Stampede

Personalised
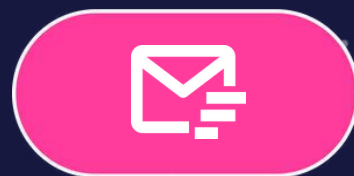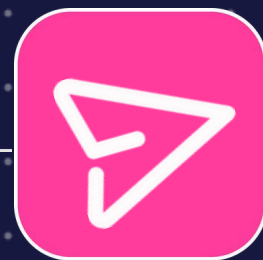# Marketing Automation

Hospitality Playbook

4 hours saved per week

Six Reasons Why You Need Automations:

199%
Triggered emails get 199% higher click-through rates than mass emails

7x
Get 7x more reviews with automated feedback requests

72%
72% will only engage with personalised messaging that is relevant to their needs

75%
75% of email revenue is generated from personalised campaigns, rather than one-size-fits-all campaigns

6x
Data-driven, personalised campaigns get 6x higher transaction rates

320%
Get 320% more revenue from automated emails than non-automated

To: Loyal customers
Subject: Buy 1 brunch get 1 free

luckies

Buy 1 brunch get 1 free

1. Triggers

⚡ 1st visit → New Customer

2. Conditions & Rules

⚡ 5th visit

3. Content

Luckies
✳Happy✳
Birthday!
Have a free
cocktail
on us

How does Email Automation work?

Emails are activated to be sent by certain "triggers":

| Behavioural trigger | Time-based trigger |

3 steps to set up an automated workflow

1) Trigger
- Choose an event, i.e. new email subscriber
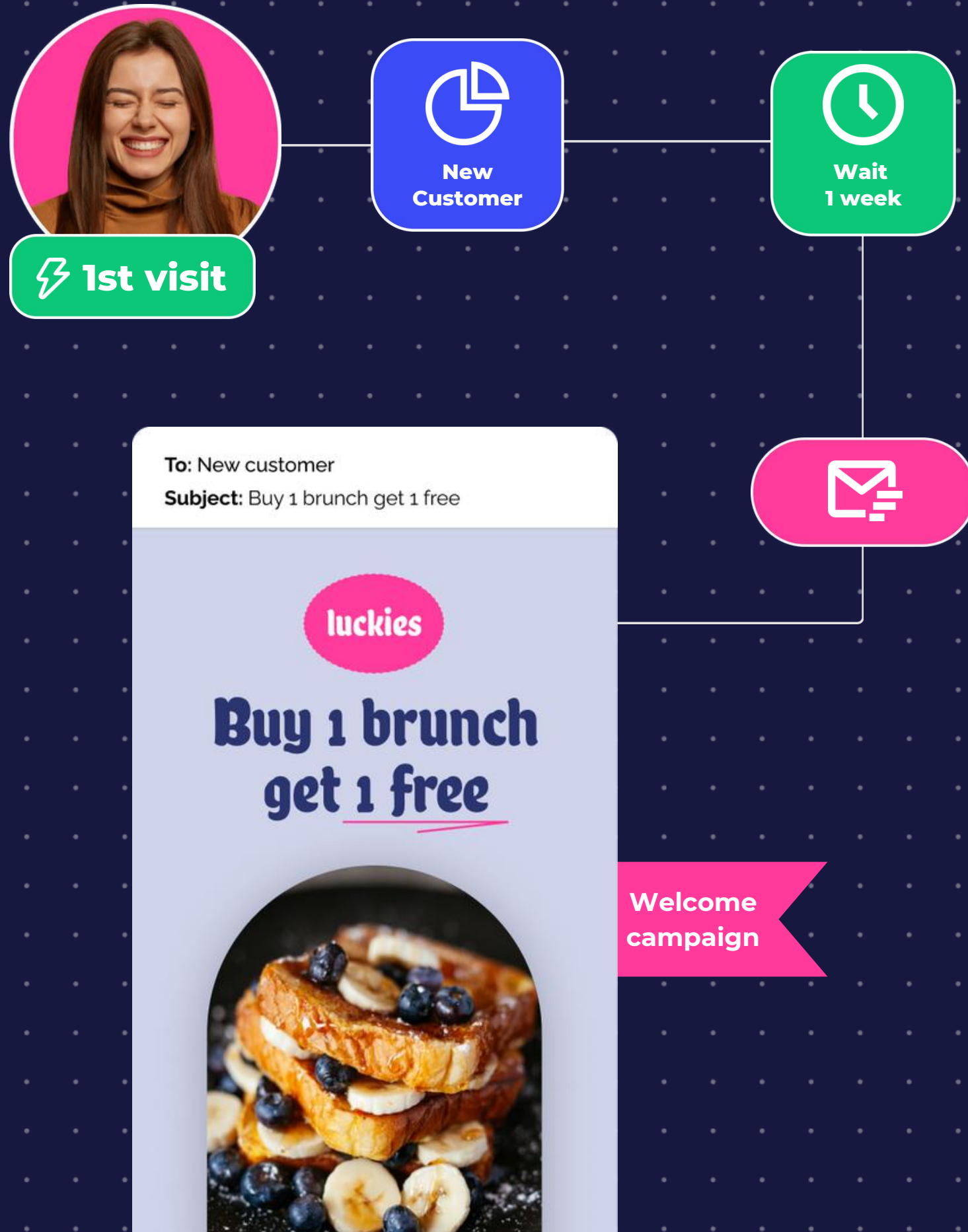- Build customer segments based on events and conditions
- Tag customers accordingly

2) Conditions & Rules
- Set rules based on behaviour, i.e. upon 5th visit send offer
- Add delays - wait [#] hours after interaction before sending

