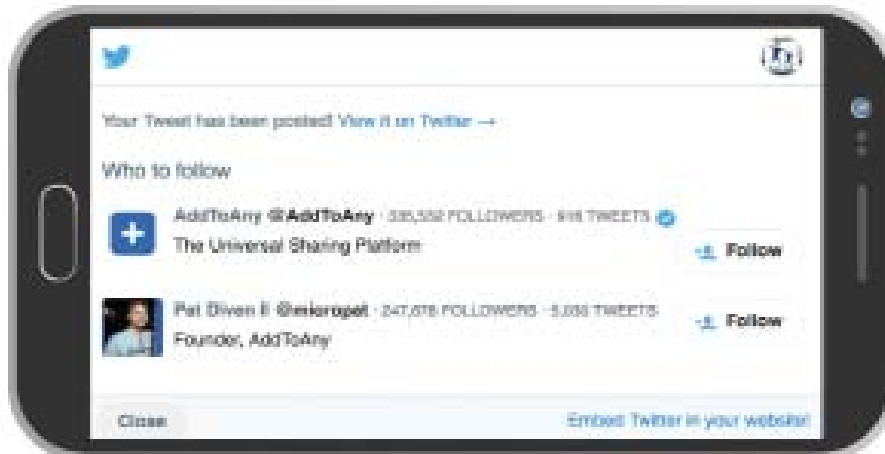
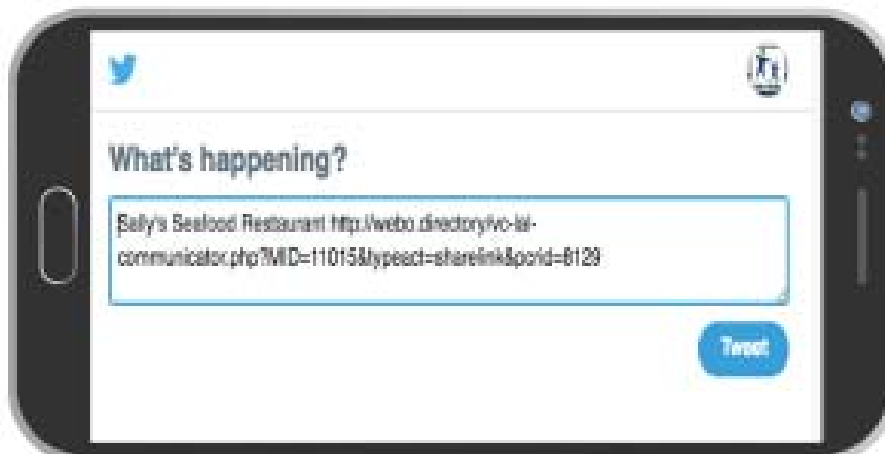
Sharing is simple:

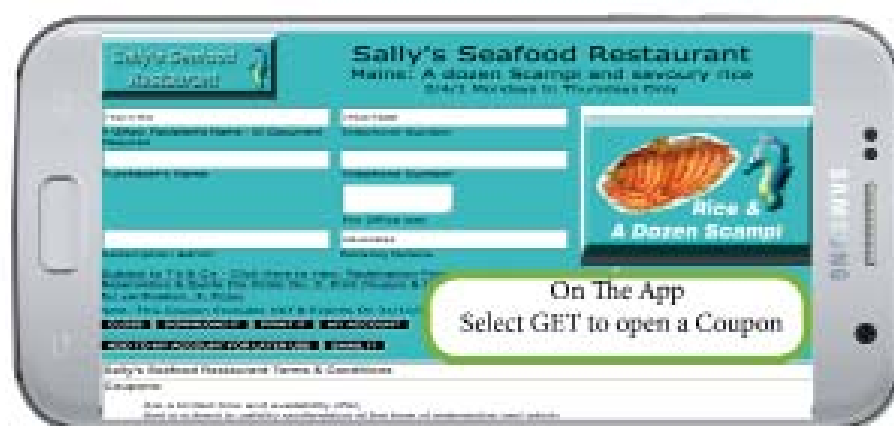
Select Share the Link, Log In, Select a Social Media network, Add a comment & SUBMIT.

