DATA, LOYALTY & VALUE

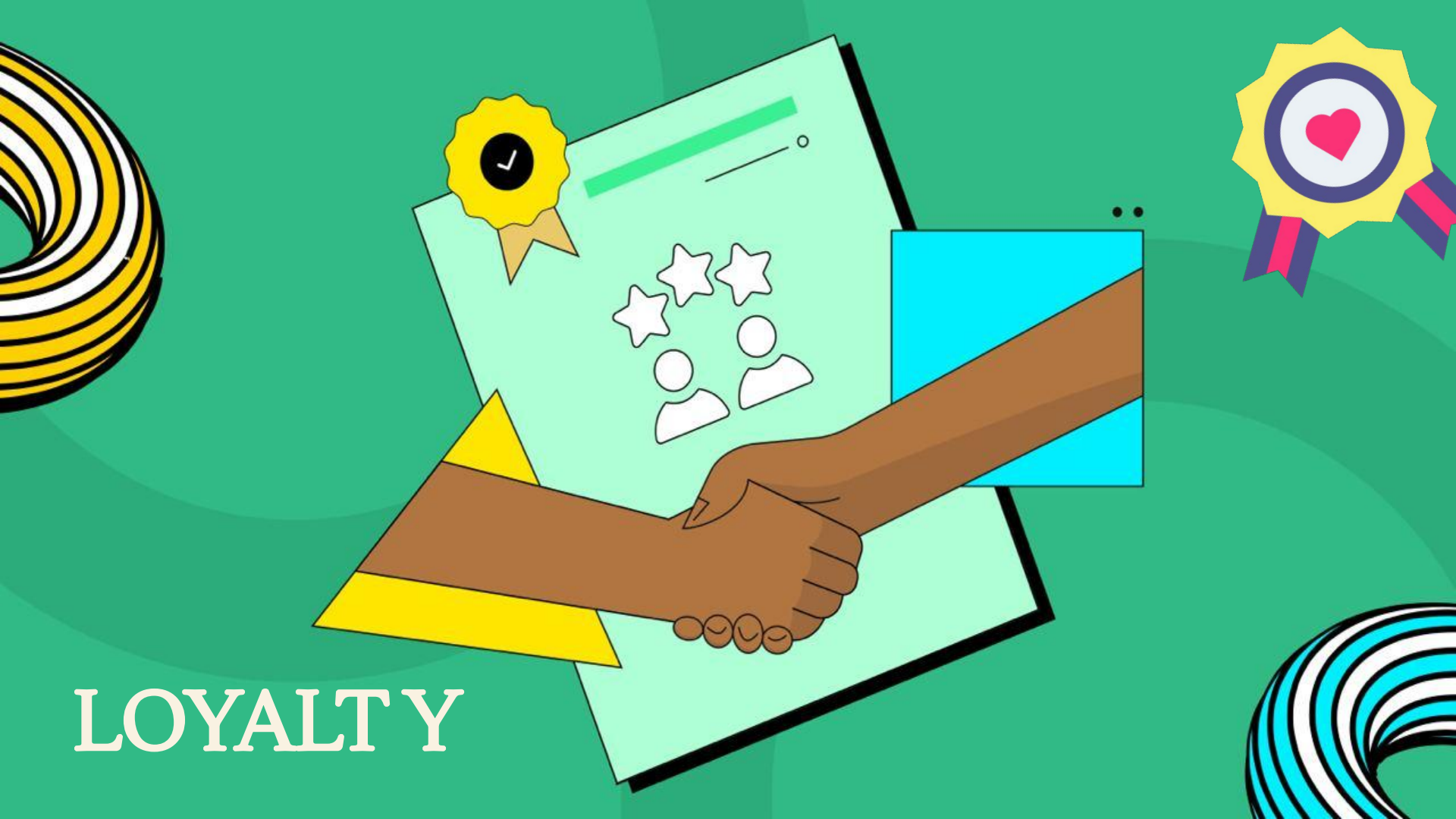
J | M HOSPITALITY MARKETER

WHY COLLECT DATA?

