

Stampede

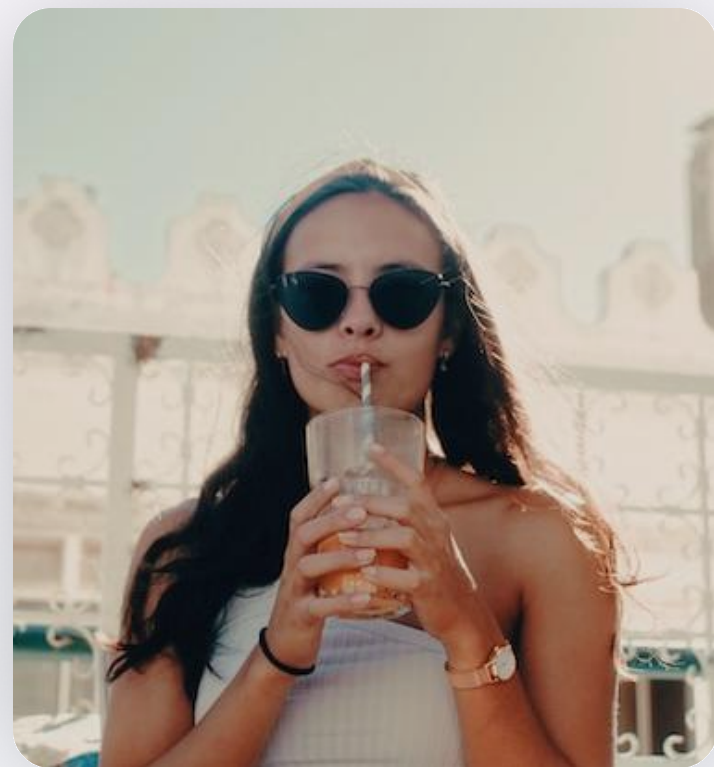
# Selena

*Bar & Restaurant*

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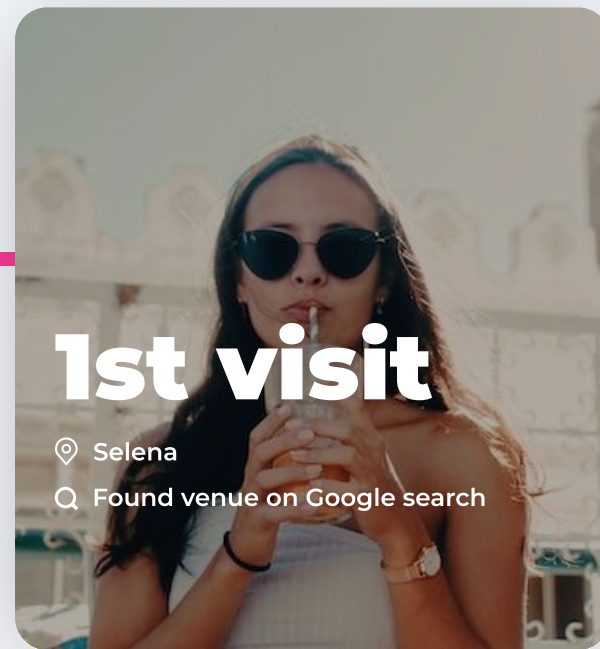
## Customer Journey



August 2022

# 1st Visit

## Step 1 Visits Venue

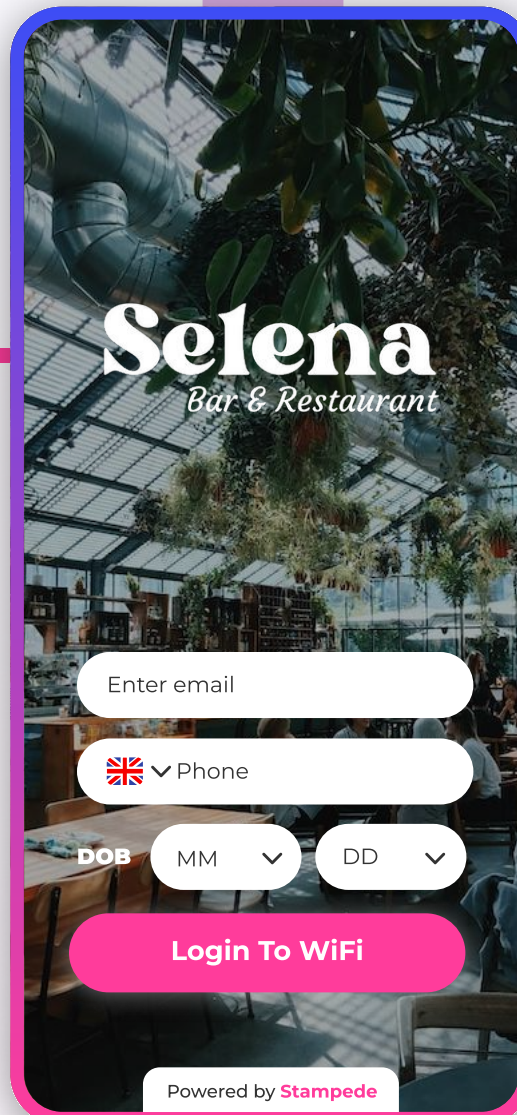


## Step 2 Guest WiFi

Katie enters her details into the custom branded data capture.

