



LinkFusions Offers New Method Of Multi Channel Promotion For Restaurants

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LinkFusions, which is based in Gilbert, Arizona, has announced that they are offering a new method of multichannel promotion for restaurants. They point out that this method is really effective because almost 100 percent of mobile phones are SMS enabled. They have also observed that multichannel marketing can increase a restaurant's revenue by 190 percent. More about this multichannel strategy for restaurants can be gleaned at <https://linkfusions.com/restaurant-marketing-automation/>.

“LinkFusions can empower your restaurant to succeed by empowering restaurant owners like you with a multi-channel marketing strategy that works,” says Ben Fatola from LinkFusions.

Ben continues, “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.”

A key component of the mentioned multichannel marketing strategy is for restaurant owners to attract new diners with exclusive offers. This can be done through posters that are placed in various places near the

restaurant. Restaurant owners can also hand out flyers or include a web form on their site. They can also motivate people to text, email, or call a number through a special offer.

Those who take advantage of the special offer will automatically get an exclusive offer and will be included in the database of potential customers. Restaurant owners may then regularly reach out to the people in the database again and again. They can offer contests, attractive deals, notices about new menu items, vouchers, coupons, and more. This will keep the people in the list updated about the restaurant and will make it easy for them to remember it whenever they have a need to go and dine somewhere.

Still another key component of the multichannel marketing technique is to increase the popularity of the restaurant. An important factor here is to promote the restaurant's brand and make it easy for people to remember it. Of course, this is in addition to offering really delicious dishes and providing excellent customer service. For enhanced brand recognition, restaurant owners can include their site URL, brand logo, and social media links in their marketing campaigns. The result would be such that their target audience will instantly recognize the brand whenever they receive regular automated updates.

Another part of the multichannel strategy is to transform those walk-ins into loyal diners. Here, what is important is the follow up. Better follow up can be made by collecting data from the new walk-ins. They can be requested to opt-in to the marketing campaign the first time they enter the restaurant. By offering something that would be hard for them to refuse, such as being an automatic member in a special deals club, or a special discount for certain occasions, they can be encouraged to opt-in.

Restaurant owners can also send customers an MMS message that includes a photo of their latest menu item or their Current Special. By using the LinkFusions system, restaurant owners can also schedule the sending out of these MMS messages so that they are properly timed to coincide with specials and other deals.

Another key part of the LinkFusions multichannel promotion technique is the survey. Letting customers participate in surveys is one of the best methods of interacting with customers and it just requires a few minutes to set up a survey and then send it out. This can be a multiple choice survey to poll diners on what is their favorite dish or what they would like to be offered in the menu. This can also be used to automate the usual manual customer feedback forms that are usually given out after diner has finished eating.

Diners can be motivated to answer the survey form by providing them a voucher or a discount. While the survey lets the restaurant owners gather important data for their next marketing campaign, the vouchers and discount offers will encourage the customers to go back to the restaurant.

People who need more about information about the LinkFusions multichannel promotion strategy for

restaurants can go to their website at <https://linkfusions.com/>, or contact them by phone or via email.

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For more information about LinkFusions, contact the company here: LinkFusionsBenFatola1-888-303-7166contact@linkfusions.com 2487 S Gilbert Rd Suite 299 Gilbert AZ, 85295

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.

Website: <https://linkfusions.com/>

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The logo for LinkFusions is displayed on a black rectangular background. The word "LINK" is in a blue, sans-serif font, and "FUSIONS" is in an orange, sans-serif font. The letters are bold and modern.

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