Why Register? If you do not register you cannot claim the reward which is added to your account. You will automatically be granted ADVOCATE status for sharing.

Advocates qualify for rewards that they can gift to friends and business connections with their compliments.

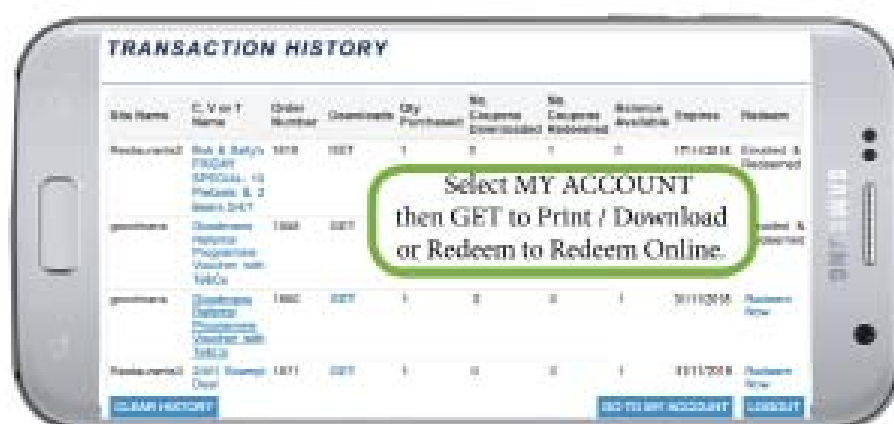
Success is dependent on customers being delighted by your service and by it being easy to do. Sharing incentives make customers feel valued & being able to gift rewards boosts their social standing and yours!





**ON PHONE OR
PRINTED
COUPON
ACQUISITION
& REDEMPTION
IS EASY**

Coupon acquisition, management, gifting and redemption



Select a coupon, register, redeem immediately by downloading it, printing it or by e-mailing it.

You can also select the option to ADD TO MY ACCOUNT.

If you select MY ACCOUNT you will go to your Web Members Portal where the Transaction History will show all the coupons that you have earned.



You will be able to GET the coupon selected for the purpose of redemption by printing, downloading or e-mailing it.

If you select the REDEEM NOW option then the coupon or voucher will display and the Site Administrator will be able to redeem the coupon or voucher by entering a PIN code and submitting it on the phone of the customer.



The seller will have to decide on online versus print coupon redemption or both can be accepted also.

Coupon can be rewards or they can be open or limited time/availability specials.



LOYALTY & REFERRAL PROGRAMME STATUS

Store Memberships

Site Name

Restaurants2

[Go to this Store](#)

[Go to this App](#)

Loyalty Programme

Platinum Fan Status at 21/08/18 (Today) is: Platinum Fan

Platinum Fan Points Awarded

Platinum Fan Points Redeemed

Current Total Platinum Fan Points for this store: 2037

[Submit to update](#)

Administrator pin number

Referral Programme

Advocate Status :

☒ Active ☐ Inactive (Share to activate)

Expiry Date

30/09/2018

Advisor Status :

☐ Active ☒ Inactive (Add a review to activate)

Expiry Date

15/07/2018

Ambassador Status :

☒ Active ☐ Inactive (Add sufficient two-way referrals. A must be > or =B)

Expiry Date

22/07/2018

Two-way Referrals Sent and Redeemed:

Number sent and Redeemed

3

A

Number Required to Activate Status

5

B

Received Referrals Redemption (Gifted Coupon Redemption)

Admin to submit (below) for this Received Referral to be Redeemed Immediately by this Account Holder and for it to be to the Sender's Account for Future Use.