3) Content
- Create and set-up templates
- Make it personal - use customer's name

Eight Proven Campaigns That Convert

1st visit → **New Customer** → **Wait 1 week**

To: New customer
Subject: Buy 1 brunch get 1 free
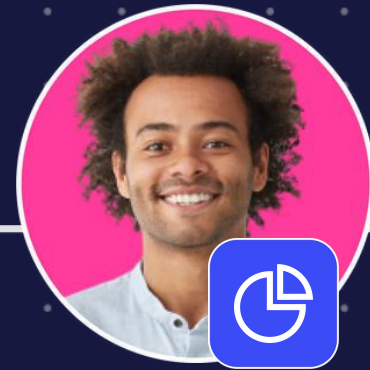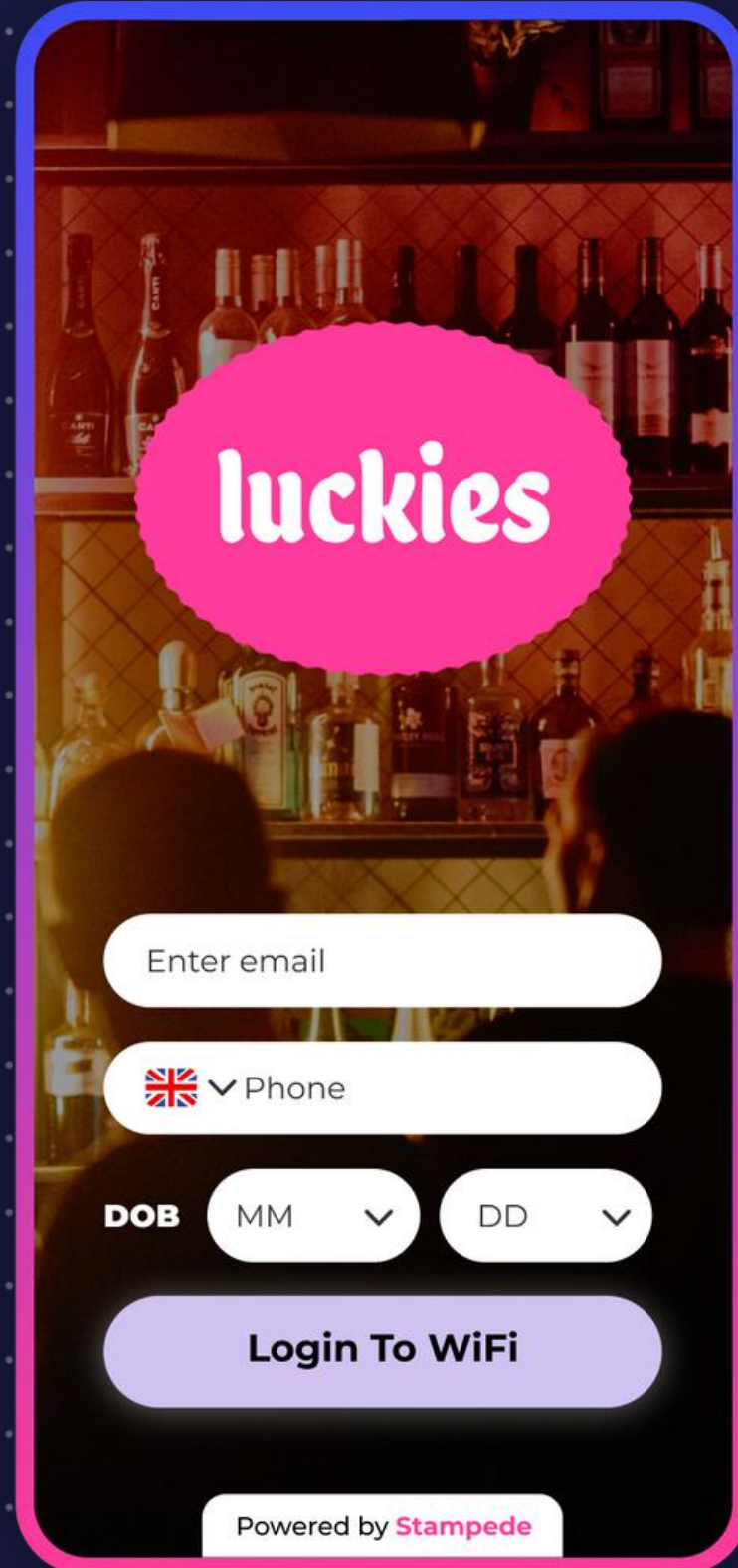
luckies

Buy 1 brunch get 1 free

Welcome campaign

1. Welcome offers for new contacts
2. Birthday promotions
3. Gift Card promotions
4. Sales push - upselling, cross-venue
5. Feedback request emails
6. Reminders: events, bookings, abandon cart
7. Customer referral campaign
8. Win-back lost customers campaign

Deliver personalised messages across the whole customer experience

5-Step Automation Recipe

1

Data

What data do you need and where do you get it from?

2

Trigger Events

What conditions, behaviours or changes make the automation start?

3

Messaging

The content of your automation campaign including who it's for.

5

Outcomes

Sales, loyalty, new customers - all possibilities with automation.

4

Offers

The element of the campaign that makes the contact take action.

Birthday Promo

Upcoming birthday

1 The Data

What data do you need and where do you get it from?