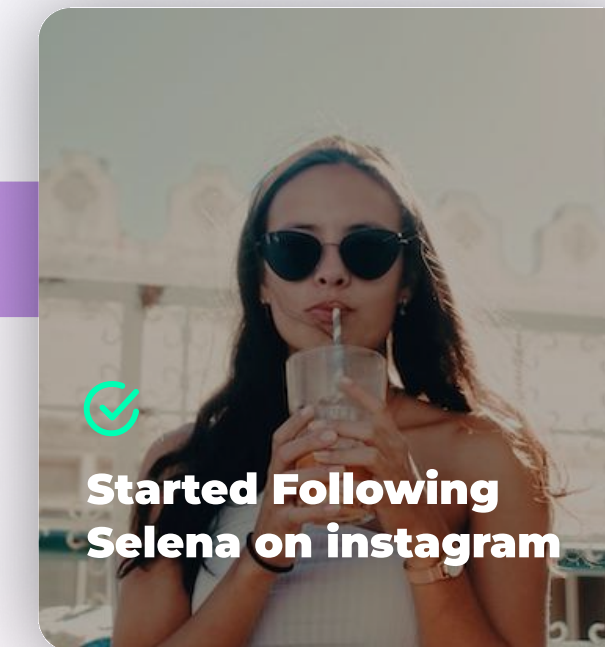
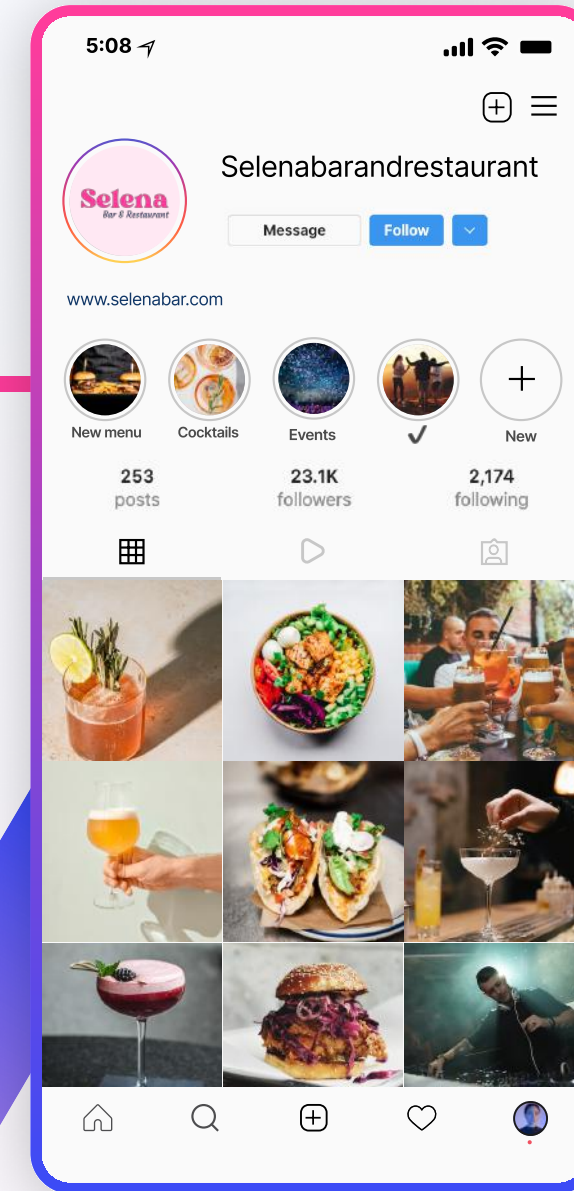
### Benefits

- Custom design splash page
- Choose your own questions
- GDPR compliant
- Register via native login for quick access
- Returning customers recognised.



## Step 4 Social Push

If the Katie doesn't click any of the upsell pages she will be redirected to Selena's social media or web page of choice.

