

## **SMS MARKETING GUIDE**

Everything you need to know about SMS marketing for your restaurant, cafe or take-away.

Including tips, ideas and success stories.

# Hello...

As mobile devices continue to develop and we become more and more reliant on them for both our work and social lives; it's becoming increasingly important to ensure you have mobile included in your marketing mix.

From checking your bank balance or shopping to searching for the best restaurant to eat in. Our mobile phones are now the source of all information and PCs are becoming less and less important. In fact, mobile internet browsing overtook desktop in 2014 meaning mobile marketing is more important than ever.

FireText is a UK-based team of developers, problem solvers, marketers, tinkerers, all working around the clock to offer the most powerful text marketing platform...for you!

Whether you're brand new to SMS marketing or a texting pro, we offer outstanding support and advice to guide you through your campaign.

We are currently working with restaurants, large and small, across the UK from Pizza Hut to Paul Ainsworth's Michelin starred No.6 Restaurant and have seen some fantastic results. So, if you're looking for a cost-effective solution to increase customer engagement and fill your restaurant, with a 98% open rate, SMS won't disappoint.

## How many text messages do you receive that you don't open?

### Read on for:

- How to make SMS marketing work.
- Five ways SMS can boost your restaurant.
- Success Story: Fill your restaurant quickly with SMS.
- Success Story: Engaging with customers using SMS.

The FireText Team

# The Stats



**91%**

of mobile phone owners use their device for SMS

You know you're communicating with customers in a way they know and love.

Smart Insights, 2013

**98%**

of SMS messages are opened

You can guarantee your message will be opened and read.

Frost & Sullivan, 2011

**94%**

of SMS are read within 5 minutes of being received

Perfect for time bound campaigns!

Ofcom, 2012

OVER **62%**

of UK adults own a smartphone

And growing...enrich your messages with URL links to online content.

ComScore, 2013

**75%**

of smartphone users like to receive offers by SMS

Give your customers what they want.

YouGovPLC, 2010

**81%**

of adults keep their mobile switched on 24/7

Send your campaign with confidence that it will be seen.

Media Ofcom, 2011

# SMS Marketing – how to make it work

SMS marketing is fast, cost-effective and personal – it's no wonder it's becoming increasingly popular with businesses of all sizes, but it's important to use it well.

It's easy and convenient to use your mobile phone for everything you used to use your PC for i.e. email and browsing and with the number of smartphone users increasing this trend is set to continue. Consumers, however are used to receiving email marketing and are becoming immune to it, there is no need to read them straight away and therefore they don't prompt an instant response, if at all.

With a 98% open rate, SMS is clearly the most reliable way to ensure your message gets seen on a mobile device. You can be personal and straight to the point in a text message, everyone knows how to read and reply to them and they don't take up too much of their time.

When you send an SMS, you're delivering a message straight to the customer's pocket. Knowing that over 94% of text messages are read within 5 seconds of being received, if you need an instant response you can rely on SMS to deliver.

You need to ensure your customers want to receive the messages; if you send an unwanted text you will do your business more harm than good. You can contact customers you've interacted with previously or let your customers opt-in to your mailing list to ensure good quality data – give your customers a reason to opt in – e.g. to receive special offers or join a 'VIP club'.

Likewise, always provide an opt-out. It may hurt your pride if someone decides they'd no longer like to receive your offers, but it will hurt your reputation more if you don't give customers the option. Don't focus on the opt-outs, put your energy into providing irresistible offers to the customers who do want to hear from you.

Later in this guide, we'll give you some examples on how to use SMS to boost your restaurant.

At just 160 characters, SMS may be small but is certainly powerful and a versatile tool for every business.

# Who's using SMS marketing?

“We took 90 reservations in just 2 hours. The response from our SMS campaigns has been fantastic.”

## **Mumbai Café**

Kunwar Sood  
Mumbai Cafe

*Paul Ainsworth  
at no.6*

**Harry Wild**  
Paul Ainsworth's No.6

“Only one person asked to be removed from our database of 16,643. We had thousands of click throughs and made lots of bookings.”

“Using FireText is quick and easy, but most importantly cost-effective, we always see a healthy return-on-investment with our SMS campaigns.”



**Michael O'Kane**  
Pizza Hut

**MARINE BAR**

**Nicolle Pliatsikas**  
Marine Bar

“SMS helps keep our customers up to date and our restaurant full, but at a budget that suits me.”