Data = Value

Commercial value

Emotional value


LOYALTY

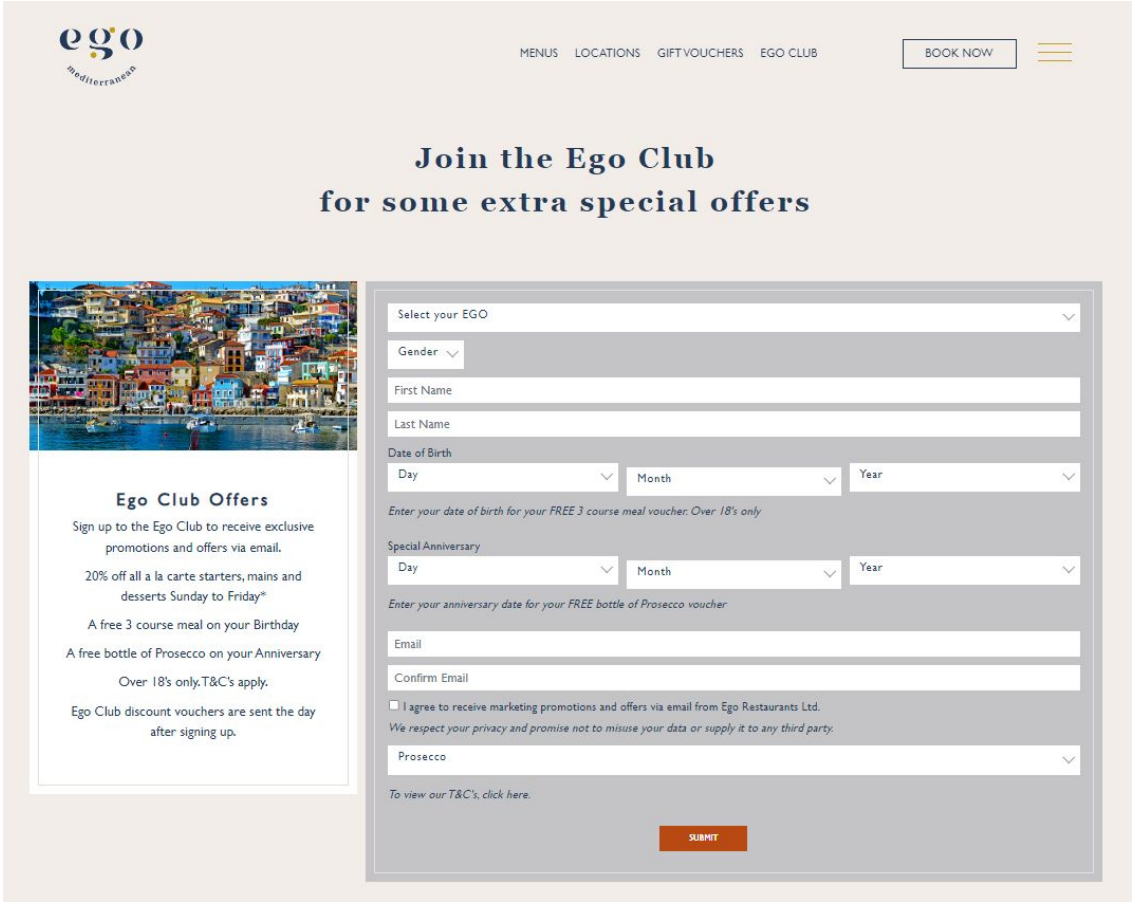
CUSTOMER LOYALTY
VS
BRAND LOYALTY

SO THAT'S THE WHY, WHAT ABOUT THE HOW?

You need to agree '**What's in it for me?**'

92%

A discount or coupon is a valuable exchange for my data



JOIN MY NEWSLETTER

Join my mailing list for news, content and advice.