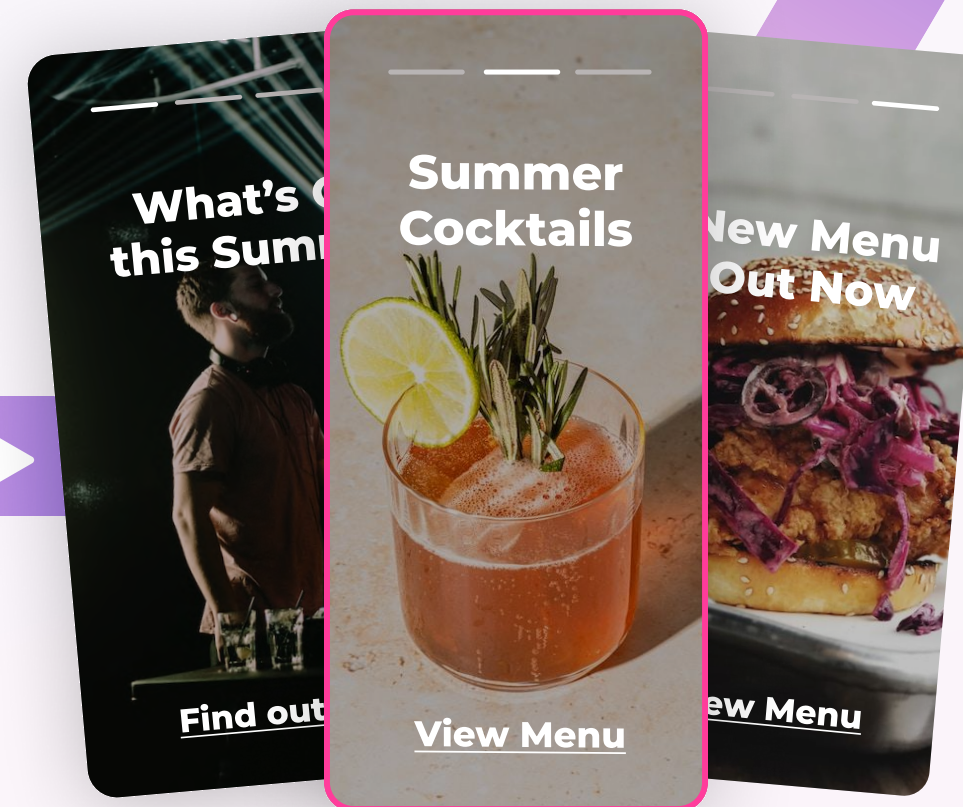


## Step 3 Upsell

Once Katie is online she will see a selection of digital flyers.

This is the perfect way to promote:

- Your other venues
- Your food & drink menu
- E-commerce shop
- Revs App
- Gift Cards
- Events & Special Occasions - Masterclasses, Bottomless Brunch, VIP Booths
- Offers - 'Bottle To Table Packages', '2 for £10 on R-Heart Cocktails'



**+£20**  
From Upsell offer

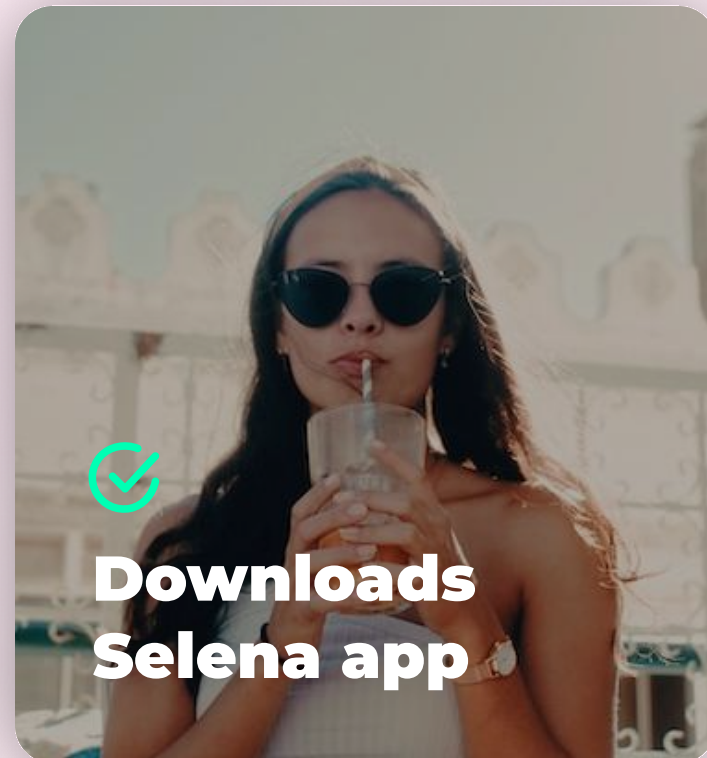
# Post Visit

## Step 7 Automation

One week after Katie's first visit, she receives a marketing automation triggered by her customer profile.

### Benefits

- Communicate your offers at the right time to the right customers
- Build loyalty with personalised messages like "Welcome back!"
- Generate repeat business without repeat work



To: New customer  
Subject: Get exclusive offers



Join the family, simply download our app to unlock your exclusive benefits and rewards.