Site Name

Restaurants2

Order no. of this Received Gifted Coupon

[Submit to update](#)

Administrator pin number



MY ACCOUNT

[Edit My Account](#)

[Change My Password](#)

[Loyalty & Referral Programme Status](#)

[Loyalty & Referral Programme Detail](#)

[Coupons, Vouchers & Tokens](#)

[What's Good Directory List](#)

[Add Home Page Blog Topics](#)

[My Home Page Blog Comments](#)

[My Store Reviews](#)

[My Product Reviews](#)

[My Listing Reviews](#)

[My Purchase Orders On Hub Store](#)

[Delete My Account](#)

[My Showcase Product Submissions](#)

MY BULK COMMS TOOLSET

[My Email Subscriptions](#)

[My SMS Subscriptions](#)

MY AUCTIONS

[Current Auctions](#)

[Successful Bids](#)

**EVERY
RESTAURANT
DINER GETS
THEIR OWN
PRIVATE ONLINE
ACCOUNT**

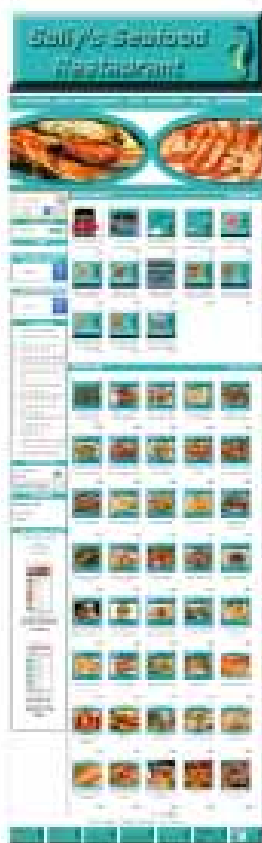
Coupon, Loyalty & Referral Marketing made Simple.

When a customer logs in and selects "Member's Portal" or selects the MY ACCOUNT option on a voucher, a number of account options are presented. Customer accounts are private accounts where customers can update their contact details and passwords, subscribe and unsubscribe to e-mail and SMS notifications, edit reviews made by them and where they can see their transaction history as well as the currency of any status awarded including the expiry date of any status acquired. Status points are added online, on a customer's phone by way of an administrator making a status award and validating the award by entering and submitting a PIN number. Point requirements and points duration for the FAN, levels 1, 2 and 3 are set up by the Seller. The duration of the Advisor Status for reviewing and the Advocate Status for sharing are also set up by the Seller and these are automatically awarded to customers. The Ambassador Status is based upon sharing valued benefits that are not freely available e.g a buyer earns a voucher which is gifted to a friend. When the friend redeems the voucher it is automatically added back into to the customers account so that they both get the benefit.



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Find this live site at www.ssr.webo.directory



All tickets, coupons and vouchers can be set up to be print and present or they can be presented online on phone, iPad, tablet or on a PC in the Restaurant.



Restaurants can have as many Link & List Mobi Apps as they like.

Team up with Shops in the Mall and be the home for a Mall Deals App (free with a coffee!)



Alternatively, offer 20 specials menus as 'tap to open' options. See below.



Finding the value that the Communicator App can deliver:

It's not just about delivering discounts! It's about automating network marketing with the aid of 4 channels; websites, Apps, Blogs and Social Media.

Tickets: Online ticket issue. Paid or Unpaid, Limited issue.

Event Vouchers: Pre-book and get paid before the event.

Stories: Celebration Themes & Office Party Recipes. Best Story Contest: Use compelling headlines & images. Present solutions. Unpack problems & solutions. Create desire with Benefits that show where the value is. Create Urgency and ASK for something.

Facts: Recipes, Nutrition Charts, Ingredients

Access: Links to Secret Menus. Eating out is a lifestyle choice. Offer lifestyle experience ideas on WhatsGood apps that present your specials.