- Customers' date of birth
- Email or phone number
- First name (at least)

Data sources: WiFi sign-up, webform, booking platform

2 The Trigger Event

When birth date is 3 weeks away then send the campaign

3 The Messaging

- **Make it personal**
- **Include the customer's name**
- **Acknowledge the occasion, i.e. birthday**

Napoli
Italian Food · Est. 2020

It's your birthday soon – we want to celebrate with you!

Hey James,

Have you made any plans for your birthday yet?

Make it a day to remember and celebrate it with us. Whether you want to book a table for two or host a big party, we've got you covered.

On top of that, we will treat you with a 10% discount.

Let's celebrate!

Book now **View menu**

---

4 ## The Offer

Entice customers to come back, make it easy to book and redeem offer

Subject line – [Name] It's your birthday soon – we want to celebrate with you!

Hey [name],

Have you made any plans for your birthday yet?

Make it a day to remember and celebrate it with us. Whether you want to book a table for two or host a big party, we've got you covered.

On top of that, we will treat you with a 10% discount.

Let's celebrate! – Book now

5 ## The Outcomes

Birthday party booking at your venue:
- Returning customers: more sales
- Word-of-mouth marketing
- More customer data for more campaigns

Win-Back Campaign

1 The Data

What data do you need and where do you get it from?

Time-stamped visitor data
- Last WiFi login from captive portal/guest WiFi
- Last booking date from booking system
- Last stamp/interaction from loyalty scheme
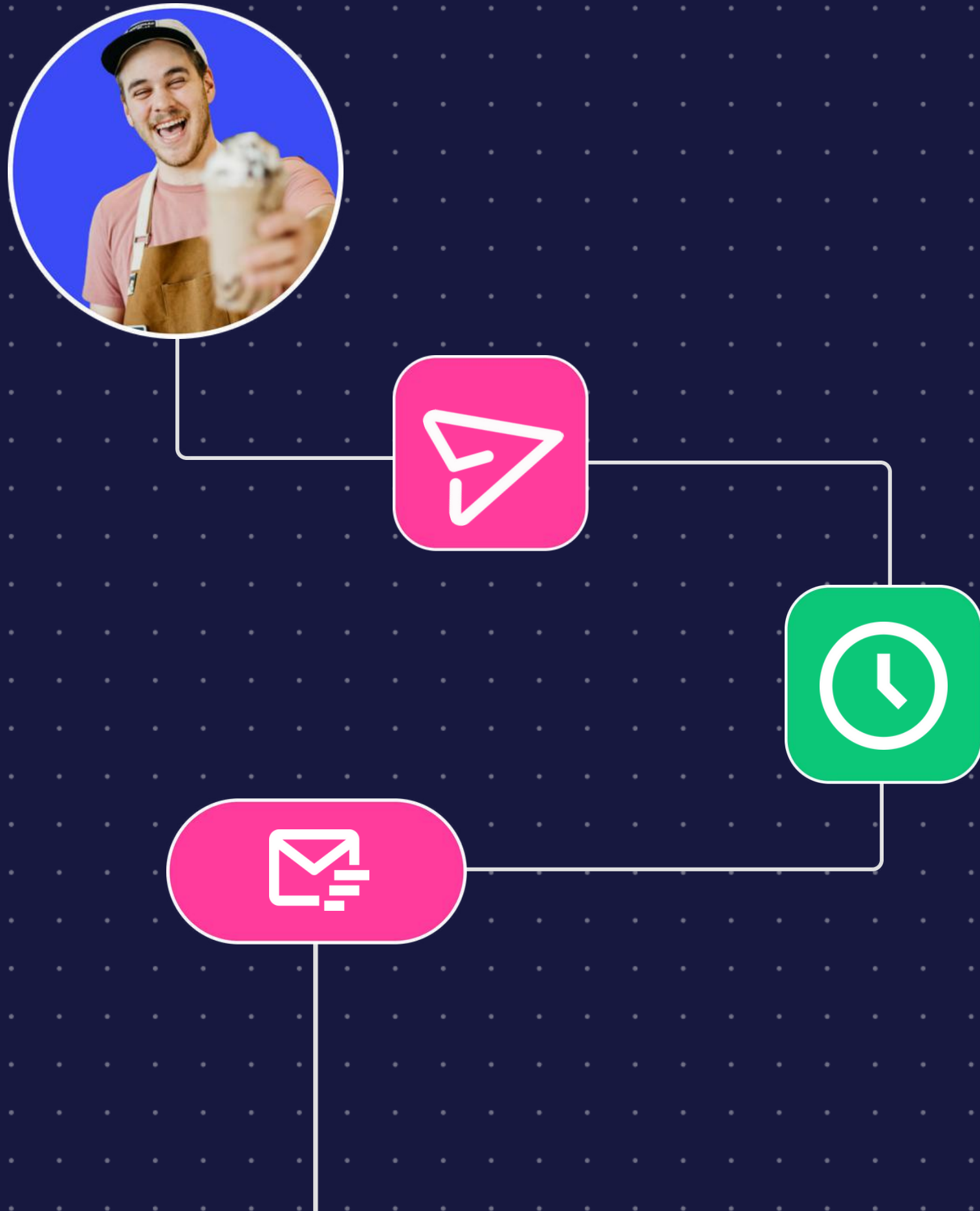- Last purchase from eCommerce system