# 5 ways SMS can boost your restaurant

This is by no means a definitive list of how to use SMS for your business; but hopefully it will get your creative ideas flowing!

## 1 Fill Empty Tables

Although you may have a busy restaurant a lot of the time, everyone has quiet days. Perhaps it's a Monday night in the middle of winter, there's not many people wandering around looking for places to eat. You need to give them a reason to come out.

Hello Hannah! To beat the winter blues we're offering a free bottle of wine for every table of two during November at The Riverview Restaurant, call 01234 567890 to book a table. Text STOP to 82228 to opt-out

## 2 Save Time & Money

Putting together an SMS campaign is extremely cost-effective. You only pay for the messages sent and unlike costly flyers and adverts; it takes just a few minutes to send out a message to your entire database. If the only chance you get to look at your marketing is after a long nights service, don't worry, you can schedule the message to go out at a more appropriate time.

Hello Liz, as a valued member, receive a further 30% off your insurance renewal this month. Quote INSURANCE30 online or call 0800 123 4567

## 3 Grow Opt-in List

Advertise your keyword on menus, posters and bathroom mirrors (the list is endless) to allow customers to opt-in to your mailing list, providing you with lots of new contacts and letting your customers do the hard work.



## 4 Reward Regular Customers

Try sending a reward message to previous customers to thank them for their custom and entice them back to your establishment. This will not only increase bookings but will also please customers; encouraging positive reviews spreading through word of mouth.

Hi Hannah, we hope you enjoyed your visit to The Riverview, we'd love to see you again soon. Enjoy free starters on your next visit when showing this text. Call 01234 567890 to book a table

## 5 Take/Confirm Bookings

Lots of restaurants now take bookings online, giving the customer more flexibility to book a table at their convenience. Why not take it one step further and let them text their reservation in? What could be more convenient than sending a quick text – you can even set up an auto reply to get straight back to them.

Hi Hannah, we hope you enjoyed your visit to The Riverview, we'd love to see you again soon. Enjoy free starters on your next visit when showing this text. Call 01234 567890 to book a table

# Fill your restaurant quickly with SMS

Stories like this one seem too good to be true but this case study comes straight from Kunwar Sood at Mumbai Café who tells us exactly why he believes SMS is an integral marketing tool for his business.

## The Objective

To promote Father's Day lunch offer

To increase reservations for Father's Day

## The Plan

Mumbai Café is a popular North Indian restaurant and bar in Newington, Kent with a very proactive marketing strategy. Kunwar understands the importance of marketing in order to grow his client base, but running a restaurant keeps him very busy.

“I was looking for a platform which would enable me to send a simple message to my customers instantly, FireText was the perfect solution.”

Kunwar wanted to get a simple message out to all of his subscribers in an instant, with the aim of getting a quick response and to increase bookings for that weekend.

The message was simple and contained all relevant information, including the offer and price as well as contact details and a link to website.

Kunwar sees the importance of giving customers an opt-out which is another reason why he chose SMS.

## The Message



## The Results

Kunwar sent the message out at 11:20am on the Thursday before Father's Day.

By 1:30pm, **90 of the 100 seats** in his restaurant were booked.

Not only did the message produce instant results, but of the **2505** contacts it was sent to, just 9 chose to opt out of future offers.

“The response from our SMS campaigns has been fantastic, and without doubt has increased business. When teamed with the outstanding service I have received from the start, I cannot recommend FireText enough.”

# Engaging with customers using SMS

We've seen SMS campaigns work for restaurants, large and small, over the years. Our recent campaign with Paul Ainsworth's No.6 restaurant in Padstow was particularly unique and exciting – which is why we wanted to share it with you.

In June this year the team at No.6 were ecstatic to find out they had been shortlisted in the 'Best Restaurant outside London' category by Food and Travel magazine. Public Relations Director, Harry Wild, tells us how they used SMS to spread the news

## The Objective

To share exciting news about award nomination with Paul's customers

To invite customers to vote for Paul in award nomination

To increase brand awareness of No.6 restaurant

## The Plan

They wanted to share the exciting news with all of their customers and after exploring their usual methods of communication, decided they needed something bespoke and personal as it was such a prestigious award.

It was really important that the message was friendly and demonstrated the restaurant's business ethos, the customers at No.6 have been extremely supportive of both the restaurant and Paul's journey as a chef so Harry wanted to ensure that the votes they received were on true merit of their food service and experience, not because they created a press and marketing buzz, this is why they chose to reach out to their existing customers only.