Competitions: #bestpicture, #hi5in5, #giveaways, #comment, #bestslogan, #funvideo

Feedback / Polls / Instant Result Voting: Entries submitted by customers will result in the customers sharing to boost their vote count. Best Picture & Best Story contests will boost sharing.

Buddy Deals: Getaway Accommodation, Theatre Discounts, Mall Store Rewards.

Social Proof: Comments, social sharing, reviews and likes are indicators that will define your social standing.

USP: What is your unique selling proposition/ mantra. What, above all else, do you want to be the **go to** restaurant for? Be the best at something specific. Think: Fridays are fish days - The best fish and chips on Fridays vs the The best seafood restaurant.



4. Referral Marketing

Engage to build relationships and find valued rewards that will excite customers to re-view, share and recommend.

School customers to own the need to advocate the business.

1. Coupon Marketing

The focus is on audience building.

Attract new customers with enticing offers targeted at researched niche markets.

Showcase your value.



3. Loyalty Marketing

Engage, dig deep with polls, quizzes, surveys & survey needs and desires to be able to exceed expectations.

Find valued rewards that segmented niches desire.

2. Engage & Convert

The focus is on converting bargain hunters to be loyal customers.

Differentiate & drive the value in your USP and find valued rewards for repeat business.

Targeting and Incentives

How can one target customers and what's the most compelling incentive you can offer? There are a wide variety of possibilities including the following as potential incentives to consider:

- Fun and entertainment: Quizzes, Competitions, Lucky Draws, Giveaways, Free Gifts that may be offered by teaming up with stores in the mall, a local club, school or an NGO, etc.
- Information & Stories: How to Guidelines, eBooks, Neighbourhood News, Community WhatsGood Pages.
- Simplify: Menu Reviews (current & future), Infographics or Ingredient Checklists, etc.
- Events: Invitations to Demo Cook's Kitchen Days (bring the kids and let's make ?), Guest Speakers.
- Guidelines: How to host dinner parties, party themes, party games for adults & kids, etc.
- Neighbourhood Reality: Stories, Case Studies, Success Stories (Prize winning entries by customers).

Consistently delighting customers is fundamental to success. Customers must be prepared to recommend you to their friends because you exceed their expectations. Finding the value that customers will want to share with friends is critically important. You will need to draw on your understanding of your customer's preferences. Only appealing offers drive shares.. Try selecting a valuable and compelling incentive specifically matched to your best customer's needs or to frequently asked questions. More often than not the most compelling benefit will not be a financial discount. Recognition and VIP status coupled with service benefits are normally highly desirable rewards. Personalised double-sided rewards, that deliver equal personalised benefits to both sender and receiver, may be more effective as a double-sided reward than as a single-sided reward. User altruism and the will to improve a friend's situation is a fundamental aspect of a compelling two-way incentive.

Automation

Effective referral programs are driven by referral programme software. The Webto Loyalty & Referral App is underpinned by convenience as it is an App button on a phone or a PC bookmark. In this regard the market place is competitive. Where the Webto Loyalty & Referral App is one of a kind, is that it is further underpinned by an advanced 4 Channel Marketing system with channel fusion. Designing a user experience hinges upon optimising what the end user sees and how they interact with the referral program. The Webto Loyalty & Referral App channels Push and Pull engagement and it promotes information delivery. The 4 channels are able to cover all the marketing bases as the system is an advanced site builder, a viral blog builder, an App Builder with Social Media integration and Comment Syncing. Optimising across channels with the seamless Fusion of Coupon (specials), Loyalty (points/status/segmentation) and Referral (reviewing, sharing & promoting) marketing makes the Webto SaaS formidable. Add the gamification options for and you have a 360 degree package of options to boost engagement, drive sales, improve satisfaction and build relationships & loyalty.

