



The Ultimate Guide *to* **Email Marketing** **for Restaurants**

Email marketing
is one of the most
valuable, yet underused
marketing tools that
restaurateurs have at
their disposal.

Though it can be an incredibly effective way to communicate with customers, many restaurateurs still think of email as an impersonal marketing tool reserved for the big technology companies of the world.

But the reality is that email marketing can be just as warm and personal as many other traditional marketing strategies. In fact, email marketing can be just as effective in cultivating strong relationships with diners as it is for any other type of customer.

Consider this: [According to WebFX](#), 66% of people say that checking their email is **the first thing they do** each day, with most people checking their email about **15 times per day**. All that adds up to the average person spending **5 hours per day** checking emails.

With your potential customers spending so much time in their inboxes, there's no question that email is a marketing channel you can't afford to ignore. In fact, email has been proven to generate the highest return on investment of any marketing channel: **[\\$38 for every \\$1 spent](#)**. This means email is **40 times more effective** at acquiring new customers than Facebook or Twitter.

But before you can reap the rewards of email marketing for your restaurant, you have to start with the basics and that's where this guide comes in.

In our Ultimate Guide to Email Marketing for Restaurants, we'll cover:

- [The benefits of email marketing for restaurants](#)
- [A 6-step action plan for launching an email marketing strategy](#)
- [Email marketing best practices](#)
- [How TouchBistro Loyalty can support your email marketing goals](#)



The Ultimate Guide
to Email Marketing for Restaurants

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The Benefits of Email Marketing for Your Restaurant

With so many different marketing channels available, you're probably wondering whether it's *really* worth your time to invest in email over social media, paid search, or digital advertising. While a great marketing strategy certainly makes use of all those channels and more, email marketing offers some unique benefits.

1. It's Affordable

Email marketing is a surprisingly affordable option, even for restaurants with tight budgets. If you're working with a relatively small list of subscribers, there are a number of email marketing solutions out there that are completely free to use. And even if you need a more powerful email marketing solution, the most robust tools will generally set you back less than \$100 per month.

2. It's Easy to Create and Measure Results

Unlike paid search and other forms of digital advertising, email marketing requires very little technical knowledge. Most modern email marketing solutions use drag-and-drop templates that make it incredibly easy for restaurateurs to create professional-looking emails all on their own – no developer or graphic designer required.

Not to mention, these same tools make it easy to measure results and track success over time. With easy-to-read dashboards, restaurateurs can easily determine which emails are a hit with customers, and which ones missed the mark.

3. It's Wide Reaching

With email marketing, there's virtually no limit to the number of people you can reach or the places where you can reach them. That's because, unlike print or digital ads, emails can easily be forwarded and shared with others. With just the click of a button, your subscribers can pass your email on to friends and family, ultimately extending the reach of your message.

4. It Lets You Communicate With an Engaged Audience

Email is one of the few channels where your customers will actually ask you to send them offers and promotions. The people who sign up to receive your emails have specifically subscribed because

they're interested in your business, making them a very receptive audience to market to. And when you target customers who have already expressed an interest in your restaurant's offerings, you stand a better chance of converting them into paying customers or encouraging them to visit your venue more often.

5. It's Can Be Personalized

Perhaps the biggest benefit of email marketing for restaurants is the opportunity for personalization.

When you run digital ads or social media campaigns, you need to choose a broad message that will resonate with a wide audience. But with email, you can personalize the greeting and even the content of your message to appeal directly to the recipient. This is an incredibly valuable tool because [research by Experian](#) has found that personalized promotional emails have 29% higher unique open rates and 41% more unique click-through rates.





A 6-Step Guide to Launching an Email Marketing Strategy

Now that you know just how valuable email marketing can be, it's time to launch an email strategy of your very own.

In this section, we'll walk you through the 6 key steps involved in creating, launching, and running a successful email marketing strategy for your restaurant.

1. Make a Plan

Unfortunately, there's no one-size-fits-all roadmap for email marketing, which means you need to start by making a plan for your individual restaurant.

Set Your Goals

The first step in any email marketing strategy is setting specific and measurable goals. To pinpoint your goals, start by asking yourself the following questions:

■ **What's the main purpose of the email channel and of each campaign?** Your goals might be something as simple as sharing the latest news from your restaurant, or it may be as lofty as driving a specific amount of sales. If you have multiple objectives in mind, you may need to launch several different campaigns to meet each of these unique goals.

■ **Who is your target audience?** Your restaurant likely caters to a specific type of diner. Whether it's Millennials, tourists, or the pre-theater crowd, make sure you identify who you're trying to reach with your email marketing efforts.

