

Milestone Email Implementation Handoff

Instructions:

1. Build out new HTML for all email touchpoints using the templates and assets provided below by **EOD Thursday 9/19**
2. Existing touchpoints: Replace emails 1,4,5,6,7,8,9 with new HTML by **EOD Friday 9/20**
3. New touchpoints: Emails 2,3,10 will need triggers built in Marketo and HTML built by **Wednesday 9/25**.

Assets

- Copy doc [here](#)
- Email Monks files [here](#)
- SFDC campaign [here](#)
- Trigger criteria [here](#)
- Design files [here](#)
 - Basically, all consultations booked from these emails should be added to this Salesforce campaign with the status of "responded"

Email Touchpoints

Email #1: 25 Orders

Email #2: \$1,500 Revenue

Email #3: 100 Orders

Email #4: 100 Customers

Email #5: \$5,000 Revenue

Email #6: \$10,000 Revenue

Email #7: 500 Customers

Email #8: 500 Orders

Email #9: 1,000 Customers

Email #10: \$20,000 Revenue

Email #1: 25 Orders

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Send Criteria:

- >25 orders within 3 months of ChowNow Go Live Date
- <99 orders

Subject Line: Congrats! You've reached 25 orders!

Copy:

Twenty-five orders means you've got a customer database that's growing. Let's keep up the momentum by driving even more diners to your online ordering platform.

Schedule a consultation with your dedicated Restaurant Success Manager for:

- Tips on how to marketing your restaurant through branded print materials
- Social media strategies to raise awareness about your online ordering
- Operational efficiencies like setting up your voicemail or editing menu items

Milestone Email #2: \$1,500 in Revenue on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >\$1,500 in revenue within [TBD] months of ChowNow Go Live Date
- <\$4,999 in revenue

Subject Line: You've made over \$1,500 at ChowNow!

Copy:

Your online ordering through ChowNow is taking off. Congrats!

As your online orders and profits continue to grow, we're here to help you handle the extra volume. And with the **typical ChowNow restaurant partner saving \$7,722 in fees** over their first year on the platform, we're on a mission to help your local restaurant thrive.

When you schedule a call with your Restaurant Success Manager, you'll:

- Learn a range of strategies to funnel more customers towards online ordering
- Discover marketing tips to harness your restaurant's digital presence for more online traffic.

Milestone Email #3: 100 Orders on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >100 orders within [TBD] months of ChowNow Go Live Date
- <499 orders

Subject Line: Congrats! You've hit over 100 orders!

Copy:

That's 100 times you've been able to delight your customers through the ChowNow platform. To create even more happy bellies (and to generate even more profit), consider optimizing your online menu.

With the average person spending 20% more on online orders vs. over-the-phone orders menu optimization can help convert your current diners into a higher average ticket price.

Keep your diners' stomach full and your margins growing by booking a Menu Optimization call with your Restaurant Success Manager.

Milestone Email #4: 100 Customers on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >100 customers within [TBD] months of ChowNow Go Live Date
- <499 customers

Subject Line: You've reached over 100 customers at **{!Location Name}!**

Copy:

Engaging your customers (and soon to be fans) on social media is a must for the modern restaurateur. When your restaurant consistently posts to Facebook, Twitter, and Instagram, you encourage new and repeat diners to order through your online ordering platform — and ChowNow can show you how.

On a free consultation with your Restaurant Success Manager you will:

- Learn how to implement social media best practices and maximize ROI
- Gain simple strategies to show off your food and gain new followers
- Run promotions to get new customers through your front door

Milestone Email #5: \$5,000 in Revenue on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >\$5,000 revenue within [TBD] months of ChowNow Go Live Date
- <\$9,999 revenue

Subject Line: You've made over \$5,000 with ChowNow!

Copy:

\$5,000 in revenue means you've got a customer list that's growing. With **the average loyal ChowNow customer ordering 5x more frequently than new customers**, it pays to invest in customer loyalty.

Get tips on how to create more repeat customers when you schedule a consultation with your dedicated Restaurant Success manager today!

Milestone Email #6: \$10,000 in Revenue on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >\$10,000 revenue within [TBD] months of ChowNow Go Live Date
- <\$19,999 revenue

Subject Line: You've made over \$10,000 with ChowNow!

Copy:

Making \$10,000 is an impressive accomplishment. Keep that number growing by leveraging your restaurant's customer information (like email addresses and spending habits) — free with your ChowNow subscription.

Your restaurant's customer information gives you access to:

- Email addresses to target repeat customers with promotional codes, new menu changes and more
- Insights into customer order patterns, habits and trends
- Personalized marketing campaigns to influence purchasing decisions

Book a consultation with your Restaurant Success Manager for customer data best practices.

Milestone Email #7: 500 Customers on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >500 customers within [TBD] months of ChowNow Go Live Date
- <999 customers

Subject Line: Congrats! You've reached 500 customers!

Copy:

500 customers reached means you have 500 email addresses in your ChowNow database. And with **91% of consumers checking emails on their smartphones** at least once per day, restaurant email marketing is one of the best ways to drive online takeout orders.

ChowNow allows you to send beautiful, branded emails to your customers every month — without lifting a finger.

Schedule a call with your Restaurant Success Manager to learn how your restaurant can leverage our [subscription-based email marketing program](#).

Milestone Email #8: 500 Orders on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >500 orders within [TBD] months of ChowNow Go Live Date

Subject Line: You've hit over 500 orders with ChowNow!

Copy:

500 orders through ChowNow — let's keep that momentum going.

Boost customer loyalty and gain new diners when you schedule a consultation with your Restaurant Success Manager.

During your personal marketing consultation, you'll gain access to:

- Data to help analyze your restaurant's performance
- Strategies for bulking up your digital and print marketing
- Tips and tricks for increasing your restaurant's carryout order volume

Milestone Email #9: 1,000 Customers on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >1,000 customers within [TBD] months of ChowNow Go Live Date

Subject Line: Congrats! You've reached over 1,000 customers!

Copy:

Good job! Keep all these hungry diners returning for more by bolstering your restaurant's email marketing strategy with our Monthly Taste subscription service.

The average Monthly Taste restaurant partner sees nearly \$700 in additional revenue generated directly from this email program.

Why is a robust email strategy critical to your restaurant's marketing playbook?

- 91% of consumers check email at least once a day on smartphones
- Your email message is 5x more likely to be seen on email than Facebook
- For \$1 spent on email marketing, the average return is \$44

Take your restaurant's current email marketing strategy to the next level when you book a call with your dedicated Restaurant Success Manager.

Milestone Email #10: \$20,000 in Revenue on ChowNow

From: ChowNow <support@chownow.com>

Reply To: SFDC Account Owner - follow standard Support routing rules

Send To: Client Nurture Recipient Email Address

Trigger / Send Criteria:

- >\$20,000 revenue within [TBD] months of ChowNow Go Live Date
- Do not have delivery with DoorDash enabled.

Subject Line: You've made over \$20,000 with ChowNow!

Copy:

You can clearly handle the heat! With so much momentum going, now is the perfect time for your restaurant to consider ChowNow's plug-and-play delivery option.

With 3 in 5 U.S. consumers order delivery or takeout at least once a week, adding a delivery service to your online ordering platform could turn your \$20,000 into \$40,000.

ChowNow's delivery option gives restaurant full control, without the overhead or liability.

Learn more when you speak to your dedicated Restaurant Success Manager.