ANGEL

Sales Reps Digital Targeting Strategies for the **Restaurant Industry**

AUDIENCE EXTENSION

MULTI-PLATFORM TARGETING
RIGHT AUDIENCE ACROSS ALL SCREENS

Frequently Used Targeting Mix / Options

General Population
- Run of network within target zip codes of your direct market area
- Hipsters
- Business Catering

- Food & Drink > Beer / Wine
- Types of Cuisine > Italian, Asian etc.
- Types of Restaurant > Fast Food, Taverns, Popular Chains etc.

Frequently Used Targeting Options
- Food & Dining, Arts & Entertainment, Sports

Common Demographic Targets
- Frequent Diners, Business Diners, Family Diners
- Lifestyle > Foodies
- Interested in Food & Drink > Restaurants
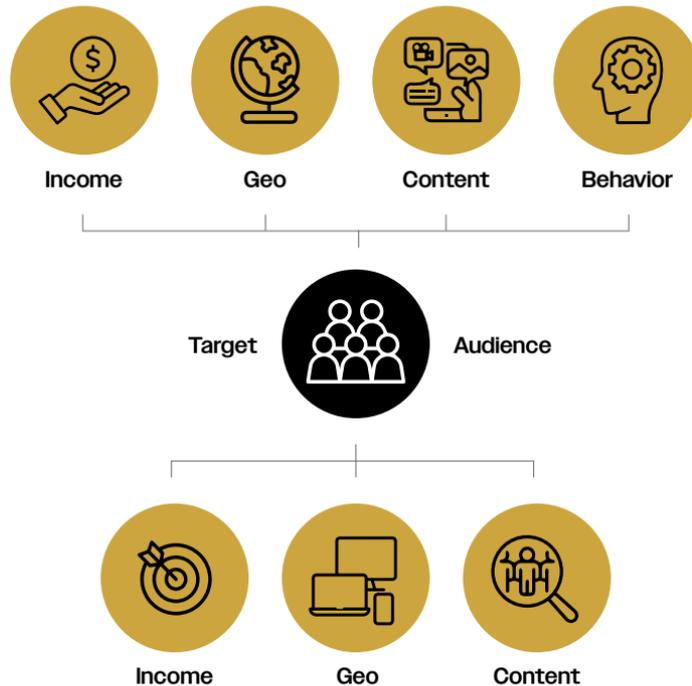- Healthy Food Lovers

Email
- Use for a grand opening, special event or business catering
- Use same psycho-demographics with behavioral display to target similar segmentations

We'll optimize across content targets, data sets & platforms based on performance.

INVENTORY + TECHNOLOGY

Income — **Geo** — **Content** — **Behavior**

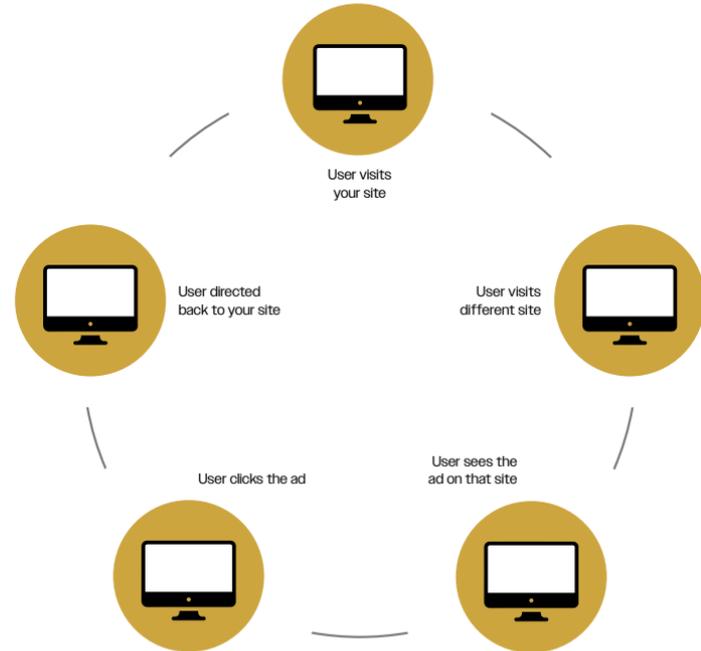**Target** **Audience**

Income — **Geo** — **Content**

We have access to over 10 billion impressions daily. Our inventory reaches 95%+ of all internet users. Breadth of inventory sources lead to higher quality impressions. Precision targeting allows us to reach your core audience segments.