- Special members discount
- Complimentary upgrade
- First to know about events
- Promotions – unmissable offers straight to your inbox

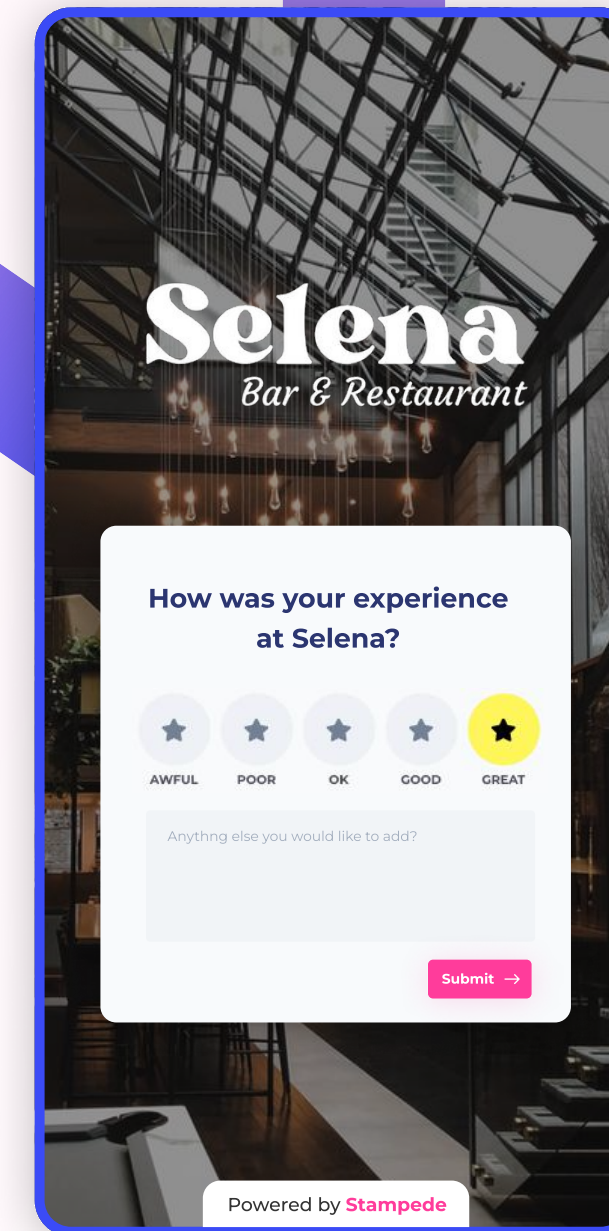
Download now



New customer  
**Katie Smith**  
Age 21 Visits 1 Gender F  
Likes and Segments  
Cocktails Student Restaurant

## Step 5 Customer Leaves Bar

You now have a detailed customer profile you can use to create more targeted and personalised marketing campaigns.



## Step 6 Review Email

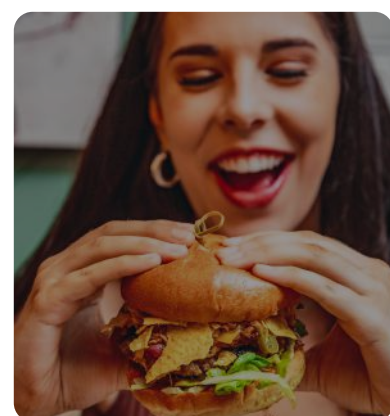
Katie receives an email asking her to rate her experience at Selena.

### How it works

- Automated email requesting review
- Collect all reviews in one portal so you can respond and collect an overall score
- Block negative reviews and handle issues internally
- Send positive reviews to Google, Facebook and Tripadvisor

# Engage

Step 8  
**Customer Profile  
Is Automatically  
Updated**



Selena App Member  
**Katie Smith**  
★★★★★  
Age Visits Gender  
**21 1 F**  
Email Segmentation idea  
**10% off food for Selena App  
Members**



