

Surviving the Summer

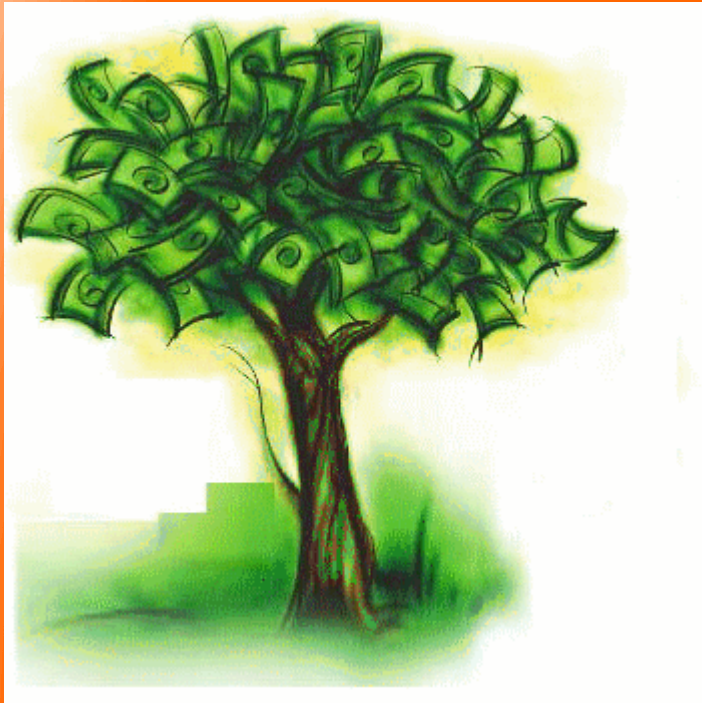
Presented by Alison Brooks
Tempe Mission Palms



ABOUT ME

- Marketing Manager @ TMP
- Previously: Flancer's Café, Coffee Cabana, Nello's & Chili's
- Also: Marketing Consultant
- AZ (almost native)
- Passionate about entrepreneurship, culture, marketing

Two ways to GROW revenue:



1. Get more customers
2. Increase customer spend

How do we get more customers?

We need to put ourselves in the customer's shoes, and answer the question, "What would **MOTIVATE** me to come to my business?"

Especially in the HOT summer!

SO, what motivates you to be a customer?

- A deal too good to pass up
- Good buzz about a business
- Want to try something new
- A special event
- A boredom buster
- A special advantage
- Charitable cause

THESE ARE ALL EMOTIONAL



Creating Compelling Offers AND Getting the Word Out

This is NOT Rocket science!
REALLY!

It's about taking an idea,
and making it your OWN.

- Extended happy hours
- 2 for 1 deals
- Double stamps
- Summer only event/class



DINNER AND A MOVIE DEAL

THIRSTY LION PUB & GRILL

Make Mondays date night. On Mondays, share a pizza of your choice and get two non-alcoholic drinks and two Harkins Theatres tickets for \$24.95. Save up to \$15. Valid through August. Tempe Marketplace, Loop 202 and McClintock Drive. 480-968-2920, thirstylionpub.com.



\$20 DINNER FOR TWO

SAUCE

Sauce's summer sampler is back. For \$20, share your choice of salad and 12-inch pizza and get two glasses of wine. Pizza choices include spicy chicken sausage or prosciutto melon. Valid through August. Six Valley locations. saucepizzaandwine.com.

PAY 61 CENTS FOR A HOT DOG

WIENERSCHNITZEL

Get as many as you want of the original chili dogs, mustard dogs or kraut dogs for 61 cents each on Sunday, July 20. Save as much as 88 cents each. Five Valley locations. wienerschnitzel.com.



T-N-T

(Tried 'n True) marketing techniques
for getting the word out!
(Hint: think like a PR person!)

- Grass roots efforts (flyers, social media, samples, etc)
- Contests
- Partnerships/cross promotions/influencers
- Charitable causes
- Special events
- Referral programs
- Emails

Speaking of emails....

Some things to keep in mind:

- Nearly 41% of emails are read on mobile devices. (Campaign Monitor)
- Email marketing drives more conversions than any other marketing channel including social media and search. (Monetate)
- A message is 5 times more likely to be seen and read in an email than via Facebook. (Radicati)
- For every \$1 spent, email marketing generates about \$38 in ROI. (Campaign Monitor)

Getting or growing an email database

- Check staffers/email club
- Contests (AKA the free happy hour for the office)
- Pop-up box on your website
- Ask at register
- Offer a free appetizer/store credit
- Social Media campaign
- Share databases with like-minded establishments/partners (DTA, Tempe Tourism, etc for both email and social media)

Boost Post



AUDIENCE

- People who like your Page [?]
- People who like your Page and their friends [?]
- People you choose through targeting [?]

weddings

[Edit Audience](#) | [Create New Audience](#)

Location:

United States: Arizona

Interests:

Bride, Ceremony, engaged or Weddings

Age:

21 - 55

BUDGET AND DURATION

Total budget ⓘ

\$10.00

Estimated People Reached ⓘ

570 - 1,500 people

of 270,000



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DESKTOP NEWS FEED

MOBILE NEWS FEED



Tempe Mission Palms added 2 new photos.

[Like Page](#)

Sponsored · 🌐

This wedding = AWESOME! With a cake featuring gold glitter and four different textures from Sugarlips Cakery, and this amazing couple photographed by NVS Photography - just perfection.
#WeddingWednesday



Cancel

Boost



Tempe Mission Palms

Published by Alison Brooks [?] · February 13 · 🌐

86 degrees today. No apologies.
We ❤️ Arizona!



7,775 people reached

Boost Post

👍 Like 💬 Comment ➦ Share

👍 Stacey Hyland, Sherry Dryja and 282 others

Top Comments

26 shares



Flancer's

March 26 at 11:10am · 🌐

Settle into the weekend with us here at Flancer's! We're open for lunch and dinner, featuring all of your favorite pizzas, sandwiches, and handcrafted entrees! See you soon!



👍 Like

💬 Comment

➦ Share



👍 2



Flancer's

March 28 at 4:50pm · 🌐

The Gilbert location is proud to add a fifth to the 10 year plus club with Greg joining last week. In the back Myke 13, Greg 10, Ben 12. In the front Manuel 13 and Jacinta the longest at 15 years. Over 23,000 shifts combined! Congrats!



Like



Comment



Share



Michelle McClain and 202 others

Top Comments ▾



Write a comment...



Peter Nadel Congratulations and "Pip Pip and all that" from the Duke & Duchess 😊👍

Like · Reply · March 29 at 12:46pm

SO....

You got them in the door.
NOW WHAT?

INCREASE SPEND!

BAIT and..... *PITCH!*



Increase Customer Spend

UPSELL

In a hotel, we upsell:

- Upgraded Rooms
- Mimosas at breakfast (all alcohol)
- Catering (premium meals/breakouts)
- Late check-outs



What do you currently upsell?

What can you ADD?

ARE YOUR ASSOCIATES TRAINED?

- Expectations set?
- Is it authentic and not “Off-putting” to the customer?
- Are their goals and rewards in place?

But wait....it's not enough!

Get customers to return!

The art of the BOUNCEBACK

- Offer something specific for just summer (Ex: A punch card for summer)
- A coupon for a next visit.
- Partner with another business (could be a vendor, could be another "Like" business, etc).



START NOW!!!!!!!!!!!!

Keys to summer success:

- Start planning NOW.
- Do something as a marketer once a day (set small goals)
- Be focused – one or two promos
- COLLABORATE
- Ask for help!