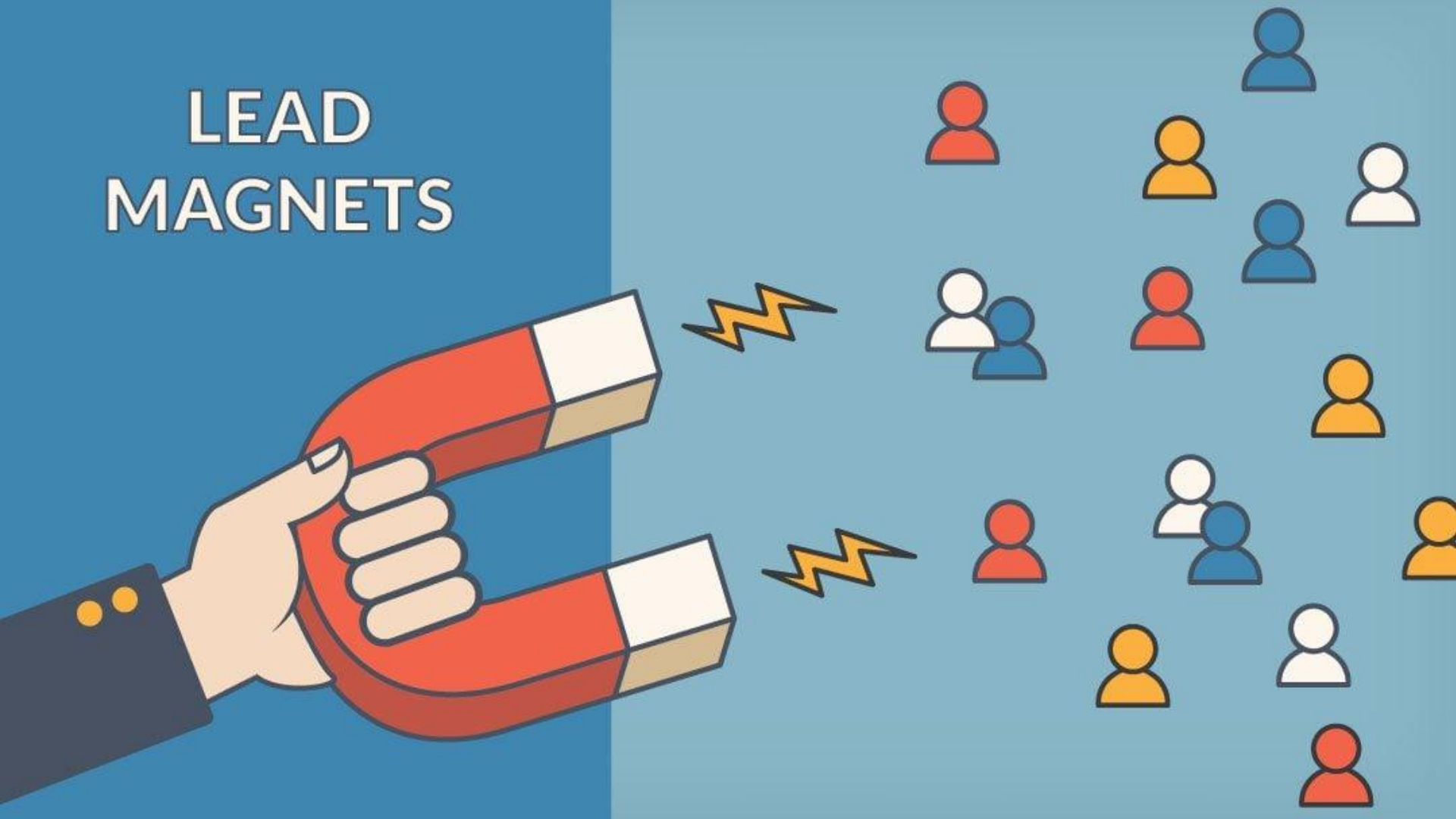
SCAN HERE

WIN A DAY OF MY TIME

Scan now to be in with a chance of winning a whole day of my time for **FREE**

SCAN HERE

LEAD MAGNETS



28%

Increase in sign up volume

2.6%

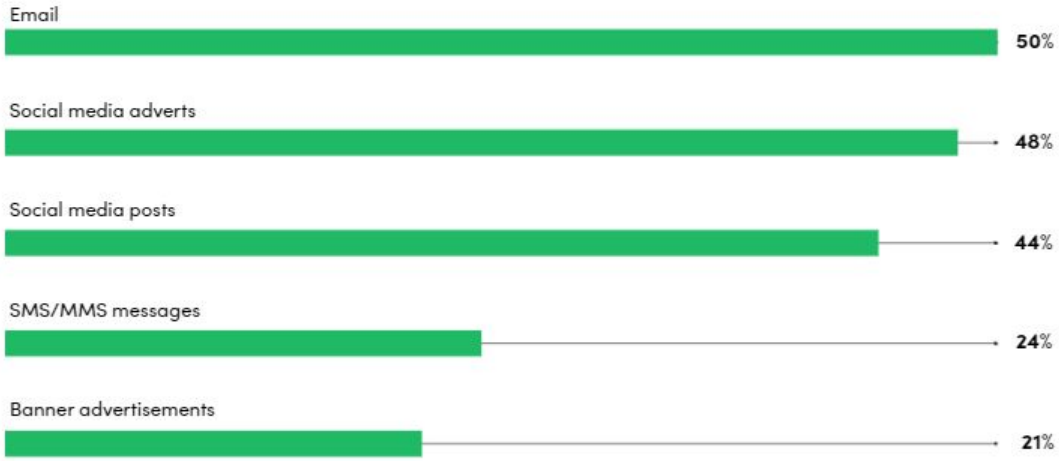
Increase in conversion

58%

Increase in order value

Email remains the most successful marketing channel in terms of purchase frequency

How many consumers have made a purchase in the last year across the following channels



