



Marketing Informatics | 5629 Professional Circle | Indianapolis Indiana 46241 | 877-788-4440

SMALL BUSINESSPLACE
THANK YOU'S™

DRIVING GUEST TRAFFIC
FROM WORK

Restaurant Sustainable Marketing ROI

... In the second year of providing this small business program, a steady ROI of 247% has been realized.

Background

Restaurants generally draw guests from two geographical categories – those who LIVE in proximity to their locations and those who WORK in proximity to their locations.

With an ever increasing demand to deliver traffic and sales, restaurant marketers continue to focus on reaching consumers at work as part of their marketing strategy. These prospective guests are valuable, because they are known to be employed, their commuter patterns take them near restaurants on a regular basis, their work day spans across multiple dayparts, their business events and activities often include food, and many of their personal food purchasing decisions are made at work. Marketers that utilize direct marketing to deliver offers to these guests can create a successful program that delivers traffic, sales and loyalty year after year.

Marketing Informatics (Mi) reaches these valuable guests by utilizing its BusinessPlace Thank You's™ program to deliver offers into targeted types and locations of businesses. These "Thank You's" are for employers to give to employees as a no-cost benefit that provides a win for the restaurant, the business place employer and their employees.

The Opportunity

A national casual dining restaurant brand had utilized the Thank You's™ program for two years with a consistently high ROI. They wanted to increase marketing into additional businesses without expanding geographically and introducing increased drive times.

The Solution

As the direct marketing partner for this brand, Mi developed a Thank You's™ program to deliver offers into targeted *small* businesses within the appropriate geographies. Small businesses are not included in the typical data selection protocol for the Thank You's™ program, so this became a way to deepen the reach of the brand without introducing factors that could mitigate success such as increased drive time.

In the second year of providing this small business program, a steady ROI of 247%, calculated by sales/marketing spend, has been realized. This performance has resulted in the implementation of the Small BusinessPlace program on a regular basis as a contributor to increased traffic and sales.

The Lessons

1. The program can be utilized to provide steady traffic throughout the year as well as year over year
2. Small businesses can be a good source of guest traffic
3. This program is well suited for ongoing marketing efforts or for triggered marketing such as restaurant reimage, grand opening or other events

About Marketing Informatics

Since 1987, Marketing Informatics has specialized in using local market intelligence and practical programs to drive traffic for clients. Mi has been recognized with awards from the Indiana University Kelly School of Business; Johnson Center for Entrepreneurship; Experian Marketing Services; Inc. Magazine's "Inc. 500 Fastest Growing Private Companies in America," and other industry recognition.

For details on Small BusinessPlace Thank You's™ or to request specific counts for your locations, please call Marc Becher at 877-788-4440.