To: Selena App Member  
Subject: Get 10% off all food

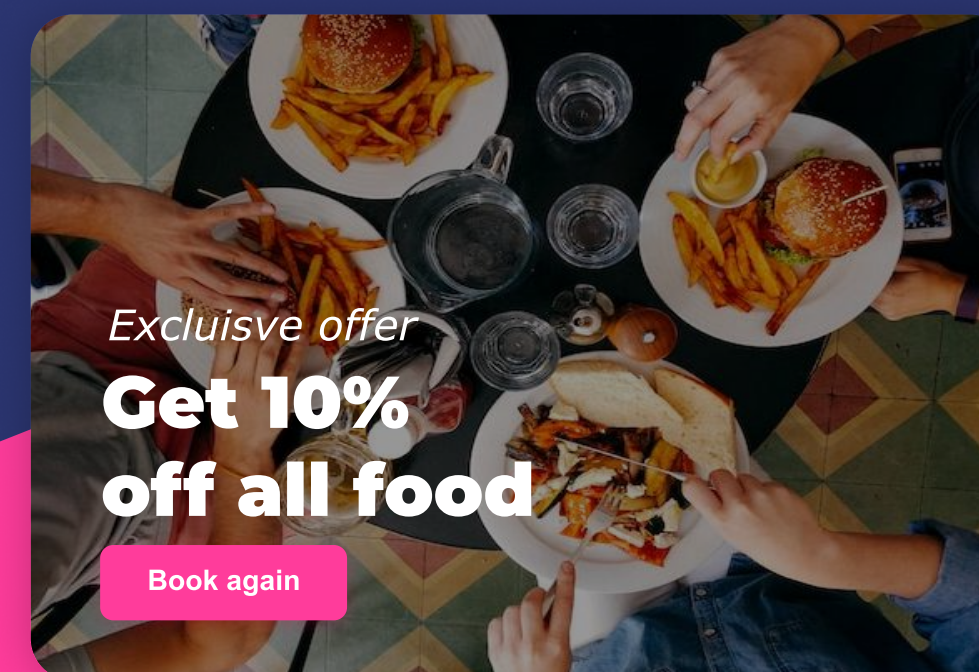
# Selena

Bar & Restaurant

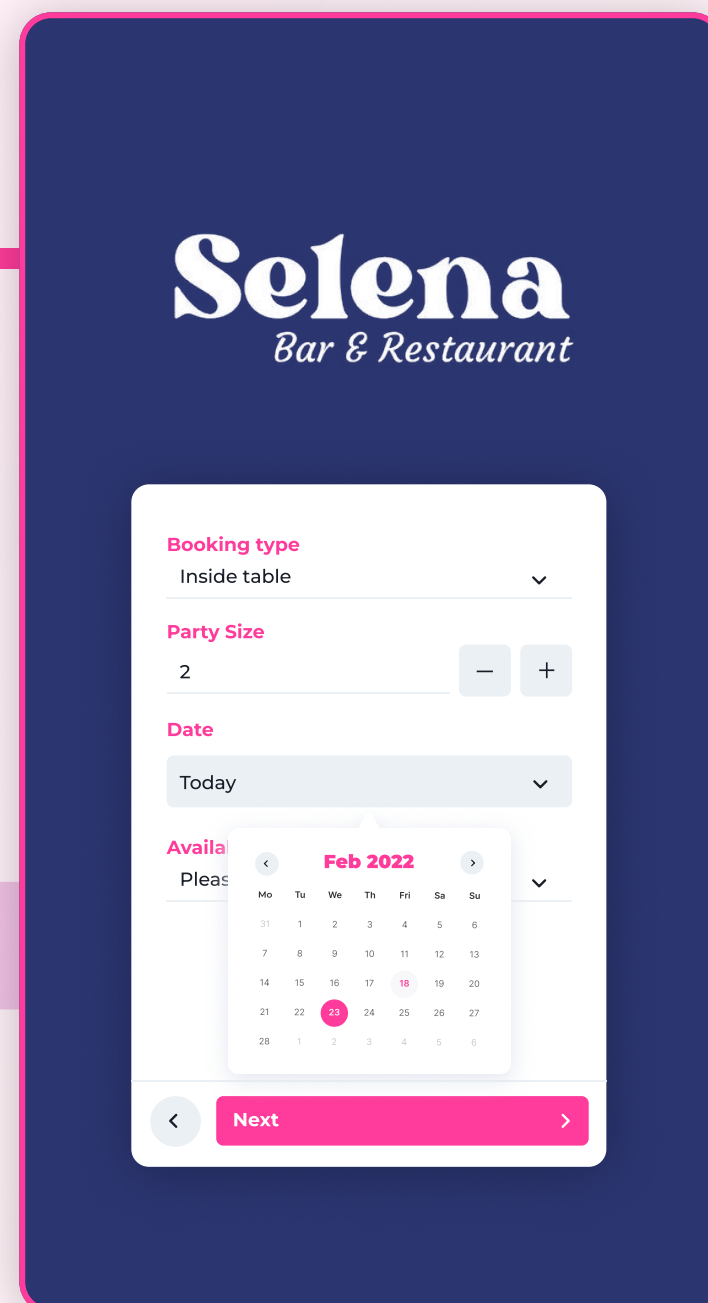
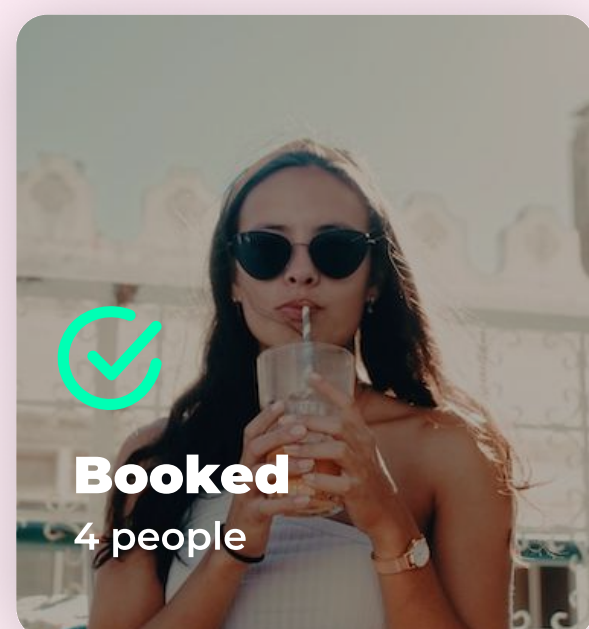
**Thank you for becoming an Selena  
Member. We hope to see you again  
soon. Check out our exclusive members  
offer below**

