



Let's get going!

Create your campaign

Difference between an Open Promotion vs a Targeted Promotion

Open Promotion

An open promotion is a promotion type which is available on the me&u interface to all customers when they scan onto a beacon. It is usually a recurring promotion which is available through me&u and over the counter.

Example: "Tuesday \$20 Parma's" or "Hump Day Happy Hour from 4-6pm."

Targeted Promotion

A targeted promotion is a promotion type available through me&u only using *Engage* - our customer engagement platform. It differs from an open promotion as a customer needs to claim the promotion via a campaign landing page and redeem the claimed offer in venue. The campaign landing page can be distributed via a URL link across multiple channels to promote a campaign and drive footfall into the venue.

Example: "Receive a free drink on your birthday" or "Get 10% off on your next visit."

This document will outline how to create a campaign using targeted promotions through *Engage*.

Next Steps

Step 1

Define the campaign offering and venues it will apply to.

Step 2

Complete the [CAMPAIGN CREATION FORM](#) with all the relevant fields.

Step 3

me&u will create the campaign and return the campaign URL.

Step 4

Distribute the campaign URL across relevant channels attaching a UTM code. Get creative!

Step 5

Review campaign success metrics and channel attribution via the me&u operator portal.

Step 6

Test & learn to see what works and what doesn't for the next campaign!

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Offer Types

There are three different offer types available:

Discount Basket

\$ or % off based on spend e.g. *Spend \$100 get 10% off food or Spend \$50 and get \$5 off the bill.*

Discount Product(s)

Freebies, Fixed price products, Fixed \$ or % off, \$ or % off with the purchase of the same product/category of products e.g. *Buy pizza get the second half price, \$15 cocktails, 50% off all entrees.*

BOGO (Buy one get one)

Freebies, Fixed price products, Fixed \$ or % off, \$ or % off with the purchase of a different product/category of products e.g. *Free garlic bread with any pizza purchased, Buy an burger and get a beer for \$5, 50% off dessert with any main meal purchased.*

Meal Deal

Buy X and Y for \$Z e.g. *Any burger and schooner of beer for \$25*

Capabilities

As well as multiple offer types, a campaign also has many capabilities to ensure offer flexibility.

- **Claim start** - when a customer can begin to save an offer to their me&u account
- **Claim expiry** - when a customer can no longer save this offer to their me&u account
- **Redemption start** - when a customer can start to receive the offer discount in venue
- **Redemption end** - when a customer can no longer receive the offer discount in venue
- **Redemption time after claim** - how long until a customer can redeem the offer in venue after claiming
- **Redemption window** - when is the discount offer available in venue
- **Redemption date exclusions** - specific dates the offer will not be available in a recurring offer
- **Redemption limit** - one time use ever, one time use per day, unlimited use, etc.
- **Issuance limit** - how many people can claim the offer
- **Call to action link** - an optional CTA once claimed to book a table, explore what's on or add to calendar



Please note the claim and redemption start and end date do not need to be the same

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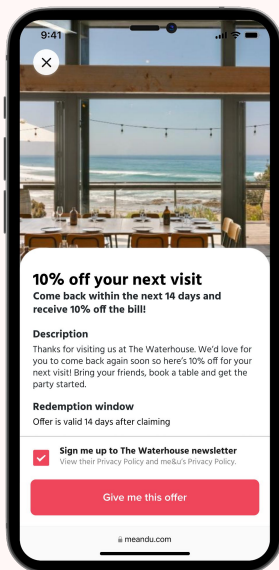
Campaign Examples

When defining a campaign it is important to outline:

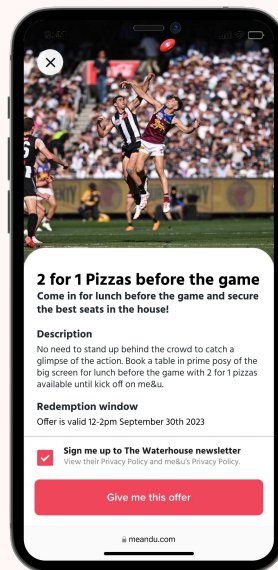
- Single or multi venue offer
- Objective and desired outcome
- Offer type and capabilities
- Appropriate channels

Below are some campaign examples for inspiration!