Discovery & Focus

Coupon Marketing: Attract new customers with valued benefits. Loyalty Marketing: Segment your customers and find the value to each segment. Instead of frequent buyer points consider customer segmentation that groups like minded customers and personalise incentives to meet their needs e.g Customers with young families, Pensioners and Business Executives versus a points for purchases system. Referral Marketing: Reward customers that review, share and promote your restaurant. How likely are your customers to find your referral program? The App is promoted to all customers who sign-up for a private social media account where they can track and edit on-the-record comments and reviews and they can opt-in for email and SMS messaging. In a customer's private online account they can follow their loyalty benefit transaction history and they can select specific benefits for on-phone or print redemption. Customers can print tickets, coupons or vouchers for presentation.

Sharing and Sign-up

Sharing and sign-up are made simple by way of pop-up messages that inform customers on what they need to do in addition the programme offers a topic for engagement in exploring the win, win opportunities.



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Find this live site at www.ssr.webo.directory

You must ASK for feedback to understand trends in desires and value

Where does one start?

Engage, communicate and market coupons for specials that can be shared. Start by e-mailing details of online customer account sign-up specials that can be shared. Add the link to the App with instructions on book marking and on adding the button to phone home screens.

Survey your customers and run polls to determine their preferences and desires. Satisfaction verification can also be explored by phoning the customer to ask for feedback. Alternatively, the SaaS Quiz Webpages are ideal for gathering feedback.

Consider building an Online Quiz such as the one outlined in the right hand column. E-mail a customer at a point when a feedback request has been reached such as after they have dined in your restaurant ask them if you can e-mail them a quiz.

Once the quizpage has been sent and has been completed and submitted by the customer the SaaS will offer a spreadsheet download of responses. You should reply to the customer and discuss suggestions and any action that you will take so that the customer knows that you are responsive and open to suggestions.

Another use for the quizpage functionality is to explore customer needs. Build online feedback forms that explore customer needs, problems and desires by stacking questions where the next question is determined by the answer to the preceding question. In this way customers can answer say, a simple five question survey, that offers thousands of options yet the customer only answers 5 questions.

In a 5x5 question stack where a question is asked that has 5 options and each succeeding question has 5 options the survey will cover 5 options in layer 1, 25 in layer 2, 125 in layer 3, 625 in layer 4 and 3125 in layer 5. It is unlikely that this many options will be available but the point is that the quizpage can explore the range of possibility that may exist in the demand for services by customers.

Dear "Diners Name"

Feedback Survey

Thank you for your patronage. I would appreciate feedback on your recent dining experience...

1. Were you satisfied with the meals and service that you received from us?

- Yes or - No

If the Answer to 1. is Yes, then the next question to pop up could be:

2. Based on your positive experience, on a scale of 1 to 10, would you be prepared to recommend our meals and service to your friends and business connections? Please select a likelihood number below.

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

If the selection is 8, 9 or 10 then ask:

3. Please can you provide me with the name and contact details of one person that you can refer us to.

In addition, please can you suggest any one way in which you believe that your customer experience could have been improved.

If the answer to 1. is No, then the next question to pop up could be:

2. Based on your experience, on a scale of 1 to 10, would you please rate the service that you received from us. Please select a number below.

1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10

In addition, please can you suggest any one way in which you believe that your customer experience could have been improved.

Thank you for your time and for the feedback.

Regards

"Chef's Name"

