

MMG AGENDA - September 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.



Fall Menu weeknight special event:

Market your Fall menu and flavors to your guests by creating a special event party sponsored by wine and/or beer distributor so you can treat your weeknight crowd to either prix fixe menu or gift certificates.



Birthday or special event gift certificate sale campaign:

Market your gift certificate to your guest as the perfect gift to give for B-days or special events to their friends, co-workers and family members. If applicable, offer incentives for certificates purchased online in September.



Sporting events campaign:

Sporting leagues like the NFL, NHL, NBA are back in action. Major league baseball is approaching playoff season... If applicable to your venue run campaigns for specific game nights with incentives...



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.

SEPTEMBER 2011

MMG MONTHLY FOCUS:

Tracking:

- Tracking gives your program a strategic advantage.
- Make sure to send to your coordinator the redeemed gift certificates.
- Fill out the tracking forms for each campaign executed and fax back to your coordinator.
- Quantify the financial performance of each campaign.

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