

Marketing Services for Online Ordering

(Optional Service)



www.rmpos.com

1.800.356.6037
301.445.6100

sales@actionssystem.com

Providing the Tools and Marketing Support to Ensure Online Ordering Success

Online Ordering capabilities can provide real benefits to your operation, as well as to your customers. Fully realizing those benefits requires more than just implementing Online Ordering. Getting the word out to new and existing customers is critical. Restaurant Manager™ can provide specific and tailored marketing services to meet the needs of your restaurant helping to ensure Online Ordering success.

Use our Marketing Services to:

- Promote Online Ordering to new and existing customers
- Increase awareness of your restaurant in the community
- Drive customer loyalty
- Improve customer's frequency of purchase
- Acquire new customers

Providing Solutions to Real Business Problems

Restaurant Manager focuses on critical business issues facing today's restaurant owner. With Restaurant Manager you get the fully-integrated functionality to solve the business issues as well as the expertise and supporting services needed to meet your unique business goals.

Business Need/Goal	How Marketing Services for Online Ordering Helps
Quickly implement an Online Ordering solution	Implementation services that include access to experts in launching an Online Ordering initiative.
Grow order volume and reach new customers	A suite of services that help you promote and build Online Ordering awareness in-house as well as in your target marketing area.
Effective and easy marketing programs	Our experts help and manage the planning, execution and launch of a variety of marketing activities from simple fliers and table tents to email and direct mail campaigns.

The Services You Need

With Restaurant Manager's Marketing Services you can easily and affordably ensure proper promotion of Online Ordering with the following offerings.

Get Started: Our basic package helps you get the online orders flowing quickly by managing the complete implementation and configuration process. We will handle:

- Integrating Online Ordering with Restaurant Manager POS software
- Setting-up your online menus, descriptions and images
- Defining hours of operation and payment options
- Training you on how to use Online Ordering
- Providing basic marketing ideas to drive business to your site

Drive Customers Online

Promoting your Online Ordering capabilities generates more orders and raises your average check.



Marketing Services for Online Ordering

(Optional Service)

www.rmpos.com

1.800.356.6037

301.445.6100

sales@actionssystem.com

Reach More Customers

Email Club helps you reach your customers with news and promotions designed to increase order frequency.

Marketing Starter Pak: Informing your customers about Online Ordering is the most important aspect to seeing results. We can provide everything you need to get the word out including:

- Table tents and fliers branded for your restaurant
- Fishbowl and signage to collect business cards that will build your email marketing list
- Consultation on setting up your phone system to promote and market Online Ordering
- Plus much more!

Email Marketing Boost: Our Marketing Services can provide targeted HTML or regular email campaigns by using your existing customer database along with email addresses captured from a loyalty program or email club. Choose from a variety of templates and messages to reach new and existing customers with Online Ordering promotions and information.

Direct Mail: Leverage this powerful marketing method without having to manage the details. Let our team of experts help you use an existing mailing list (or use our buying power to purchase a new list), generate an effective mail piece and process the mailing to promote your restaurant and Online Ordering.

Restaurant Manager Tips

1. In-house advertising is critical to Online Ordering success. Simple things like changing your "hold" message, printing fliers, using table tents and giving customers incentives to order online make a huge difference.
2. Email marketing is a low-cost way to promote Online Ordering. Use the Email Club to build your database, then send promotions to your customers that will generate more online orders.