■ **What is your budget?** Think about how much you're willing to spend on an email marketing service so you can budget accordingly.

■ **How will you measure success?** The best way to track your success is to set clear benchmarks before you start. These metrics will differ based on your goals, but they may include subscriber rates, open rates, click-through rates, and more (something we'll cover in great detail in **section 6** of this guide).

■ **What other platforms can you engage to support your email efforts?** Your email marketing efforts shouldn't occur in a vacuum. Think about your other marketing efforts and how they could be incorporated into your emails. For instance, maybe you want to use email to show off content from your social media channels or to highlight a great review from your Trip Advisor profile.

By answering these questions, you'll be able to create a clear roadmap for your email marketing strategy that will help you achieve your specific goals. These questions will also help you start plotting out an email marketing calendar for the things you can anticipate – such as holiday promotions, the launch of seasonal menus, and more.



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Find the Right Tools

With your goals in place, the next step in creating an email marketing plan for your restaurant is to choose an **Email Service Provider** or ESP. An ESP is a service that makes it easier for you to build email lists and send emails to your subscribers. An ESP can also help you grow your list of contacts, design and build customized email templates, create segmented and targeted email campaigns, and much more.

If you currently use a restaurant loyalty program like [TouchBistro Loyalty](#), you likely already have access to an integrated ESP. The benefit of using an integrated loyalty and email marketing solution is that you can create targeted email campaigns based on the information collected through your loyalty program, such as birthdays, order history, spending behavior, and more.

If your loyalty program doesn't include an ESP, you can also use a standalone email marketing platform like [Mailchimp](#), [Sendinblue](#), or [Benchmark](#).

When evaluating different ESPs, make sure you look for the following:

■ **A user-friendly email builder:** Unless you want to spend hours on email marketing each week, look for an ESP that's intuitive and easy to use, with a simple drag-and-drop builder that you can start using immediately – without having to sit through an online training course.

■ **A rich selection of templates:** Your ESP should offer a rich selection of email templates that serve many different email marketing purposes – from newsletters to promotions, announcements, and beyond. You also want to ensure that these templates can be quickly and easily customized to match your restaurant's unique branding.

■ **Mobile-ready emails:** A whopping [81% of people](#) prefer to open emails on their phones, which means your emails need to be optimized for mobile. Make sure that the ESP you choose will properly format your emails for a wide variety of devices – from smartphones to desktops.

2. Build a List of Contacts

With a solid plan in place and the right tools to make it happen, now you can start building a list of contacts to send your emails to.

Let's walk through the key steps involved in building (and maintaining) your contact list.

Create a Subscription Form

Though it may be tempting to purchase email lists or start scraping emails off the internet, this is something you should avoid at all costs. In many places, including Canada, the U.K., and European Union countries, customers must **explicitly opt-in to your email list** (give you permission to email them) before you can begin sending them emails. If you do not follow these rules, you could face significant fines.

In the U.S., you do not need explicit consent prior to adding users to your mailing list or sending them commercial messages. However, it

is mandatory that you provide users with a clear means of opting out of or unsubscribing from further contact.

To ensure your email marketing efforts are by the book, the best course of action is to create a **subscription form** for your restaurant's website. This is a form located somewhere on your website – often directly on your homepage or as a pop-up – that allows users to fill in various fields with their email and other contact information. The primary purpose of a subscription form is to give visitors to your website the option to explicitly opt-in to your mailing list.

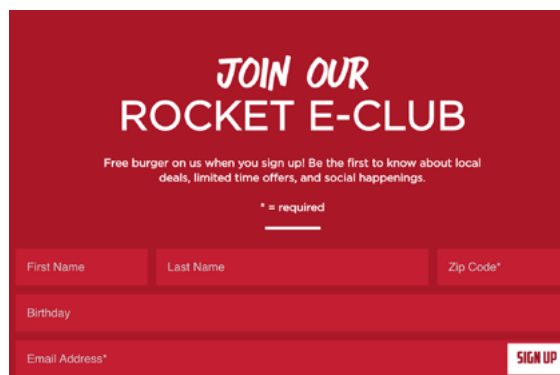
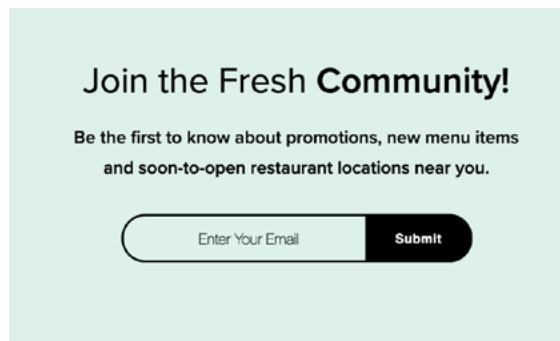
Your subscription form should be clear and simple, and should only contain the most relevant fields like email address and name. If you include too many fields or make your subscriber form too complicated, users will be less willing to complete the form. Ideally, your subscriber form should also include a link to your **privacy policy**, as you're legally required to have a comprehensive privacy policy somewhere on your website if you're collecting personal data.

