



NINETEEN^{XIX}

CELEBRATIONS

X

HELLO...



CELEBRATIONS - EMOTIONS - EXPERIENCES

62% said they choose a restaurant based on the experience they would receive.



BIRTHDAY BASICS

What are the benefits of birthday automations?

1. Customer Loyalty and Retention
2. Increased Revenue
3. Brand Awareness and Word-of-Mouth Marketing
4. Data Collection and Insights
5. Strengthening Customer Relationships
6. Operational Efficiency



Birthday CRM automations are a powerful tool for restaurants to foster customer loyalty, drive revenue, and enhance the overall customer experience, all while optimizing marketing efforts and operational efficiency.

MAXIMISE THE BIRTHDAY CELEBRATION

- **Automation journey**

- 2 weeks before birthday date
- 1 week before birthday date
- Day of the birthday - say happy birthday!
- 1 or 2 weeks post birthday follow up

- **Give the people what they want**

- Make sure your offer is relevant to your brand - do people want a glass of prosecco?
- Be generous (when operations will allow), how do you stand out from all the other birthday offers that are out there?

- **Be creative**

- Picture of two champagne glasses, unopened bottle of fizz? Add the emotion and the experience
- Change it up - when was the last time you changed the birthday offer?
- A/B test different offers - do food or drink offers work best?
- Give guests a choice, not everyone is in to Prosecco

MEASUREMENT

Example reporting

	Delivered	Reads	Unique Clicks	Pop Click Conversion	Booking Click Conversion	Known Spend per pop	Total Known Spend	Total Assumed spend	Total Booking Covers
Its Nearly Your Birthday	15,402	15,116	6,139	528	142	£65	£122.17	£7,920	366.50

WHAT ELSE CAN WE CELEBRATE? EVERYTHING!

Big revenue driving celebrations - put some budget behind these

- Christmas - forever the biggest revenue driver
- Boxing Day/Twixmas, huge opportunity - communication
- Black Friday/Cyber Monday - link to driving sales post Christmas
- Graduations
- Valentines
- Mother's Day

Personal celebrations - tend to be a higher spend, position your brand as the place to celebrate!

- Anniversaries
- First date anniversaries
- Family get togethers
- Bank Holidays
- Celebration of life

MAXIMISE GIFT CARD SALES

- Look for sales outside of standard key dates
- How often are you reminding your guests that you sell gift cards?
- POS in venue - is it noticeable?
- Christmas Eve/Christmas Day sales
- Mother's Day/Father's Day
- Expat's - send a gift home
- Incentivise early purchases with added value (buy in November for xmas, get an extra £xx / xx% for every £xx spent?)

CHALLENGES

- **How do we get the data?**
 - Make it easy
- **Systems**
 - Integrations - work rounds
- **Operational buy in - how do we get staff at all levels engaged?**
 - Knowledge
- **Investigate the 8**
 - Large parties, are they celebrations?

GENERAL HINTS AND TIPS

- Sign up to everyone's database, collect birthday offers, which ones jump out at you? What engages you?
- Whatsapp research - sooo many groups, family groups, friend groups, they are a great free market research tool! Test offers on them
- Read the Room - can't always push water up the hill
- January birthdays - change the offer up, not a great month for a birthday, maybe offer more?
- September - statistically the month with the most birthdays - is this reflective in the ROI? If not why not?
- Demonstrate the value - the best way to get operational buy in on collecting data at site level, make sure the data flows down to site level



THANK YOU
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