Data sources: WiFi sign-up, loyalty program, booking platform, eCommerce
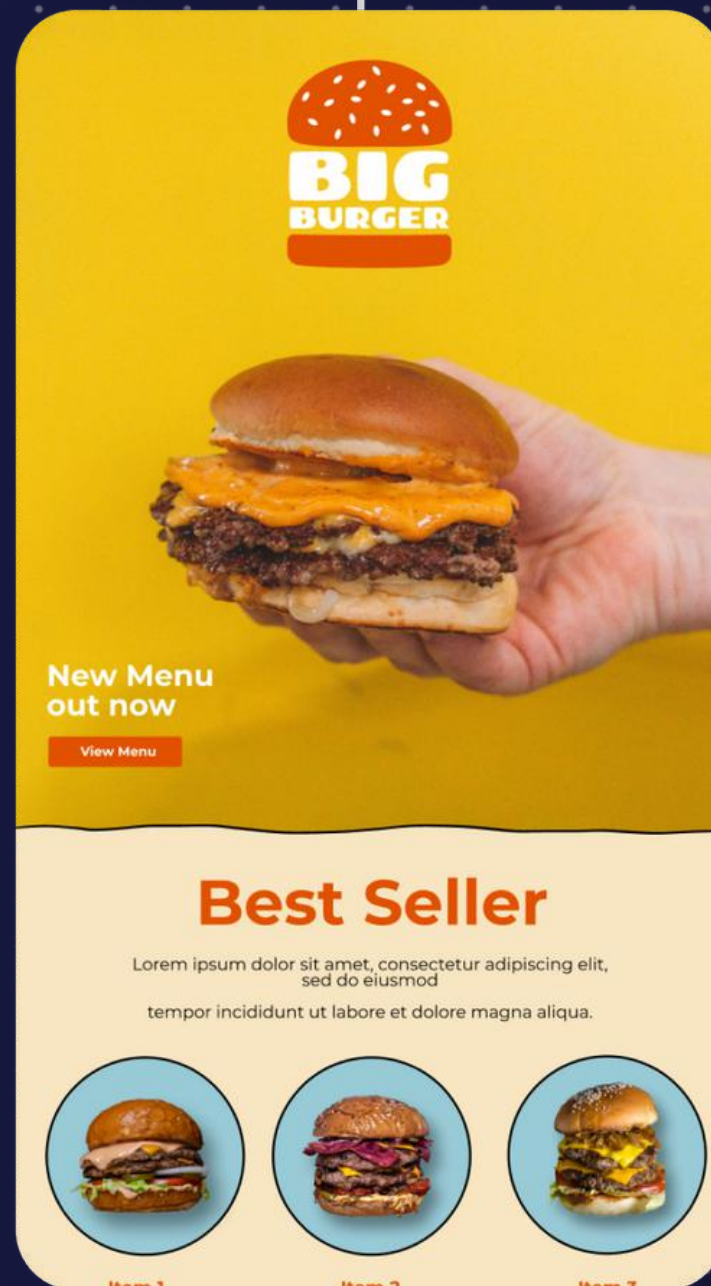
2 The Trigger Event

Customer hasn't been at your venue for a certain period of time

Tip: set up two triggers
- short time interval - 3 weeks
- long time interval - 3 months

New Menu out now

View Menu

Best Seller

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Item 1   Item 2   Item 3

Retention is 5x easier than acquiring new customers

3 The Messaging

What makes your venue worth a visit?

- Venue highlights and news
- Include seasonal menu items
- Specials only available for a limited time

4 The Offer

Timely and relevant offer ideas

Subject line – [Name] we'd love to see you again soon – here's 10% off on your next visit.

It's been a while since your last visit and we'd love you to come back!

Get % off your next visit.

We've also introduced a new exciting [menu item] since your last visit

5 The Outcomes

- Lower cost of customer aquisition
- Customer loyalty on autopilot

Gift Card Redemption Campaign

1 The Data

**What data do you need and where do you get it from?**

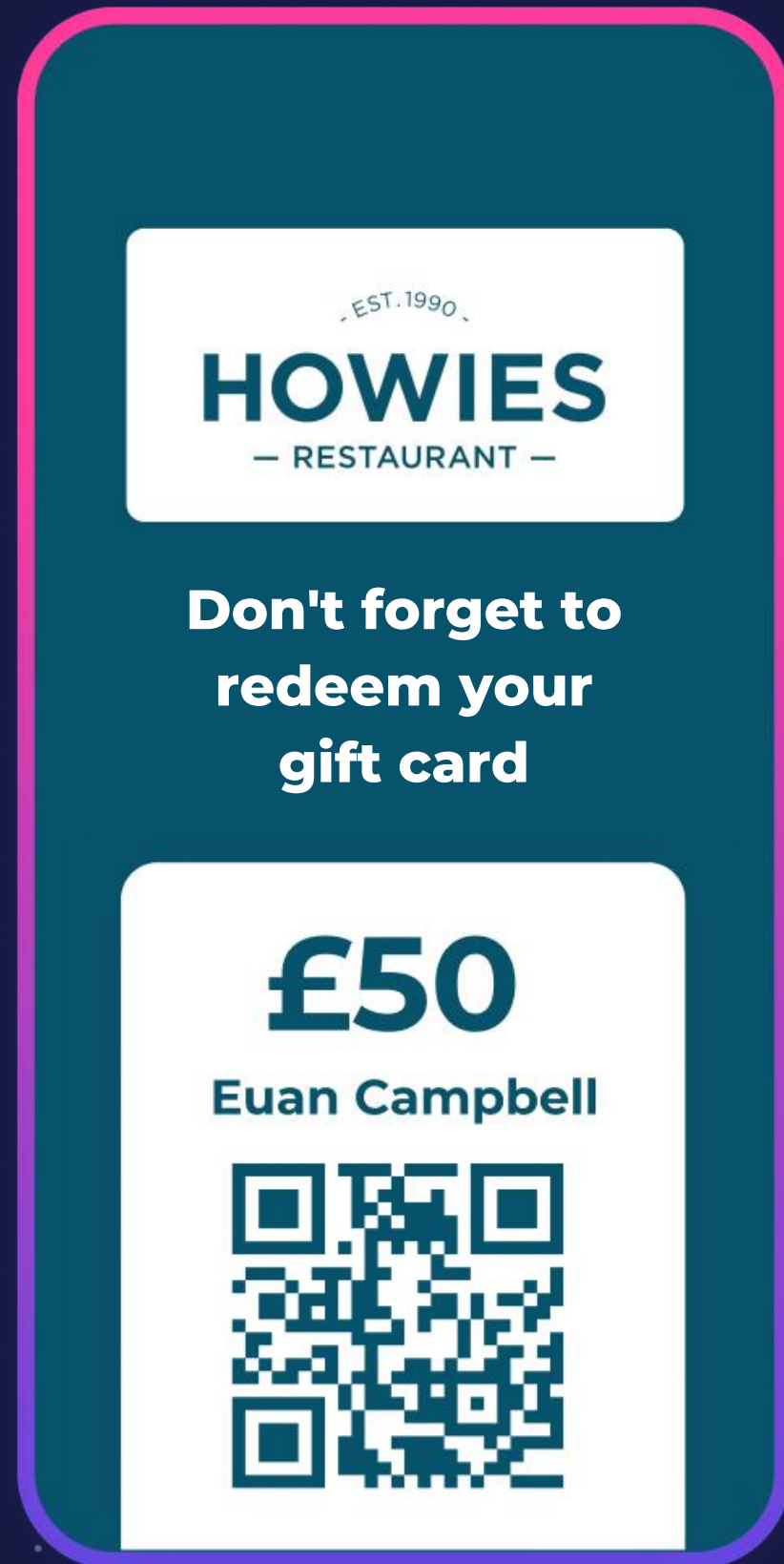- Gift card buyers data, i.e. purchase data and redemption status