Step 9  
**Marketing Campaign**

Katie receives a segmented email that encourages her to re-book with Revolution Bars.

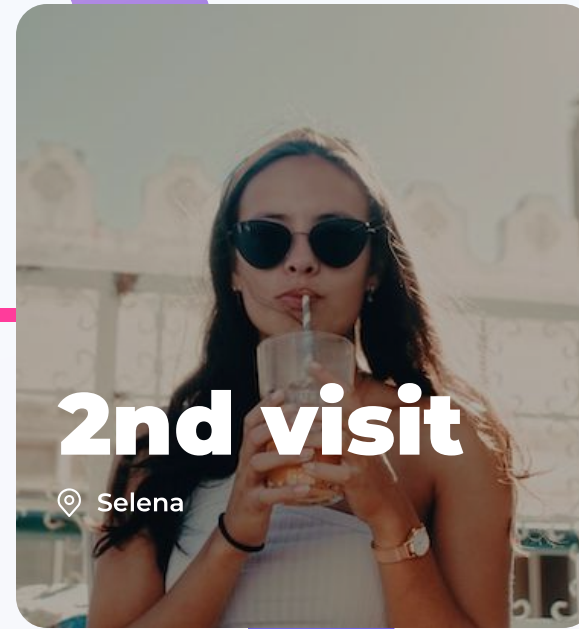


Step 10  
**Online Booking  
Made Through  
Stampede**



# Loyal Customer

## Step 11 2nd Visit

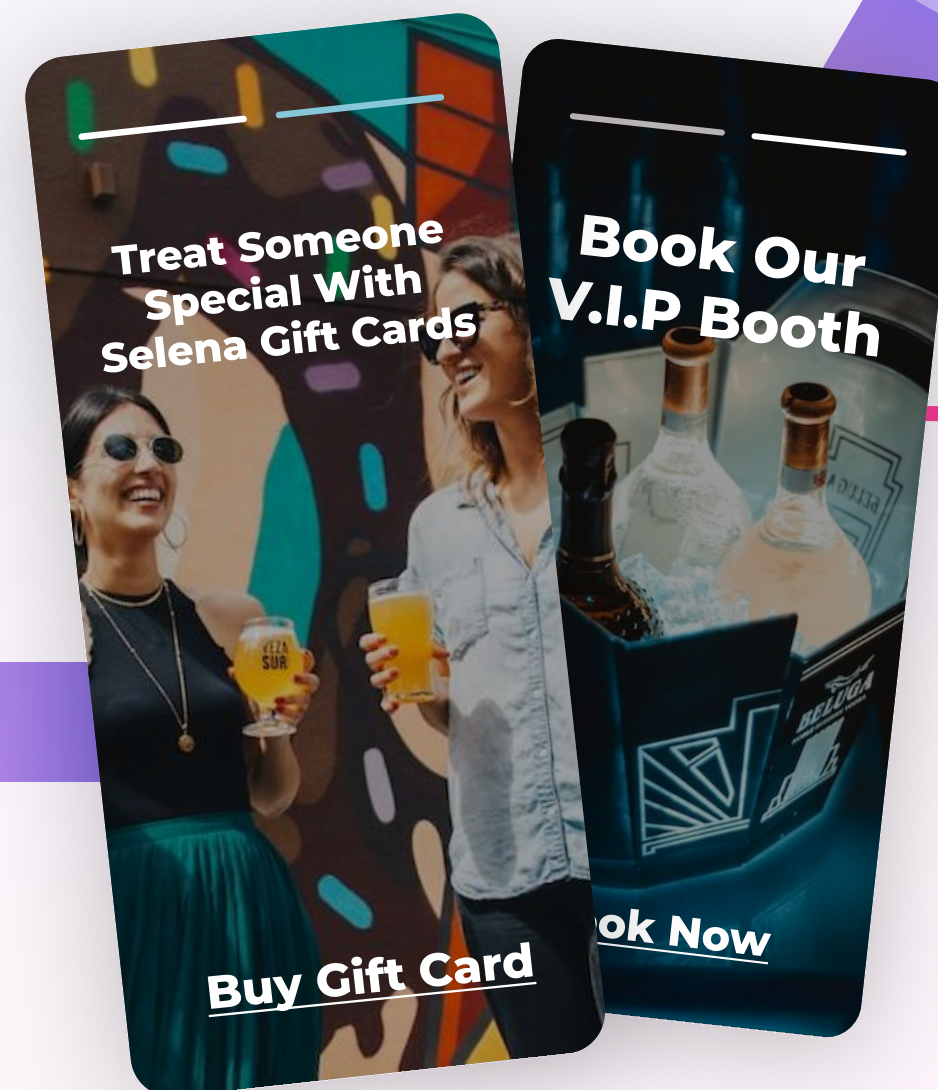
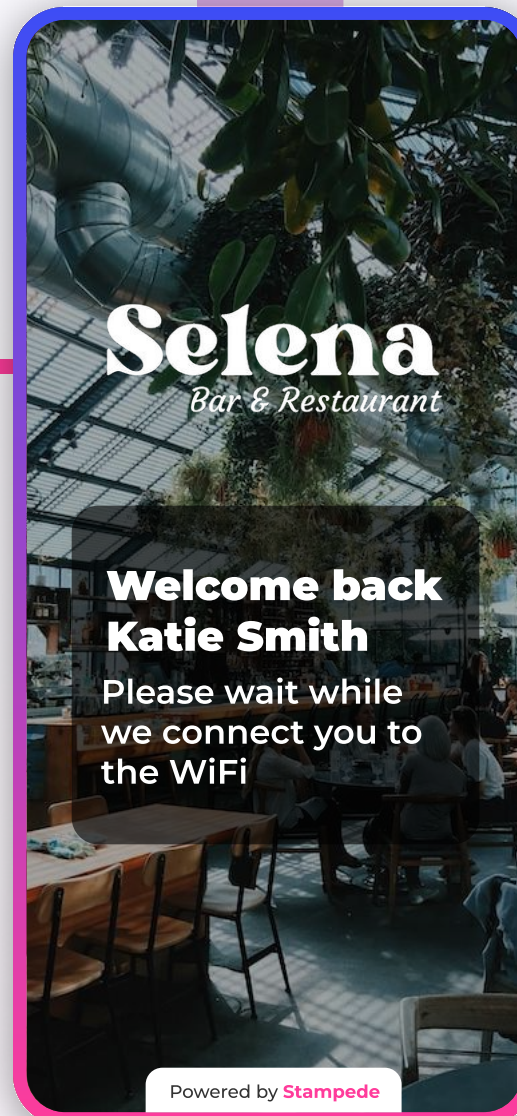


## Step 12 Guest WiFi

Katie enters her details into the custom branded data capture.

### Benefits

- Custom design splash page
- Choose your own questions
- GDPR compliant
- Register via native login for quick access
- Returning customers recognised.



## Step 13 Upsell

Once Katie is online she will see a selection of digital flyers.

This is the perfect way to promote:

- Your other venues
- Your food & drink menu
- E-commerce shop
- App
- Gift Cards
- Events & Special Occasions
- Offers


## New SMS


Book our exclusive bottle to table package and get 10% off.


## Step 14 SMS Marketing

Katie receives a SMS offer encouraging her to upgrade her package.


# Growth

  
**Booked**  
4 people

  
**Booked**  
2 people

  
**Booked**  
6 people

To: New customer  
Subject: Get exclusive offers







**Selena**  
Bar & Restaurant

**Join the family, simply download our app to unlock your exclusive benefits and rewards.**

- Special members discount
- Complimentary upgrade
- First to know about events
- Promotions – unmissable offers straight to your inbox


[Download now](#)


  