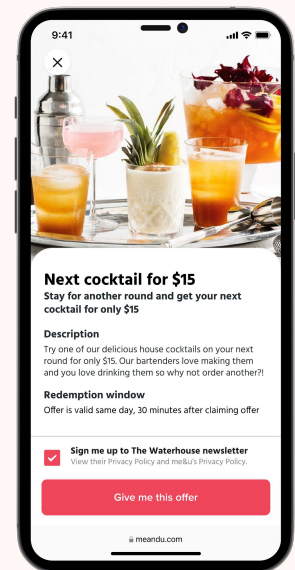
Objective: Return visit
Channel: Venue poster



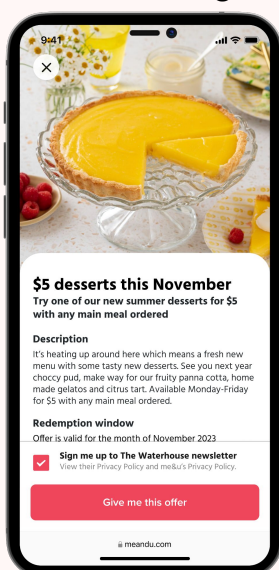
Objective: Stay longer
Channel: Website



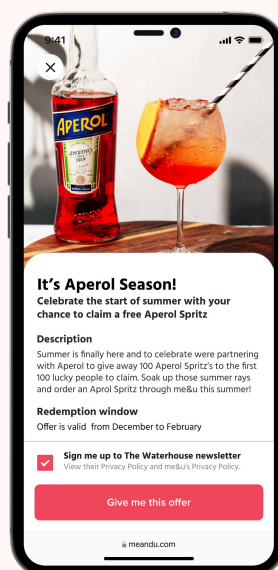
Objective: Another order
Channel: Table talker



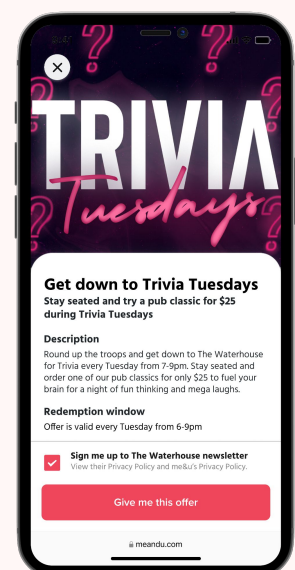
Objective: Spend more
Channel: Instagram



Objective: Partnership
Channel: TikTok



Objective: Event
Channel: Station stop





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16%

Increase in customers using engagement/loyalty platforms in fast casual restaurants from 2021 to 2023

5%

Increase in customer spend from customers who engage in engagement activities to those who don't

10%

The top 10% of loyalty customers make up 44% of all loyalty visits and 48% of total loyalty spend

Hot Tips

1. Test and learn 3 different promotion types

The average redemption rate typically sits between 1-8% for smaller incentives such as a discounted side or dessert in a BOGO offer. Whilst the redemption rate for a free item such as a coffee or a pizza sits between the 30-40% range using a discount product promotion. Test and learn 3 different promotion types (discount basket, discount product, BOGO) per month to see what has the highest conversion in your venue!

2. Utilise marketing opt-ins to drive loyalty

Customers who provide email details have visit frequencies 25% higher than those who don't. Try utilising your CRM by rewarding customers when they first opt-in to marketing and providing a birthday reward. Birthday rewards typically have a 12% redemption rate in venue and can easily be automated through a CRM.

3. Send comms between Monday-Wednesday before 3pm

The most effective time to send/post comms to customers is between Monday and Wednesday before 3pm. This typically catches the commute to work and lunch break browsing customers. With the return to office after Covid, Monday and Thursday are the most successfully days for promotional redemptions likely due to the start and end of the office working week as Friday is more often than not a work from home day.

4. Give a little take a lot

Everyone loves a good deal and whilst adding a large discount to everything all the time might not be the smartest business decision, tailoring an offer to suit a specific objective is. Want to sell more desserts? Offer a discounted dessert with any main meal purchased. Want to drive customer spend? Offer a discount when they spend over a certain amount. Want a customer to order another round? Offer a discounted beverage on their next order.

5. Communicate a promotion on at least 2 different channels

Each marketing channel can support a unique objective differently. Whether that be social media to reach your target audience, email marketing to reach loyal customers or venue collateral to drive higher spend and repeat visits. Leveraging multiple channels during a promotion and evaluate the effectiveness of each channel by measuring attribution and ROI.

6. Ensure the offer is clear to the customer

Keep your messages short, sweet and to the point. Include the discount in the offer for a higher conversion and try not to fluff it up. E.g. ~~"It's that time of year again!"~~ replaced with "2 for 1 Pizzas before the game". This is also a good opportunity to try some A/B testing through your CRM. Don't forget to have a clear call to action (CTA) when sending communications e.g. "Claim your \$15 margarita today via the link in our bio". Customers might see the offer but aren't aware they must claim the offer to receive the discount. Spell this out for them nicely to avoid confusion.