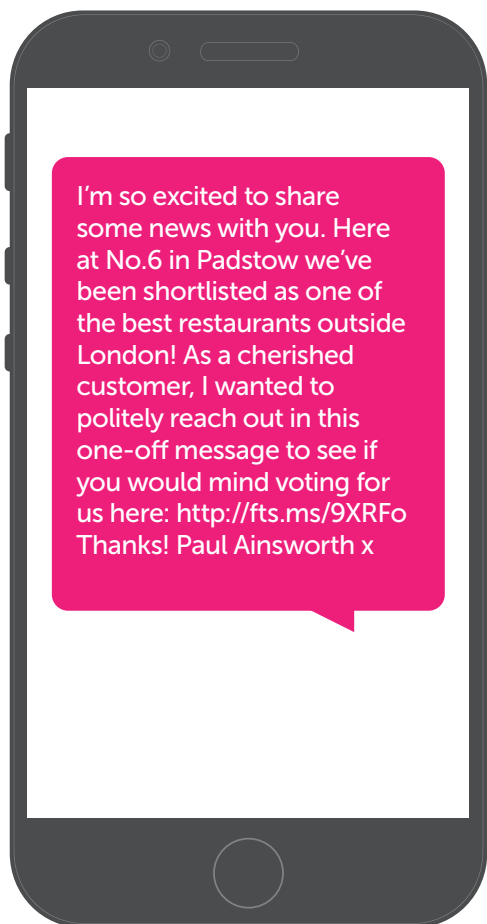
Embarking on a new marketing tool during the height of their busiest period was daunting for Harry, however she found it wasn't much more taxing than sending a text message off her own phone.

“The website is very easy to use and the FireText team were on hand to guide me through each step of the way; from writing the message to exporting our database in the appropriate format. I didn't expect the level of support that we received – that was a real bonus. Now I know that I can schedule in a message as a part of my daily tasks – it only takes a moment to do.”



# Engaging with customers using SMS

## The Message



## The Results

The message was sent on a Tuesday lunch time, a few weeks before the vote closed to **16,643** people.

Within seconds of the message going out the link started receiving clicks and within 24 hours this had reached over **3,000**.

The overall click through rate was **22.4%** with a whopping total of **3732** clicks.

Harry tells us why the SMS campaign exceeded her expectations:

“Using SMS was completely new to us, so we really didn't know what kind of response to expect. Only one person asked us to remove them from our database out of 16,643 people. On the other hand, we had thousands of click throughs, dozens of supportive emails and calls, plenty of social media messages and even made lots of bookings as a result of jogging people's memories that we're here. The SMS campaign was even more successful than we could have imagined.”

To top it off, the team were delighted to win the award of Best Restaurant outside London, not only that but as a wonderful surprise they also won the overall category of Best Restaurant of the Year!

## At a Glance

# 16,643



People reached

# 3,732



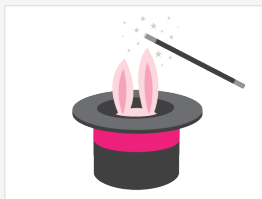
Total website clicks

# Last Word...

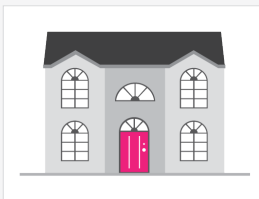
If you're looking for a way to communicate and engage with customers old and new then you've found it. SMS is simple, fast and gets results by improving customer service and increasing business.

In this guide, we've explored some great uses of SMS for your restaurant to get you thinking; these are by no means definitive so please get in touch to discuss how SMS can work for you.

## Easy online SMS marketing for every type of business...



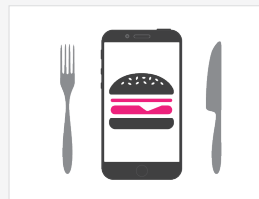
Recruitment Agencies



Estate Agents



Retail Shops



Restaurants



Hotels &amp; Guest Houses

## Your in great company...



# Let's chat

Don't worry if you still have some questions;  
at FireText we're always talking SMS.

We'd love to talk to you. You can get in touch on:

Text us

**HELLO to 82228**

Talk to us

**0800 038 55 22**

Visit us

**firetext.co.uk**

Write to us

**hello@firetext.co.uk**

Join the conversation

