BUSINESSPLACE
THANK YOU'S™ AND
HOMEPLACE SPM™

DRIVING GUEST TRAFFIC
FROM WORK AND HOME

Restaurant Marketing Predictability

…The client had this to say: "Nice job continually improving our direct marketing model, helping us create a predictable and sustainable source of sales growth, and for the exceptional performance during the first part of this year! Appreciate that you are always up for a challenge."

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 are focusing 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 work events and activities often include food, and many of their personal food purchasing decisions are made at work.

Likewise, marketers are focusing on reaching consumers at home as part of their marketing strategy. These prospective guests are valuable, because their commuter patterns take them near restaurants on a regular basis, their social events and activities often include food, and many of their food purchasing decisions are made at home.

Marketing Informatics (Mi) reaches these valuable consumers by utilizing two of its programs. One is the 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 other is the HomePlace Smart Proximity Marketing (SPM) ™ program, a local marketing based targeting protocol for new guest acquisition.

The Opportunity

A national casual dining restaurant brand needed to validate the predictability of performance experienced in previous marketing campaigns using the BusinessPlace and HomePlace programs. The brand set conservative and aggressive corporate media impact goals for a 19 week period and tested the program to see if they could achieve the goals. Both goals were higher than any impact goal previously achieved.

The Solution

As the direct marketing partner for this brand, Mi utilized its Thank You's™ program and SPM™ program to deliver results.

At the end of the measurement period, the programs validated predictability and performed beyond previous levels:
- For the conservative goal, the programs performed at 113% of estimated impact
- For the aggressive goal, the programs performed at 99.5% of estimated impact

The Lessons

1. The programs can be utilized in marketing planning to predict media impact
2. These programs are well suited for ongoing marketing efforts or for triggered marketing such as restaurant reimage, grand opening or other events
3. Marketers can deploy these programs with confidence after a performance baseline is established
4. Predictable sales and traffic can be forecasted and achieved

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