2 The Trigger Event

- **Customers who have purchased a gift card but not redeemed yet**

- **Soon to expire gift cards with automated reminder**

3 The Messaging

Simple reminder with strong call-to-action

Don't forget to redeem your gift card

HOWIES RESTAURANT
- EST. 1990 -

£50
Euan Campbell
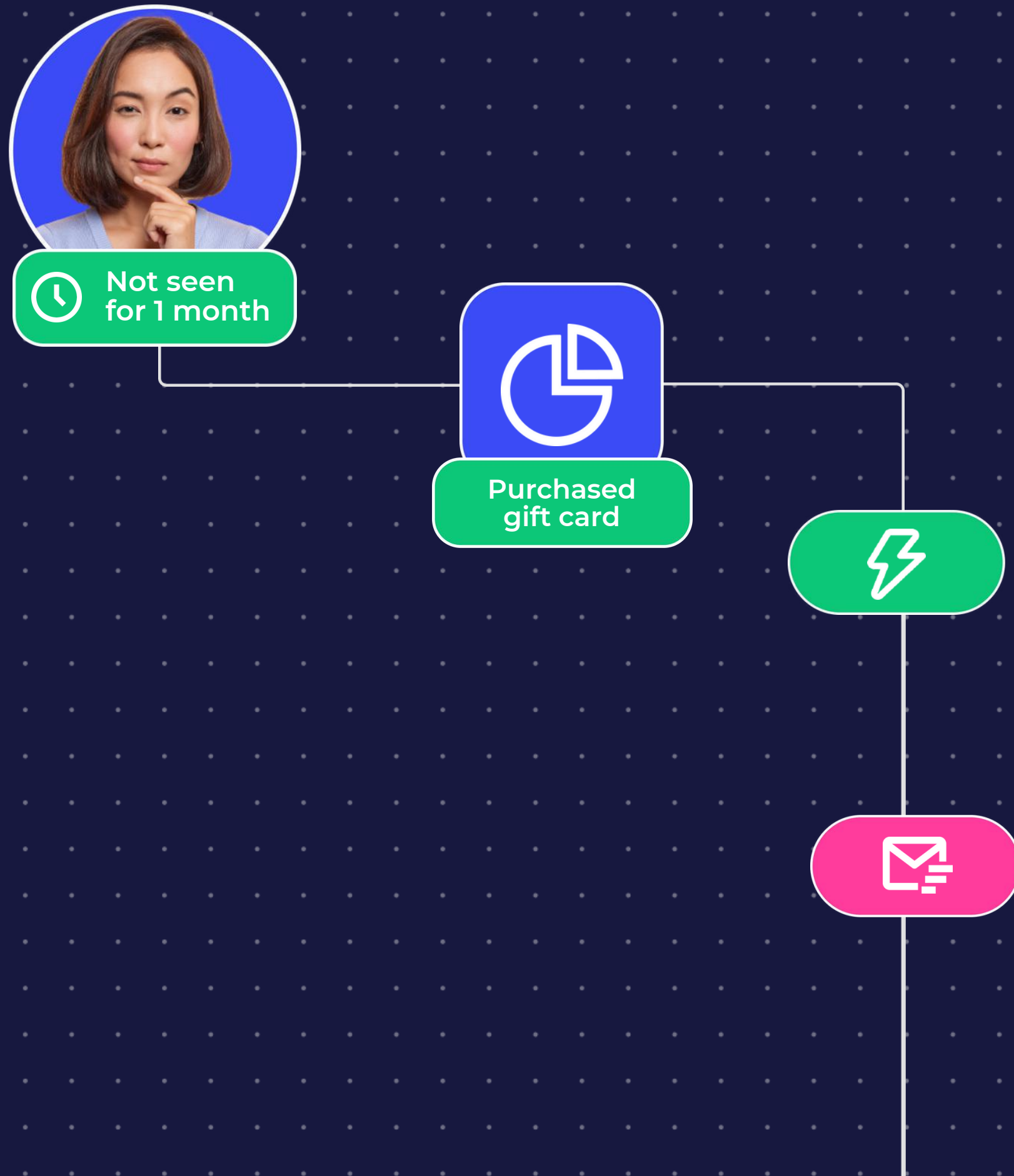
4 The Offer

There's no need for an additional offer in your campaign

Subject line – [Name] have you used your gift card for [company] yet?

