

TOP 10 EMAIL Marketing Ideas for Restaurants

10

Change up your from address

If you are going to be sending a variety of emails, separate the email addresses you send from. For feedback, use feedback@yourwebsite.com or sayhi@yourwebsite.com, for announcements or events use something like announcements@yourwebsite.com. Using various email addresses sets clear expectations for your recipients.

9

Wish them the happiest birthday

Start an email club by asking people to sign-up to receive a free item or a discount on their birthday. Send an email at the beginning of the month to all of those who have birthdays during the month. Invite them to come in anytime during their birthday month to redeem your offer!

8

Tantalize their taste buds

You just added some new items to your menu, now send an email to your list and invite your recipients to come in and try one of the new items. Consider including a coupon or discount if they show you the email or mention a code word from the email. Include high quality images of your items and try sending around lunch time.

7

Invite them to special events

When you have a special event such as a Mother's Day brunch, send an email to your list with all of the details. Include a link to make reservations and notes from the chef about what's on the menu.

6

Make it exclusive

Consider hosting one or two events a year that are only for your email subscribers. Unveil your new menu, have special music or have a meet the chef dinner. In order to be invited, they must be on your email list. Allow them to refer friends to help grow your email list.

5

Invite feedback

Send an email with a link to a survey to get feedback on your service, food, what's missing from the menu or what beer should be added to the tap. Customers become more loyal when they feel like they were heard and had an impact. Be sure and respond to both negative and positive feedback!

4

Show them your culture

Customers like to feel a connection to places they frequent. Send out emails introducing new staff members, do a behind the scenes kitchen tour or send out a note from the chef. Letting them get a peek at your culture builds their affinity for your restaurant.

3

Make it easy to find you

You never know who might forward your email to their friends. Make it easy for their friends to come visit by including all of your contact information on every email you send. Include a link to your menu as well so they can check out your offerings before they come.

2

Keep your list growing

Make sure to include an opt-in prominently on your website. Include a link to your website and a note about the email club on all of your receipts. If you can, have an iPad or even a paper list in your establishment to quickly collect info from new customers.

1

Use a professional email service

Many restaurants still use desktop email clients like Gmail or Outlook to send mass mailings. Make your emails more effective by using an email service such as Swiftpage Connect to send your emails. You'll be able to track opens and clicks and allow recipients to unsubscribe which will make your customers happy and keep you compliant with the CAN-SPAM Act.