  
**Downloads Mobile app**

  
**Opt-Out For Marketing**

  
**Downloads Mobile app**

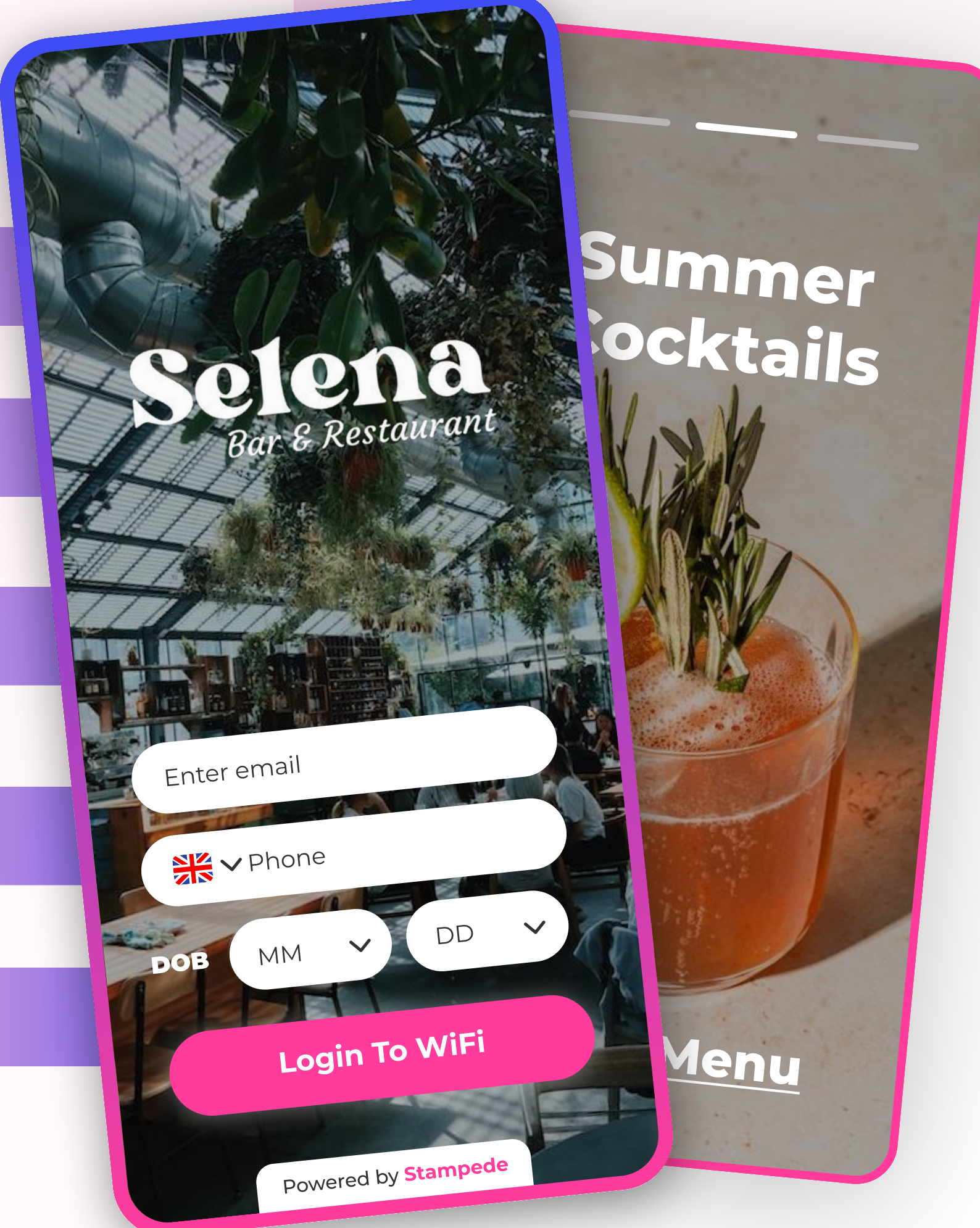
  
**Downloads Mobile app**

  
**Downloads Mobile app**

  
**Downloads Mobile app**



**+7 New Customers Via Katie's Booking**




**Selena**  
Bar & Restaurant

Summer Cocktails

Menu

Enter email

 Phone

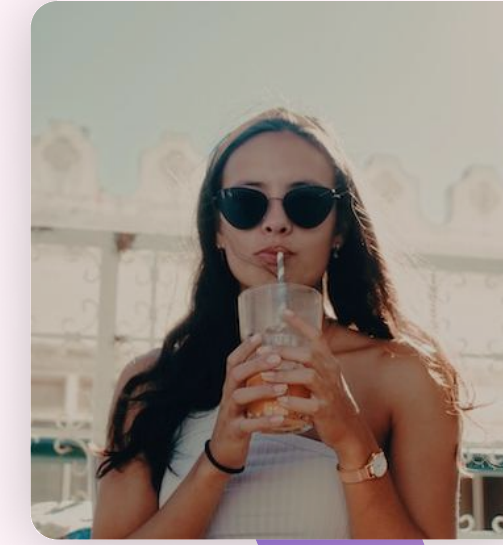
DOB MM DD

[Login To WiFi](#)

Powered by **Stampede**

ROI

# From **ONE** Customer Visit Selena Restaurant Got:



**+19**  
New Customers

**+20**  
Covers

**+6**  
Extra bookings

**+£600**  
based on £30  
spend per head