Don't forget to pay us a visit and redeem your gift card!

Why not come by this weekend? We've got [event] coming up and only limited space available. So better be quick!

Book Your Space Now

5 The Outcome

- Additional revenue
- Turn first-time visitors into repeat ones

Customers spend **up to 72% more than the actual value of the card when they redeem it.**

Cross-Venue Promotions Campaign

1 The Data

What data do you need and where do you get it from?

Customer interaction across your venues
- Last WiFi login from your captive portal/guest WiFi
- Last booking made from booking system
- Last stamp/interaction from loyalty scheme
- Latest reviews from different platforms

2 The Trigger Event

When the customer:
- **Is a one time-visitor, or**
- **Is a regular visitor but has only been in one venue, or**
- **Has not visited for a while, or**
- **Is a user of your loyalty scheme (active & non-active), or**
- **Has recently left a positive review**

Restaurant | **Hotel** | **Cocktail bar**
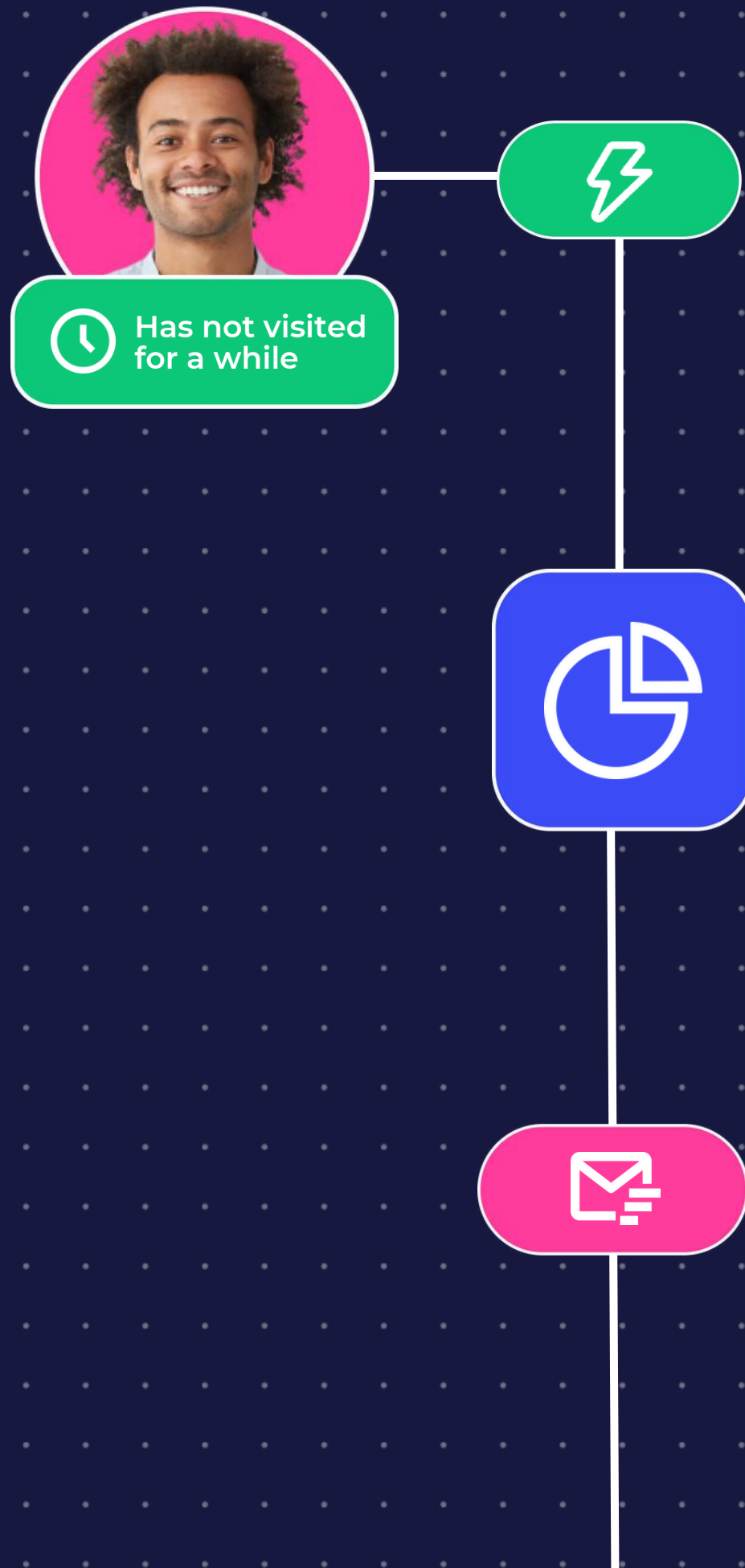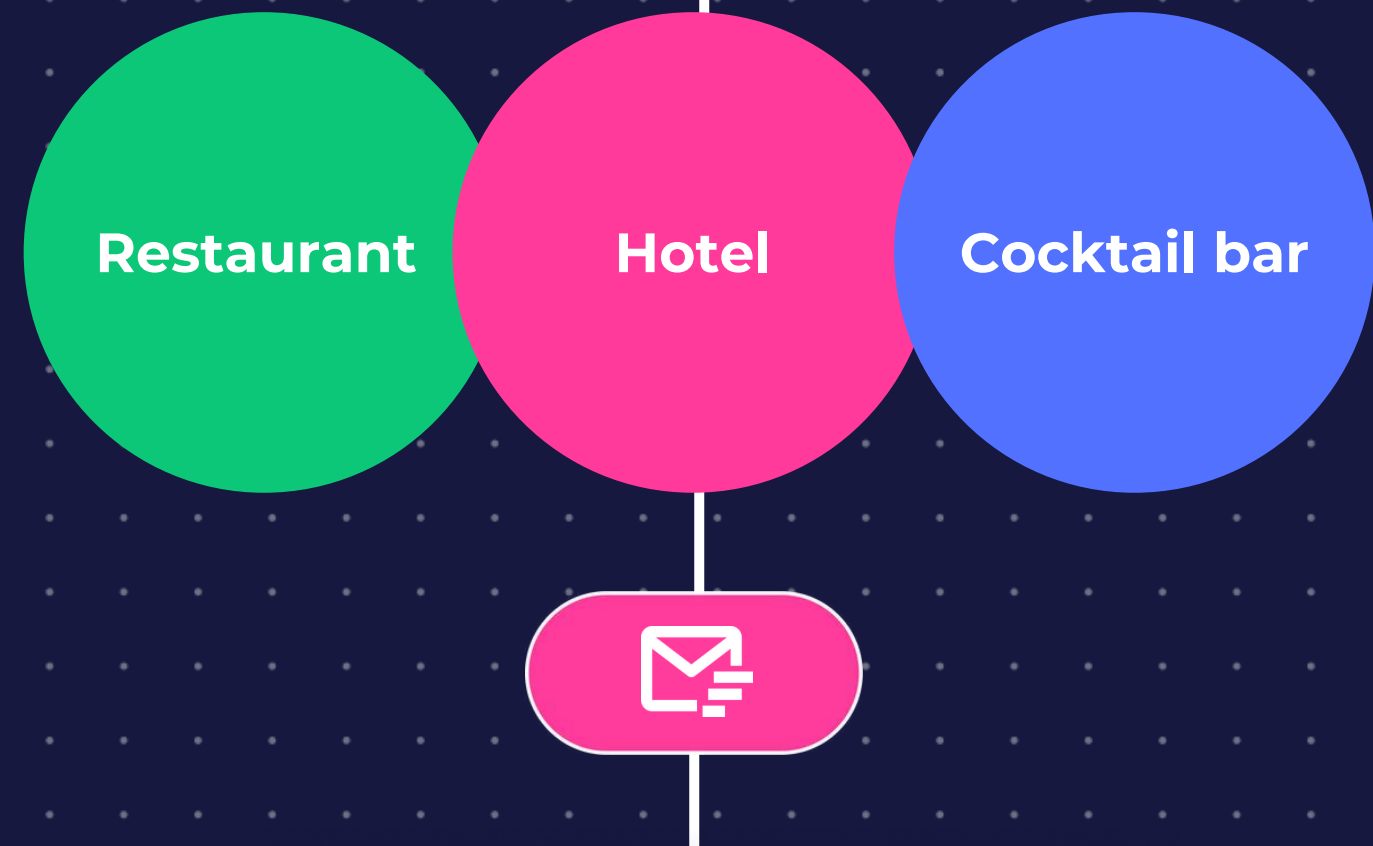
The LOBSTER SHACK

