



EMAIL



Email is a form of electronic communication that allows you to communicate with guests that have opted in to hear from your business. This is a fairly inexpensive way to keep guests updated as to what is going on in your business.

THE BENEFITS OF USING AN EMAIL LIST TO COMMUNICATE WITH YOUR GUESTS ARE:



- ✓ It is a free or inexpensive marketing tool to communicate with guests
- ✓ It allows for tracking of which guests are engaged with your emails
- ✓ You can schedule or automate your emails in advance thus making you more efficient

GETTING STARTED:

First, you need to determine if you are going to manage your email list or if you are going to have a third party manage your email list.

Some tips to consider when starting an email marketing strategy:

<http://www.top10emailmarketingservices.com/articles/toptenemailmarketingtips>

MANAGING EMAIL LISTS YOURSELF

If you choose not to use a company to manage your email list, you will need email software for you to use.

There are many types of software available for you to do this on your own. Refer to the list of Top 10 Email list software:

<http://www.fromdev.com/2015/01/bulk-email-software.html>

Email software you might want to consider:

Send in Blue

<https://www.sendinblue.com/>

Mail Chimp

<https://mailchimp.com/>

VENDOR MANAGING EMAIL LISTS:

If you would prefer that someone else provides the software and the messaging system, there are a variety of vendors that provide this service. Sometimes, you can use the messaging service that comes with a Loyalty solution, which would allow you to message both eclub and Loyalty members.

A few vendors to consider would be:

- **Fishbowl Marketing:** <https://www.fishbowl.com/>
- **Baesman:** <http://www.baesman.com/>

Some links for reference:

- **Best Email Marketing Services to Boost Your Business:** <http://bit.ly/2zJn5Ou>



CREATING AN EMAIL LIST:

You can grow your database in a variety of ways. You can have guests join your eclub:

- **Via your website, and have them opt-in**
- **Manually from paper slips in the restaurant**
(Note: Someone will need to key these into the system)
- **Via third party websites** - OpenTable or your Online Ordering solution
(Note: you will need to pull or integrate the data from these systems into your Email database)
- **Social media** – you can also pull anyone who opted in via your social sites

As mentioned above, the benefits of growing your database weekly by adding names is critical to the business.



BUYING EMAIL LISTS:

You can buy email lists from time to time, as a means for new guest acquisition.

There are services that provide email lists similar to direct mail lists, for which you can purchase for a period of time.

A sample of companies providing this and other services for email:

- **Campaigner:** <https://www.campaigner.com/>
- **Baesman:** <http://baesman.com/insights-marketing/services/campaign-execution>
- **Campaign Monitor:** <https://www.campaignmonitor.com/>
- **Fast Count:** <http://bit.ly/2kISEaq>

MAKING THE MOST OF YOUR EMAIL CAMPAIGN:

To make your email marketing impactful you should consider these key elements to connect with your guests:

- 1 **Subject line** – make sure it is relevant
- 2 **Time you send the email** – emails will get read more if sent mid-day vs. late at night or early morning
- 3 **Personalized** – if you can put the guests name in the subject or email content, it makes it more personal
- 4 **Call to action** – does your email provide a call to action for the guest?
- 5 **Retarget** – resend your email to only those that did not open it the first time
- 6 **Make sure it is designed for mobile devices** – more than 50% of emails will be read on mobile devices, ensure it is readable on mobile
- 7 **Images** – use more images, videos and gifs than text to capture guests attention

REFERENCES

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<http://bit.ly/2yEmhg4>

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7 Ways to Boost Your Email Open Rate
<http://blog.paytronix.com/7-ways-to-boost-your-email-open-rate/>

The most important email marketing KPIs that you should follow (but probably don't)
<https://freshmail.com/blog/the-most-important-email-marketing-kpis-p2/>

How to Start and End a Professional Business Email
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