SEGMENTED RETARGETING

Engage the right visitors with the right messaging, bring them back to your lot and desk the deal

User visits
your site

User directed
back to your site

User visits
different site

User clicks the ad

User sees the
ad on that site

1. Search Retargeting
2. Display & Pre-Roll Retargeting

3. Search Retargeting
4. Display & Pre-Roll Retargeting

CASE STUDY
DIGITAL MARKETING

Company Overview

This high end restaurant wanted to target people who lived or worked within a 3 mile radius of the restaurant, as well as people who dined out frequently, enjoyed happy hour, and were craft beer and/or wine enthusiasts. They also just started opening for lunch, and wanted to increase business during the day-time hours.

The Challenge

Drive the number of reservations that were made, but also market different happy hours that they did throughout the week to help mitigate slow times during the week, as their business on Fri-Sat was great, but other days were slower. In addition, they wanted to increase lunch business, and would like to target people that worked close.

The Plan

By using demographic, behavioral and content targeting we were able to build overarching campaigns to attract business diners who worked in specific industries with a lunch time special, and swapped out day parted creative to reflect new weekday specials for happy hour. The last component was a branding campaign targeting people who lived nearby and were frequent diners.

The Results

Over the last three months, they were able to grow lunch business by 45% and increase happy hour sales by 75%. As a result, the client is looking to increase targeting to include business catering targets to grow event based business

The Results

- 197K Impressions
- .14% CTR
- 268 clicks
- 72 click-throughs
- $1000/month investment

AUDIENCE PROFILE

We layer premium online & offline data elements based on observations about your customer's browsing behavior these characteristics to generate a highly-curated Audience Profile.

We leverage our data-collection sources to reach that Audience Profile to ensure your customers are served the right ad at the right time during their purchase journey.

• **Extensive Reach**
• **Device Independent**

Reach more customers with accuracy and privacy on any internet-enabled device.

TALK TRACKS & ELEVATOR PITCH

Restaurant dining is a multi billion dollar industry, and with so much competition in the market place, you need to appeal to diners and food lovers who are both currently in market actively searching for your specific type of restaurant, as well as to people who have exhibited behaviors and characteristic profiles that are desirable to advertise to. In addition, mobile consideration is increasing, so ensuring that you have a presence at the zero moment of truth is paramount.

We leverage all forms of digital marketing to help create the right digitial media mix and measures each platform, its productivity and ulttimately its ROI. In addition, by leveraging the data through proprietary tracking and reporting mechanisms, we establish valuable inferences based on how website visitors are engaging with your current online storefront, which results in maximizing marketing budget.

FOR
SALES REPS

INTRO EMAIL

Subject Line: Appointment

Dear Mr. Advertiser,

I wanted to reach out and see if you have time available on Monday or Tuesday next week to discuss what Angel Network is doing for other restaurants and see if it might be a good fit for you.

As you probably know, our core competency is working with the entertainment, food service, and nightlife industries right here in this market, and we understand what programs our clients are using to drive online reservations, and promoting ongoing specials, and events associated with the restaurant.

By doing so, we can be as efficient with your marketing dollars as possible, and ensure that you have a local digital presence to target all different target profiles no matter where they are in the consideration process. Recently, we were able to create an overarching campaign for a high-end restaurant client who wanted to target people who worked around their location to promote the opening of a new lunch menu, as well as people who lived nearby to promote ongoing specials to mitigate slow days of the week, resulting in increased sales month over month.

Please let me know if 1 or 2 pm would work for you either day to discuss.

Thank you,

FOR
SALES REPS

SAMPLE QUESTIONS

TO ASK AN INTERNET SALES MANAGER, OR A GENERAL SALES MANAGER

• Do you have any specials during the week that you'd like to promote (happy hour, all you can eat, etc.)

• What is your mobile presence like?

• Who are your competitors?

• Do you do any business/event catering?

• What is your lunch business like?

• Do you have any slow days during the week where business can be better?

• How do you measure your digital advertising effectiveness?

To learn more about Adfuel and our advanced marketing solutions
please visit us online at: **www.AngelInvestorNetwork.com**