

# MMG AGENDA - December Campaigns



**Holiday Group Party Campaign:** Follow up to August depending on remaining availability

It is never too 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.



**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.



**Merry Christmas/Happy Hanukkah Campaign:**

Wish your guests Merry Christmas and/or Happy Hanukkah and best wishes for the upcoming year. Organize a Christmas dinner, Hanukkah party or New Year's Eve party and encourage your guests to reserve ahead of time.



**New Year's Eve Party Campaign:**

Stage a New Year's Eve event. This is the celebration of the year. Sell out your event ahead of time by using your database. Make a price per person that is lower if the tickets are purchased before Christmas. Go all out - your guests will come and you will set a precedent for the following year.



**Christmas Gift Certificate Campaign - cont'd Steps 3 through 5:**

A large portion of the guests on your database will spend anywhere from \$50.00 to \$5000.00 on gift purchases for Christmas. If you have not been selling gift certificates for Christmas, this is the time to start. If you have been selling gift certificates by suggesting them on table advertisements and postings around your restaurant then imagine how much you will be able to sell by actively staging a 5-step campaign. We propose you offer incentives on purchases of a certain amount or denomination of certificates.

A dinner at your restaurant is a great gift idea for many situations (office gift exchanges, gifts for family, friends, etc...). Most of your guests will not come up with the idea themselves. You need to market your certificates at the right time with the right offer. This is why we will execute a five-step campaign that will be adjusted each step to maximize the campaigns performance.

Step 3 (First week of December), Step 4 (Second week of December), Step 5 (Third week of December)



**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.

## DECEMBER 20

### MMG MONTHLY FOCUS:

- January February and March 2010 Agenda...(you will receive it before the 20th)
- Data collection (extremely important... crucial month to add new clients to your database...)
- Gift certificate sales and on-line transactions...

*Happy Holidays to you and your family!*

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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

To contact us: MMG - 1(877) 218-6664 support@mmgusa.com