



## **LinkFusions Announces New Multi Channel Promotion Strategy For Restaurants**

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LinkFusions, which is based in Gilbert, Arizona, has announced that restaurant marketing automation can be achieved using a new multichannel promotion strategy. They have also posted a YouTube video that shows how to restaurants can use an MMS marketing campaign to boost their marketing efforts. This video can be viewed at <https://www.youtube.com/watch?v=EVA4F9swXvQ>.

“With 60% of new restaurants failing within the first year, and nearly 80% shutting their doors before their 5th anniversary...you need a serious action plan. The LinkFusions multichannel promotion strategy may be just what you need to boost your number of customers and keep the business going,” says Ben Fatola from LinkFusions.

Ben explains further, “LinkFusions is a multi-channel marketing platform that can help restaurant owners like you increase reservations, attract new customers, get repeat business and optimize your off-hours capacity. LinkFusions multi-channel marketing gives you the power of Text and Picture Messaging, Phone, Email and Surveys so you can instantly grab customer attention on the platform they're most comfortable using.”

As part of the multichannel marketing strategy, restaurant owners can attract new diners with exclusive offers. They can put up posters in various places, hand out flyers, or embed an online form on their website, encouraging people to email, text or call a number to take advantage of a special offer. More about this can be gleaned from <https://linkfusions.com/restaurant-marketing-automation/>.

Once people take action, they will automatically receive an exclusive offer and get automatically included in the database. And restaurant owners may then reach out to the people in this list again and again. This is done through contests, deals, new menu notifications, vouchers, coupons, and more.

Another part of the multichannel marketing strategy is to make the restaurant the talk of the town. A key factor for this is promoting the restaurant's brand and getting people to remember it, aside from offering delicious food and a welcoming service. To ensure better brand recognition, restaurant owners can include their website, brand logo, and social links to marketing campaigns. This will allow their target audience to instantly recognize the brand whenever they send out regular automated updates.

Another component of the strategy is to convert casual walk-ins into loyal diners. The key here is follow up. This is done by capturing new diner data by requesting them to opt-in to the marketing campaign the first time they walk into the restaurant. They can be encouraged to opt-in by offering something that is too good to refuse, such as membership in a special deals club, or a 50 percent discount on their birthday.

A key factor in attracting customers to a restaurant is, of course, ensuring that the food smell and look tasty. While it is not possible to let people smell the food, the next best thing is to send them a photo of a particular menu item. Restaurant owners can send customers an MMS message that includes a picture of their favorite food or the "Current Special" of the day, or a two-for-one deal. With the LinkFusions system, restaurant owners would be able to schedule the sending out of the MMS messages at a certain time and day. This allows them to time the messages based on specials and other deals.

Another important component of the LinkFusions multichannel marketing strategy is the survey. Surveys are one of the best methods of interacting with the target audience and it only takes a few minutes to set up a survey and send it out. A simple multiple choice survey can be used to poll diners regarding their favorite dish or what they would like to see in the restaurant's seasonal menu. This also offers a great way to automate and replace manual customer feedback forms usually given out at the end of a meal.

Customers can be encouraged to answer the survey by offering them a voucher. The survey allows restaurant owners to gather insightful data for their next marketing campaign, while the vouchers encourage customers to return.

Those who want to know more about LinkFusions or have some questions can visit their website at

<https://linkfusions.com/>, or contact them through the telephone or email.

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## **LinkFusions**

*LinkFusions is a leading provider of multi-channel marketing CRM solutions, digital business cards, and QR and NFC technology, dedicated to helping businesses optimize their marketing efforts and enhance customer relationships, with ease and efficiency.*

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