

Client 90-Day Nurture Program, Copy 2.0

Email Touchpoints

Email #1: Intro to RSM // Highlight value of RSM
Email #2: Print Marketing Positioning
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Email #7: Email Marketing
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Nurture Email #1: Intro RSM // Highlight Value of RSM

From: RSM account owner

Reply To: RSM account owner

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- Day account goes live

Subject Line:

Your ChowNow account is live!
Order Up: Your ChowNow account is live!
Helping restaurants (like you!) thrive
Meet Your Restaurant Success Team
It's go time—your ChowNow account is live!

Body Copy:

Hello!

I'm Melanie [RSM first name], your dedicated Restaurant Success Manager. It's my job to make sure that your restaurant is thriving on ChowNow.

I'm so thrilled that [restaurant location!] is now a ChowNow restaurant partner! As you know, we power branded online ordering systems for local, independent restaurants—while also providing key customer insights and marketing support.

As your point of contact, I'll be sending you marketing tips and business growth strategies—all to help you increase revenue, gain new customers, and drive online orders for your restaurant.

During our initial consultation, we'll discuss:

- Marketing strategies to help spread the word about your new online ordering system
- Ways to optimize your menu, so you can increase your average takeout ticket price
- Customer conversion strategies if you are using third party apps and want to save money on hefty commissions

Book a call with me this week to kickstart your online ordering strategy!

[Schedule a Call](#)

Looking forward to connecting,
Melanie
[RSM first name]

Nurture Email #2: Print Marketing Positioning

From: RSM account owner

Reply To: RSM account owner

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- 7 days since CNP #1

Subject Line:

Increase brand awareness with print marketing
How to use print marketing to drive online orders
Drive online orders with print marketing
Make most of your launch package
How to make the most of your launch package

Your ChowNow Marketing Strategy
Marketing Your Online Ordering System
How to Market Your Online Ordering System
Marketing to Increase Online Orders

Body Copy:

Hi, it's Melanie again, your ChowNow Restaurant Success Manager.

Now that your account is live, it's time to [spread awareness about your online ordering system](#).

Here are three tips to drive more online orders with the print marketing materials in your complimentary launch package:

1. Use your **one window cling** to spread awareness about your new online ordering system.
2. Place the **promotional cards** in all of your takeout bags to convert phone and pickup orders into online transactions.
3. Leverage your **dedicated text to order code** so your diners can quickly download your restaurant app or place their order through their mobile web browser.

Book a consultation with me today for even more print marketing tips!

PS - Did you know that ChowNow has additional marketing offerings, all designed to help increase your restaurant's online ordering revenue? Book a consultation with me today to discuss how these strategies can fit into your marketing plan!

[Book a
Consultation](#)

Looking forward to chatting,
Melanie
[RSM first name]

Nurture Email #3: Case Study // Mission of ChowNow

From: RSM account owner
Reply To: RSM account owner
Send To: Client Nurture Recipient Email Address
Trigger / Send Criteria:

- 14 days since CNP #1

Subject Line:

Our mission to you
The ChowNow Mission
ChowNow's mission to local restaurants

Commission-free online ordering, built just for your restaurant.
Helping restaurants (like you!) thrive

A mission to help local restaurants thrive

Body Copy:

Hope you're having a great day!

I wanted to touch base with you about ChowNow's mission of "helping local restaurants thrive."

In a landscape where local, independent restaurants are facing increasing competition and watching their profits decline due to third-party delivery services, ChowNow is dedicated to helping restaurants grow and compete in a sustainable way.

I wanted to send over a recent case study we put together about how ChowNow helped [The Good Pizza save over \\$103,000 in third-party marketplace fees](#). We helped this client develop a digital marketing strategy that worked for their business, and I'd love to chat with you about how we could replicate this success for your restaurant!

The case study is attached, and I'm free to chat whenever works best for you. You can check out my calendar availability and book an appointment by clicking here.

Talk soon,

[Download the Case Study](#)

Melanie

[RSM first name]

Nurture Email #4: Menu Optimization

From: RSM account owner

Reply To: RSM account owner

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- 45 days since CNP #1

Subject Line:

Your online menu matters...

How your online menu drives orders

Your free menu consultation

Your free menu optimization consultation...

Thought you'd want to see this...

Body Copy:

Hi there,

Hope your week is going well! I wanted to check in with you and offer some advice regarding your online menu.

Optimizing your menu specifically for online orders is a great way to increase your average order size and up-sell your more profitable menu items!

I'd love to chat with you about some strategies specific to your menu, but in the meantime, **here are [4 tips to optimize your restaurant's online menu for upselling](#):**

1. Add a "favorites" section to encourage the sales of your most profitable items
2. Write crave-worthy menu item descriptions
3. Suggest add-on items such as drinks or sides to maximum your upsell potential on each order
4. Keep your menu simple and easy to navigate

Optimize Your
Menu

Looking forward to offering even more menu optimization tips when you book a call with me!