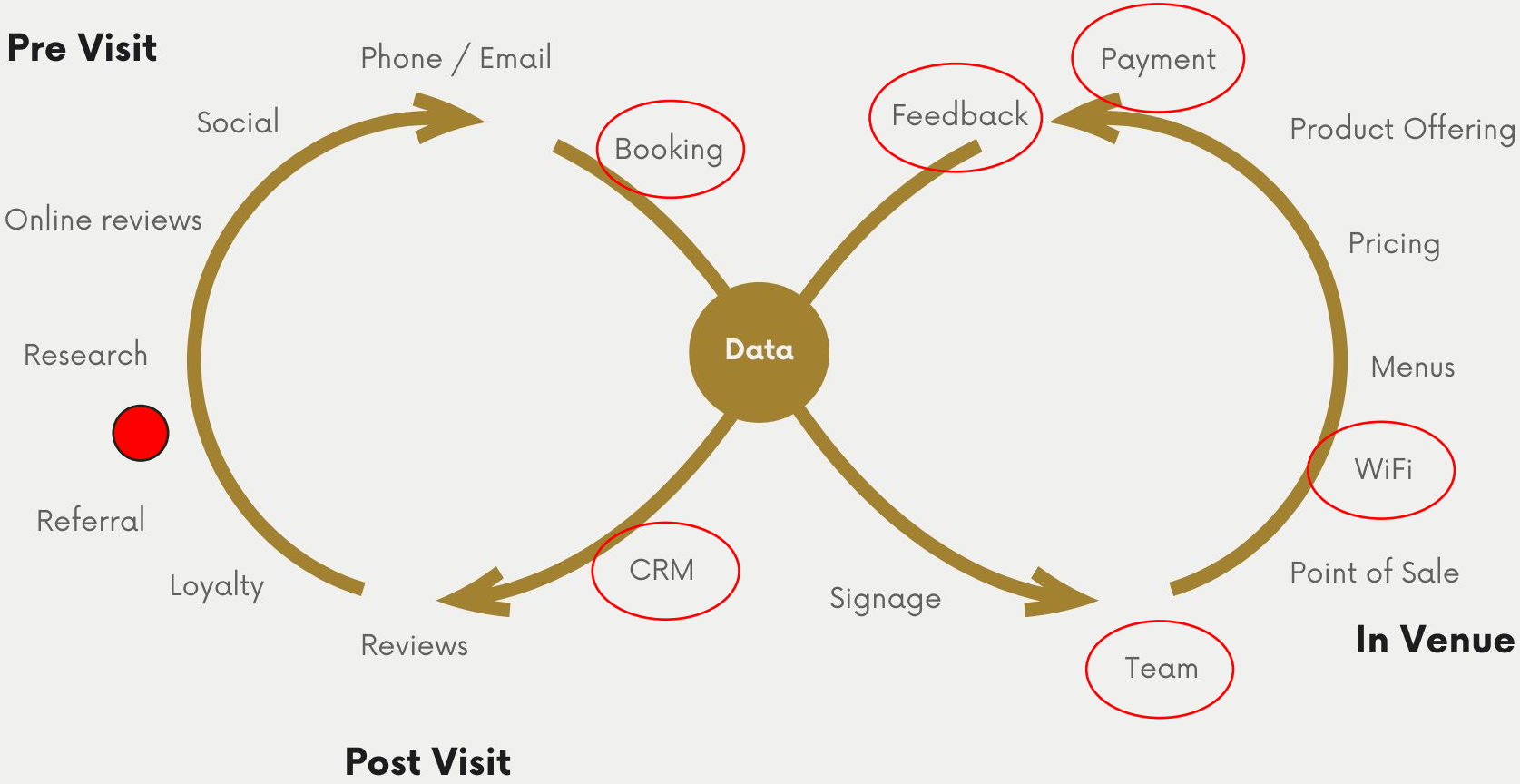
Marigold, 2024

WHY DO I NEED A CLEAR VALUE EXCHANGE?

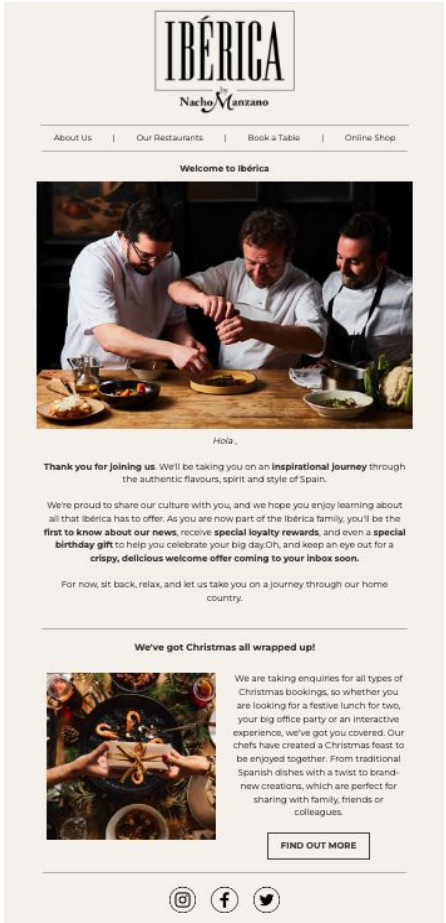
3 key reasons:

1. Enables you to talk to more people
2. It will encourage them to visit more often
3. Spending more money along the way

FREE


Pre Visit
Phone / Email
Social
Online reviews
Research
Referral
Loyalty
Reviews
Booking
Feedback
Payment
Product Offering
Pricing
Menus
WiFi
Point of Sale
Team
Signage
CRM
Data
In Venue
Post Visit

Giggling Squid
Squids don't like celery. They just don't. So we'd never talk to squids about celery.
We'd love to know your preferences too so we only send messages you're interested in.
As a thank you for your efforts, you'll be entered into our prize draw to win a £50 Giggling Squid gift voucher when you update your profile.
£50
UPDATE MY PROFILE
Keep in touch - let us know how you're doing and we'll share our news and hopefully a few giggles, too.


IBÉRICA
Nacho Manzano
About Us | Our Restaurants | Book a Table | Online Shop
Welcome to Ibérica
Hola ,
Thank you for joining us. We'll be taking you on an inspirational journey through the authentic flavours, spirit and style of Spain.
We're proud to share our culture with you, and we hope you enjoy learning about all that Ibérica has to offer. As you are now part of the Ibérica family, you'll be the first to know about our news, receive special loyalty rewards, and even a special birthday gift to help you celebrate your big day.Oh, and keep an eye out for a crispy, delicious welcome offer coming to your inbox soon.
For now, sit back, relax, and let us take you on a journey through our home country.
We've got Christmas all wrapped up!
We are taking enquiries for all types of Christmas bookings, so whether you are looking for a festive lunch for two, your big office party or an interactive experience, we've got you covered. Our chefs have created a Christmas feast to be enjoyed together. From traditional Spanish dishes with a twist to brand-new creations, which are perfect for sharing with family, friends or colleagues.
FIND OUT MORE

