

# MMG AGENDA - August Campaigns



## Holiday Group Party Campaign: *To existing client database*

If is never to early to remind your clients about why your restaurant is the ideal place for their office party or special friends and family gathering. MMG will produce a physical mail piece and/or e-mail to be sent to your database promoting corporate bookings for:

holiday parties - catering services - Landmark anniversary celebrations etc.



## Weeknight Promotion: *Customer appreciation gift certificate.*

Target your slowest night of the week to stage a special event. Mail and e-mail your entire database and give your preferred customers a certificate valid for every Monday, Tuesday or Wednesday night. This promotion can be anything from: Wine Dinner - \$10 off the purchase of \$50 - Complimentary appetizer, or a percentage off the total etc.



## Wine Dinner:

Invite your guests to join you on a slow night (Monday, Tuesday or Wednesday) while you treat them to wines that are expertly paired to bring out the natural flavors of the accompanying dishes.



## Labour day Gift Certificate Drive:

It is always a good idea to sell gift certificates. Not just are you securing business for the future, but the certificates may be given to people who do not know your restaurant. MMG proposes a Summer Gift Certificate Drive to help increase August revenues:

- Buy gift certificates before Labor Day and 20% will be added to the certificate's face value.
- Buy \$50 or \$100 certificates and receive 20% off the purchase price.



## Restaurant Survey for fall input:

A Survey is an excellent tool for receiving customer feedback and increasing your clients' interest in your restaurant. Not only does it remind your guests why they enjoy your restaurant, it is very successful at increasing revenue.



## Corporate Campaign for New Clients: *Can be tied in with corporate Xmas party booking to new companies in your market*

MMG will contact companies in the surrounding area of your restaurant that fit your restaurant's profile. This campaign is devised to help increase lunchtime traffic and provide your restaurant with corporate contacts. MMG will devise either a VIP Corporate Promotion or a Gift Certificate Reward Promotion based on the profile of your restaurant, we will need 4 weeks to complete the Corporate campaign for New Customers.



## Regular B-day campaign:

The larger your database is the larger the financial (\$\$\$) returns will be on this campaign. Keep a constant focus on the growth of your list...



## Regular Anniversary campaign:

Grow your list and communicate the tracked results to your coordinator.



## Regular First visit campaign:

The more you reach out to your clients outside of their restaurant experience, the more you will be on their mind to promote word of mouth and speak about your restaurant to new clients.

**Campaign by design:** Request your own campaign to suit your restaurant's specific needs and contact your coordinator for the integration.

# AUGUST 2011

## MMG MONTHLY FOCUS:

### Data Collection

- Make sure that your staff members introduce verbally the preferred client cards.
- Create enthusiasm around the data collection process!
- Speak to your coordinator for ideas.

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