Get a free cocktail when you visit our other venues

Glad you've enjoyed your visit at the Lobster shack. why not check out our other venues?

Come by your first cocktail is on us!

Book now | View menu

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3 The Messaging

- **Introduce your full brand portfolio and highlight what makes venues different from each other**

- **Cross-event promotions to boost bookings**

4 The Offer

Introductory offer for customers to try your other venues An early-bird deal targeted at your loyal customers

Subject line – [Name], check out our [venue] and get %-off

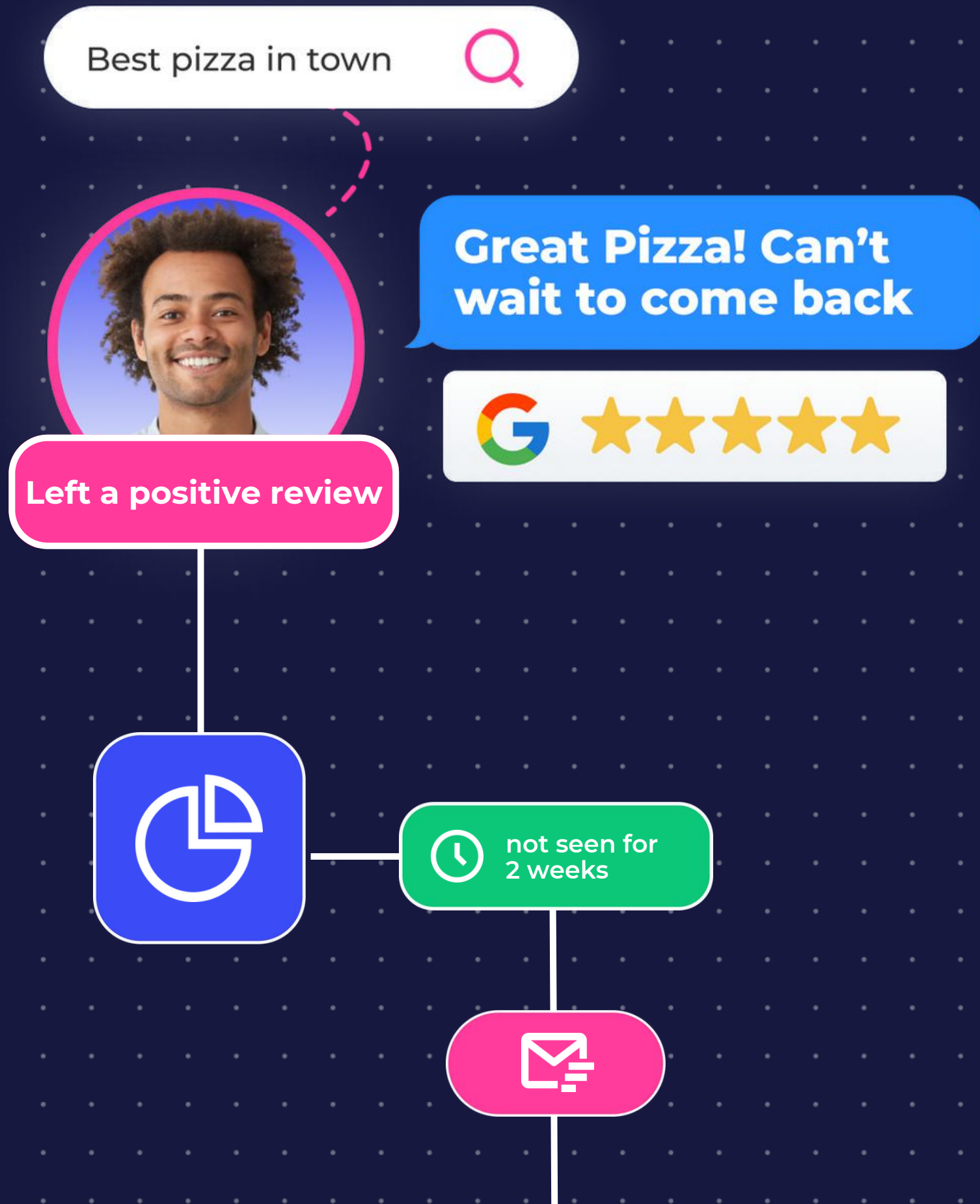*As a [item] lover you have to check out our exclusive range of [item] at [venue]. OR*

Glad you've enjoyed your visit at [venue], why not check out our other [venues]?

Come by, your first drink is on us!

DON'T MISS OUT – BOOK NOW

5 The Outcome

Increased spend per customer, across all venues

Customer Referral Campaign

1 The Data

- Customers given you feedback or have left a review
- Loyal customers based on visit or booking frequency

2 The Trigger Event

- **Customer who has left a positive review within the last [#] of days**
- **Total number of visits is greater than [#]**

87% of customers trust recommendations from friends more than online reviews.

The Messaging

- **Acknowledge your customers' feedback and loyalty**

- **Opportunity to be rewarded when they bring back a friend and spread the word**

- **Make it easy to understand how a referral works**

4 The Offer

Special deal or time-limited offer

Subject line: [Name], spread the word and bring a friend to get [offer]

We're glad to hear that you've enjoyed your time at [venue]. Why not share your great experience with your family and friends?

The best bit, if you bring a friend you'll get [offer]. What are you waiting for?

REFER NOW

5 The Outcome

- Increased customer advocacy
- New customer acquisition
- More repeat customer spend

POKPOK
KOREAN RESTAURANT

Spread the word and bring a friend to get a free starter

We're glad to hear that you've enjoyed your time at POKPOK. Why not share your great experience with your family and friends?

The best bit, if you bring a friend you'll get a free starter on us. What are you waiting for?

Refer now   View menu

Bar Tonic

£40,000

85%

Over £40,000 Marketing ROI
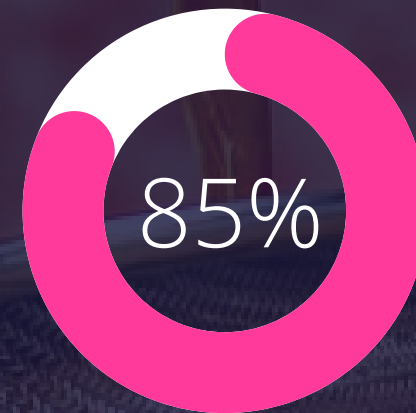
85% Open rate
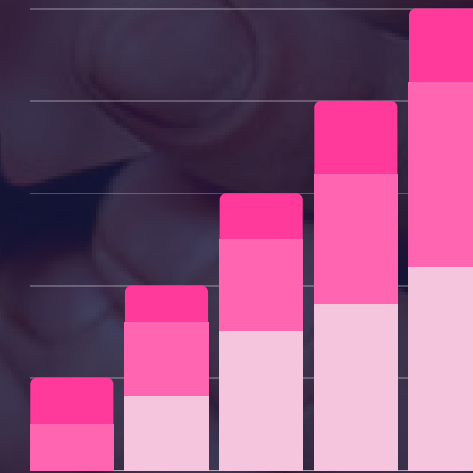
10 x Automated campaigns

"The main improvement for us is having all the data in one place, being able to segment and me not having to spend the time doing that. So the automation makes my life a hundred times easier."

Chris Aitchison - Marketing Manager

Read case study ⟱

Stampede

Don't wait, automate.

Find out how Stampede can save you four hours per week

Save Me Time