VICTORS
MENUS | BOOK | GIFTS
Book your Birthday now and enjoy a £25 gift and a round of Champagne

Can't see this email? Follow this link
HAPPY BIRTHDAY
Your birthday is around the corner and we haven't forgotten.
Here's a complimentary main course, on us!
Yes, it's time to plan something for the big day. Even if you end up crying into your cocktail, the rest of your party is guaranteed to have a good time.
Plus, devour any dish on us.
It's our gift to you.
BAG FREE DISH

DATA SHOULD ALSO BE USED TO DRIVE EMOTIONAL LOYALTY

Jonathan Boyers (2 guests) - Welcome Back Completed, Marketing Opt-Ins, Group Spender, Regular, Birthday in February, Gold Card VIP, VIP, Vernon's VIP, Friend of owner

14 visits · £811 total spend · £51 spend/cover

Profile note: Friend of VL. Doesn't drink alcohol. Offer premium mocktails and/or soft drink! She drinks veuve, he has a med tonic He has Fillet cooked medium, with extra engkish mustard

Res note: Selected: Restaurant

Table 6

Grace Smith (2 guests) - Marketing Opt-Ins

2 visits · £199 total spend · £50 spend/cover

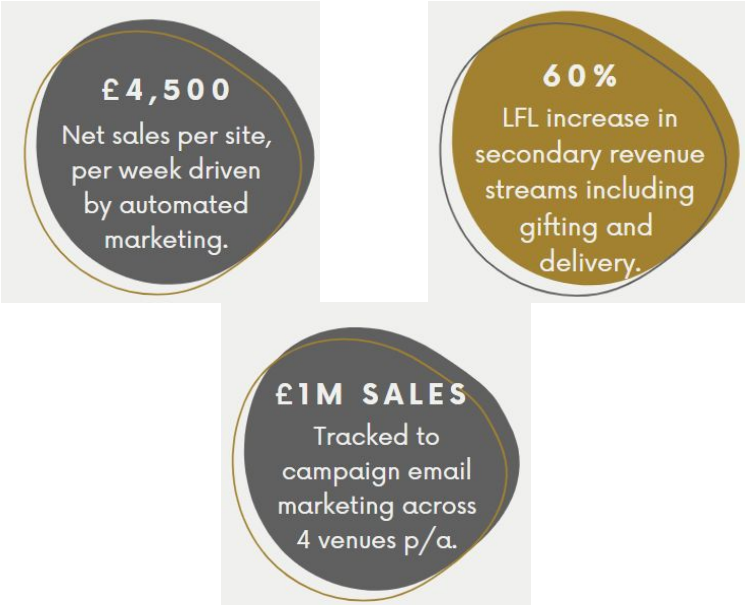
Profile note: Likes to sit in the window He orders a ribeye 'black and blue' which means black/ burnt on the outside but still blue on the inside

Res note: Wants to sit in the front

Table 3

eration == "MIRROR_Y":
or_mod.use_x = False
or_mod.use_y = True
or_mod.use_z = False
eration == "MIRROR_Z":
or_mod.use_x = False
or_mod.use_y = False
r_mod.use_z = True
ection at the end -add back the deselected mirror modifier ob
_ob.select= 1
ier_ob.select=1
.context.scene.objects.active = modifier_ob
int("Selected" + str(modifier_ob)) # modifier ob is the active
bpy.context.selected_objects[0]
ta.objects[one.name].select = 1
or_mod = modifier_ob.modifiers.new("mirror_mirror_y"
ror object to mirror_ob
mod.mirror_object = mirror_ob
on == "MIRROR_X":
od.use_x = True
use_y = False

J | M HOSPITALITY MARKETER



I'M HERE TO HELP

Find out a bit more about me and how I can help you on this journey.

SCAN HERE

ANY QUESTIONS ?