Keys to Coupon, Loyalty & Referral Marketing Success

- You have an established reputation for meeting diners expectations and they are consistently delighted by your meals and by your food and beverage services.
- You have a vision, strategy, communications plan and a roadmap (see below) that maps out what you are doing, what you expect to be doing and what you will do next to build your reputation and accelerate the growth of your restaurant/s.
- You have identified & have segmented the customer audiences that you have or which you wish to attract e.g Families, Pensioners, Business Executives, Jet Setters, Students, etc.
- You have researched the demand for each customer segment and you know where to target each segment and you know what they value and desire.
- You are aware of the short-term value and long-term value of existing customers and of prospective new customers so as to maintain a ROI (return on "incentive" investment).
- You have tested the relevance and value or desire of segmented audiences for knowledge based give-aways to ensure that customers will want to talk about them and will be prepared to add reviews and share the link on their social networks in return for valued incentives.
- You keep refreshing your specials, events, give-aways and other incentives so that customers are encouraged to open the App to find what is new in line with regular release dates.
- You establish and build your relationships via your Apps, blogging, messaging and social media engagement, you survey satisfaction and you ask for referrals.
- You have a current and to be status roadmap that maps your KPI Symptoms & KPI Focus.

YOUR JOURNEY FROM STRUGGLING TO DRIVING

SYMPTOMS

KEY PERFORMANCE INDICATOR

FOCUS

WAITING LISTS

Established Brand & Reservations Essential
Accurate Provisioning & Staff Planning/Analytics
No Waste, Process Driven & Predictable Quality

RESERVATIONS

Established Relationships via The App
Growing VIP, Advocate and Advisor List
Customers Actively Growing The List

REGULARS

Specials / Coupon Driven Sales
Price Driven Covers & Walk ins
Some Staff & Provision Planning

SPORADIC PATRONAGE

Empty Tables & Idle Staff
Inaccurate Provisioning,
Food Cost Issues
no Waste, Staff Not
Motivated & Not Productive,
No Meaningful Turnover Analytics



DRIVING / STANDARDISING

Build a world-class team
& explore growth opportunities
Focus on Systems (when) & Processes (how)
Market Your Brand and Reviews

BRANDING / THRIVING

Actively Engage, Reward Sharing & Reviews
Introduce & Promote VIP Customer Benefits
Drive Your Loyalty Programme

PROMOTING / STRIVING

Build Your Client List, Shares
& Reviews. Delight Customers
& Nurture Returns. Market
"Sellers" & Grow an Audience

ESTABLISHING / STRUGGLING

Establish & Work Your
Client List & Your Concept
Adapt Your Concept to Demand
Advertise Offers & Issue Coupons
Sell and Analyze Sales Metrics

THE CUSTOMER JOURNEY FROM BARGAIN HUNTER TO ACTIVE ADVISORS, ADVOCATES & AMBASSADORS WHO GROW YOUR BUSINESS

COMMUNITY - PARTICIPATION

With Memorable Experiences & Relationships
Engaged, Meeting Desires & Established Loyalty

WORD of MOUTH - SHARING

Credible Reviews Posted with Regularity
Comments & Shares Spreading the Word
Reviews Rewarded

SOCIAL - APPRECIATION

Events Desired & Competitions Entered
Benefits are Gifted & Shared
Sharing Rewarded

SELF INTEREST - REWARDS

Focus is on the Customer
who is Delighted with
Patronage Rewards
that are Relevant & Valued.
Popular Coupons, Lucky Draws,
Secret VIP Menus & Events.
#Hashtag Competitions Entered & Promoted.



MANAGED GROWTH

Regular assessment of Staff and Capacity
Next Steps Planned & Executed

REVIEWS

Rewarding customers for reviews
Engage by addressing matters raised and
thank customers for sharing their experiences

SOCIAL MEDIA SHARING

Ignite an interest in Sharing Comments
Encourage customers to e-mail coupons
Grow Awareness with Social Sharing &
WhatsApp Specials Group Messaging

