

PUNCHH BEST PRACTICES

Campaign Tactics to Stay Relevant & Maintain Engagement

Now more than ever customers have time to engage with your brand. Extend your outreach through omnichannel campaigns that communicate social responsibility, incentivize sales, and generate feedback so you can stay relevant during these ever changing times.

Modify Recall & Ongoing Campaigns

- Delay or stop the notification templates that have basic messaging that may lack an appropriate tone or relevancy for campaigns such as reward expiration reminders or check-in notifications. Instead give your customers something to feel good about and announce the extension of core loyalty points until mid-summer.
- Revise your messaging for birthdays and anniversaries. Let your customers know you're thinking of them during these difficult times and either adapt the reward type to something they can use today such as free delivery or communicate the extension to use their gift at a later time.

Create Customer Segments

- Determine food items that have the least amount of shelf life and develop a campaign that targets customers who have purchased these items in the past with a personalized promotion to order them again. It's a win/win.
- Segment customers who have never tried online ordering and run a campaign that incentivizes them to try this feature with a BOGO Entree and the tagline: One pick up, two meals!

Emphasize Gift Cards

Give your fans and the community a way to support your business during this time of social distancing and stay-at-home mandates. Gift cards offer your customers (& their friends) something to use today and in the future, building loyalty for your brand along the way.

Brands with digital gift cards or online stores are in a position to quickly take advantage of this opportunity, otherwise restaurants

need to provide a process for customers to call in and have the gift cards mailed to them. To generate immediate interest provide an incentive for purchase such as: BOGO at 50% off or a \$5 donation to a community charity for every purchase.

Promote Online Ordering

Online ordering has become a critical component for restaurant survival. It's important once you have this capability in place that you promote it across channels via push notification, website, email, Google My Business page, etc. Provide a special offer, for example, Get \$5 off online orders or Double Points to your loyalty members to encourage business and to help maintain a steady flow of customers.

Highlight Contactless Delivery, Curbside Pickup & Takeout

Emphasize how you are serving and meeting customers' needs by providing options to dining-in. Restaurants that can offer contactless delivery should strongly message this feature as well as curbside pickup, including directions for where the "curb" is and how customers should contact the restaurant once they arrive. Create a campaign highlighting the easy methods you have in place to get your customers' favorite dishes in their hands, including waiving the delivery fee.

Stay Active on Social

Keep followers engaged by sharing recipes using your menu items, promoting community causes you're involved in, and running a referral campaign that helps people stay connected by giving a percentage off to both the referral and referee.

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