

MMG AGENDA - November 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.



Residential Campaign for New Customers:

Target up to 5000 prospects in residential areas around the restaurant or in specified markets. Speak to your coordinator for more information on the right strategy for your market and the approach.



American Thanksgiving: Catering or restaurant event

Wish your guests Happy Thanksgiving. Inform them of your special menu or sponsor a local foundation that helps families in need (donate a percentage of the proceeds you earn during thanksgiving week). Use your database to your advantage by offering set catering menus.



Christmas Gift Certificate Campaign - Steps 1 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 1 (Second week of November), Step 2 (Fourth week of November), 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.

NOVEMBER 2011

MMG MONTHLY FOCUS:

Data Collection

- Your volume of new guests throughout November and December will likely increase.
- Make sure to capture the coordinates of your clients through your preferred client cards.
- Create energy and enthusiasm for your wait staff around the data collection process.
- Make sure you have enough blank preferred client cards.

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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			

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