DELIGHT & REWARD

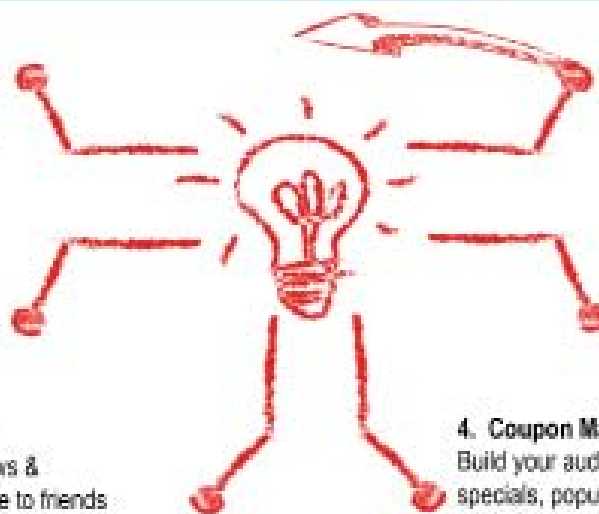
Reward Customers for Patronage
Encourage Buying More
Encourage Buying More Often
Get Personal; Address Diners
by Name. Ask if you can take a
photo for your Instagram Page,
Post to Pinterest, Tweet Reviews

The Customer Journey in 6 Steps

1. Delight Customers
Marketing before
meeting expectations is
premature.

2. Loyalty Marketing
Reward patronage,
Segment Customers
into 3 levels to precision
target desires.

3. Referral Marketing
Reward Sharing, Reviews &
Recommendations made to friends
& Business Connections



6. Convert
From Browser &
Bargain Hunter
to Active Customer.

5. Engage on 4 Channels:
Website, App, Blog
& Social Media.
Ignite Desires, Advise &
Sell Experiences & Value

4. Coupon Marketing
Build your audience by offering attractive
specials, popular events, coupon deals,
last minute deals,



FROM BARGAIN HUNTERS



TO ADVOCATES



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Online Meeting Rooms and On-Phone or PC Meeting Pack Apps for Restaurants

- Online meeting rooms can be permanently open, with no set meeting duration and they can be scheduled to open at a set time on a set date.
- Attendees can access an online meeting room with any browser on a PC or with a Smart Phone.
- There is no limit to the number of meeting rooms that are set up. (Fair usage norms apply)
- The online meeting room can be accessed by an unlimited number of attendees.
- Attendees can upload documentation, open linked files, review flipbooks, complete quizpages, text or image polls or play audio podcasts, watch videos or image libraries that can be updated live by attendees or by invitation.
- Polls that display instant results can be set up during a meeting to gather vote counts on decisions.
- Attendees login and open the online meeting room page that has back office support for a Meeting Administrator to type up the meeting minutes during a live meeting.
- Attendees can record on record formal comments as is required for company board meetings or they can use the Dashboard comments functionality in deliberations eg for one to one private text chats or for open text chat messages to all attendees.
- Meeting Admin's have access to minute, action plan, case file and other templates plus they can create and save custom page templates.
- The online meeting room wall can display up to five pages at a time.
- Attendees refresh their screens to review the current status of the minutes, decision and action tables etc.
- All reference documentation will have been distributed by way of a meeting pack App and the meeting page displays live links to reference documentation, data libraries etc.
- Where an online meeting room is used as a private staff room dedicated to communicate HR matters and shift schedules all information would be available as an accessible data library.
- Where meetings / documents are private they can be set behind password gates.
- Online meeting rooms can also be set up as briefing rooms on new menus and wine lists etc. Staff and Progress meetings with a head office can deliberate online via free conference calls while minutes are taken by an online back office that displays the live minute taking on a shared screen.
- Online Meeting Pack Apps can be released with all preparation documentation, presentations, delivered online with cell phone briefing audio and video clips, etc delivered online.
- The Meetings Communicator is included in the Webto SaaS.





Thank you for the time taken to review our snapshot guide to the Webo Restaurant LPM. We encourage you to contact us for a discussion on your specific circumstances as we would be thrilled to show you our frameworks to double turnover in half the time.

*Regards
Alan Mackenzie*

CEO: Webo Read more at <http://www.vouchers.webo.directory> Find video libraries, further information on our blog and on this website. The Demo site illustrated in this guideline is live at: <http://www.ssr.webo.directory>