Talk soon,
Melanie
[RSM first name]

Nurture Email #5: 30-Day Check

From: RSM account owner

Reply To: RSM account owner

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- 30 days since CNP #1

Subject Line:

Your 30 Day Check-In!

Congrats to one month on ChowNow!

Checking in...

Body Copy:

Here's to your first month on ChowNow!

As a reminder, I'm here to answer any questions you might have about changing a menu item, adding additional services that boost orders, or building a marketing strategy for your restaurant.

Any consultation you book with me is free of charge, and I can offer insights on the following:

- Strategies for digital, print and social media marketing that are proven to increase customer acquisition.
- Information on additional services that help drive your online ordering volume and overall revenue.
- Tips for growth strategies that help turn your one-time diners into loyal regulars.

[Book a Consultation](#)

Looking forward to talking,
Melanie
[RSM first name]

Nurture Email #6: Customer Database

From: RSM account owner

Reply To: RSM account owner

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- 21 days since CNP #1

Subject Line:

ChowNow customer data is critical to your restaurant's success...

Checking in on your customer database!

Your growing customer database...

Body Copy:

Hi [name],

I hope you've been well!

Just checking in now that you've been with us for a little while. It looks like you have everything under control, but I thought you'd be interested in reviewing your ChowNow customer data and trends so far!

I'd like to go over:

- The ordering trends that I'm seeing from your customers so far
- Recommendations for how we can adjust your marketing strategy to target those trends
- How you can communicate well-timed, relevant messages to your diners directly to their email inboxes

Let me know when you have about 30 minutes for a call to discuss!

[Schedule a Call](#)

Talk soon,
Melanie
[RSM first name!]

Nurture Email #7: Email Marketing

From: RSM account owner

Reply To: RSM account owner

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- 60 days since CNP #1

Subject Line:

Checking in...your growing customer database

Looking to gain repeat customers?

Checking in...your email marketing strategy

Have you checked your dashboard?

Account check-in: your database is growing

Body Copy:

Hello!

Now that you've been on the ChowNow platform for two months, it's a good time to start thinking about emailing your growing customer list. And with ChowNow email blasts having a **45% higher open rate than industry standards**, sending promotions via email is a great option to grow your bottom line.

Here's why email should matter to your restaurant:

- 91% of consumers check email at least once a day on smartphones
- 82% of people say they always open emails from their favorite companies
- 70% of customers want restaurants to send them coupons which they intend to use

Schedule a call with me to learn how your restaurant can leverage our email marketing programs to **grow your repeat orders up to 3x as much!**

[Book a Call](#)

Best,
Melanie
[RSM name]

Nurture Email #8: Content Piece

From: RSM account owner
Reply To: RSM account owner
Send To: Client Nurture Recipient Email Address
Trigger / Send Criteria:

- 75 days since CNP #1

Subject Line:

Thought you'd be interested...
Wanted to send this your way...

Body Copy:

Hi,

I thought you'd find [this piece of content interesting](#). In my previous email, I talked about the many benefits of automated email marketing and how it can drive more online orders.

This article breaks down all the valuable customer data your restaurant can gain through regular, monthly email sends like:

1. How to acquire new customers
2. Ways to boost order volume and ticket prices
3. Tactics to increase repeat orders and customers

Interested to hear your thoughts and take on this piece,
Melanie
[RSM first name]

[Reads More](#)

Nurture Email #9: 90-Day Check In // Marketing Strategy

From: RSM account owner

Reply To: RSM account owner

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- 75 days since CNP #!

Subject Line:

Checking in...

Your ChowNow Account Status

Your 90-Day Checkpoint!

Body Copy:

Congratulations to 90 days on ChowNow!

Now that you've been on our platform for three months, I thought it'd be a good time to refresh you on some of ChowNow's restaurant-first marketing services.

Our data shows that ChowNow restaurant partners who run promotions earn 33% more revenue in their first 6 months. So, as your success manager, I don't want you to miss out on these opportunities to boost your online ordering volume and revenue.

ChowNow's collection of our most powerful marketing services, includes:

- **Promotional cards** to help convert phone and pickup orders into online transactions.
- **Email marketing** to deliver targeted promotions directly to your diner's inboxes to drive online order volume.
- **Print signage** to convert your dine-in customers to also start ordering online through your website—not a third party.

Interested in learning more? Book a call with me today.

[Schedule a Call](#)

Looking forward to continuing our relationship for another 90 days—and beyond!

Melanie

[RSM first name]

Tests:

- 1) Subject Lines
- 2) Button vs. no button