## Strategy Brief: Customer Marketing

**Overview**

Restaurant Success at Scale through Growth Marketing. This brief covers Growth Marketing's recommended strategy for Q3 and Q4 2019. This is a working document and we are looking forward to establishing a tight partnership between RS and Growth.

Three key ways to scale the goals of Restaurant Success through Marketing.
- Product penetration
- Account penetration
- Retention

# Phase 1: Product Penetration

Our recommendation is to first focus on growing additional product penetration among our restaurant partners to grow ARPU.

**Key Performance Indicators**
- Qualified opportunities created for The Monthly Taste + other **recurring revenue** marketing products:
  - **Meetings on Calendar:**
    - Prime with content downloads
  - **Upsells:** We recommend not driving to the ChowNow Marketing Store for self-service product upsells until we invest more in conversion rate optimization and better tracking. Today, we have no way of proving ROI from Marketing emails or ads if the sale is made on the Marketing Store.

# Channels

**Email** -
Email will be our primary channel for driving scheduled consultations for the Restaurant Success team. Automating plain-text emails on behalf of reps that drive to Chili Piper meetings will reduce variability from rep to rep and reduce the reliance on Yesware templates.
- We need to always use Chili Piper routing links. We need opportunities to be created from the Contact page vs. the Location page so that we can attribute things back to the email.
- We'd like to ideally reduce one-off "campaigns" and create automated, trigger-based nurture paths for each product. This would ideally align with the criteria used to define the RMM's lead lists. For example, we define a set of criteria that qualifies a restaurant for The Monthly

Taste, and when they reach that threshold, we trigger a 4 touchpoint campaign that combines both content around email marketing *and* CTAs to schedule a demo.

- We want to reduce dependence on custom lists, and make our nurture paths as automated as possible.
- Yesware - we need to better understand what is coming from the reps. We want them focused on things that are unique to them (phone calls, and specific emails based on personal interactions they've had, rather than touchpoint campaigns).

### Paid Media

We'd like to experiment with paid media in Q4 of this year aimed at upselling additional products. We'd need to figure out the budget for this, but we believe a multi-channel marketing strategy is more effective than each channel independently.

- Get Kaitlin started on copy on A-Lead (schedule/request consultation) for the Monthly Taste
  - Database Focus
  - Automated Email Marketing

## Personas

We need to work with RS leadership to define who our personas are (both qualitatively and quantitatively) for each of our KPIs (starting with product penetration). For example, who is the ideal customer for The Monthly Taste? What do they believe? What are their pain points? How do we know they're eligible?

- The ideal customer profile (ICP) for The Monthly Taste
- Restaurants who have a GMV of $750/mo or less.
- Restaurants who are making ChowNow "x"
- Restaurants who have more locations that are not using ChowNow

## Content

Create 4 pieces of supplemental, purpose-built content per product that we can use to nurture clients throughout the funnel, increasing their lead quality and their propensity to buy the product when they get on a call with a rep.

### Monthly Taste

1. How Targeted Email Marketing Drives More Online Orders
2. Grubhub is Emailing Your Customers. Are you?
3. Case Study: The Monthly Taste
4. Sell Sheet

### Promotional Card Subscription

1. Print Marketing Isn't Dead: How to Get More Orders

2. The Do's and Don'ts of Print Marketing (Checklist/Whitepaper)
3. Case Study: Print Marketing
4. Sell Sheet

Apps

Menufy

## Questions
- How are the RMM's and RSM's lead lists currently populated in Salesforce?
- How can we track add-on opportunities?
- How can we create transparency into what the RMMs are doing so that we don't overlap?

## Tracking
- From consultations scheduled by Marketing, how do we track upsells and opportunities down the line? What are the opportunity types?
- We need to figure out a way to track and attribute Add-on product opportunities created and influenced by Marketing.

## Other Ideas
Lead Scoring
- Demographic
- Behavioral
    - Visits Restaurant Marketing page

Social Listening
- Would identify restaurants who are misguided in their promotion of ChowNow. This indicates they need a consultation.

ManyChat

Drift
- Identify behavior of people who are looking for Marketing on the website and proactively pop up Drift chat.

Router Link that pulls in the contact ID in Chili Piper link.