More information about Canada's anti-spam legislation can be found [here](#).
More information about America's CAN-SPAM Act can be found [here](#).

It's also advisable to implement **double opt-in** in your subscription form. Double opt-in is a two-step subscription process that requires the user to confirm that they would indeed like to be added to your mailing list – something that most ESP can automate.

By asking people to confirm their email, you are not only ensuring that you're in compliance with your country's anti-spam legislation, but you're also keeping your contact list free from inactive or invalid email addresses, which protects your sender reputation and improves deliverability rates.

While this may sound like a lot to consider, most website builders will make it easy to add a simple subscription form like this one found on



the website for Fresh Restaurants. And if you really want your subscriber form to stand out, sweeten the deal with a **lead magnet** – an incentive or special perk that encourages users to sign up. For instance, Johnny Rockets offers a free burger coupon to everyone who signs up for its email list, while Momofuku offers a free recipe e-book.

In addition to your website, you can also include a subscription form in other places, such as:

- The signup page or app for your restaurant loyalty program
- Your reservations page
- In exchange for access to your restaurant's WiFi
- Via a tab on your restaurant's Facebook page
- On questionnaires and other feedback forms

Create a Welcome Email

After someone has officially opted-in (or double-opted in) to your email list, you want to ensure they have a positive experience right off the bat, and that all starts with a proper **welcome email**.

A welcome email not only provides subscribers with confirmation that they've signed up to receive emails from you, but it also gives you an opportunity to make a good first impression on behalf of your restaurant.

A great welcome email should thank subscribers for signing up and tell them what to expect from your emails. You can also use your welcome email as an opportunity to introduce your business, share your social media profiles, and offer an incentive for subscribers to take a next step, such as placing an order online or booking a reservation.

A great welcome email should thank subscribers for signing up.

EST. 1963
BRUEGGER'S BAGELS
AUTHENTIC NEW YORK STYLE

> My Account

YOU HAVE 0 POINTS AS OF 04-30-2021

WELCOME TO THE
INNER CIRCLE!

Get a **FREE**
BAGEL with
CREAM CHEESE

- WE'RE STILL OPEN & BAKING -
GRAB & GO · CALL AHEAD
DELIVERY* | **DOORDASH**
*available at participating bakeries

Thanks for joining the Bruegger's Bagels Inner Circle!
You are now a Bagel Insider and can count on being the first to know about new menu items, promotions and deals exclusive to our Inner Circle members. To start you off, enjoy one of our fresh-baked bagels with cream cheese for free. It's our way of saying thanks, and that there's a lot more to come!

This reward has been loaded into your account. Valid for one Bagel with Cream Cheese only. Excludes gourmet and specialty bagels. Reward valid for 14 days. One (1) reward per person. Not valid with any other offer, discount or promotion. No substitutions allowed. Rewards & offers cannot be redeemed through DoorDash at this time.



Welcome to the Shack Fam!

[ORDER NOW](#)

There's a lot for you to look forward to, and you'll be the first to hear about...



[New menu items + chef collabs >](#)

"We never forget our culinary heritage, so we love teaming up with the world's greatest chefs."

- Randy Garulli, CEO



[Special events + more >](#)



[Exclusive IGTV recipes + content >](#)

You can find more information on automated emails in [section 5](#) of this guide.

For instance, Shake Shack's welcome email explicitly outlines what subscribers can expect from the regular emails, including updates on the launch of new menu items, special events, and more. On the other hand, when you sign up for Bruegger's Bagels' email list, the bagel chain sends you a warm welcome email that includes an offer for a free bagel with cream cheese.

To ensure that your customers receive a welcome email immediately after filling out a subscriber form, you'll want to set up an **automated email**. Automated emails are prepared emails sent to your subscribers automatically from your ESP, based on a predetermined schedule or specific triggers. A trigger can be a specific date, event, or subscriber's behavior that tells your ESP to send out a corresponding email. In this case, your trigger would be a new subscriber signing up for your emails, and the action would be sending them the welcome email you created.

Ideally, your welcome email should be set up to send within 24 hours of sign-up to remind subscribers that they have explicitly opted-in to your email list. This reduces the odds that they'll report your restaurant's emails as spam. Your welcome email should also include a clear "unsubscribe" button, so that those who may have accidentally signed up for your email list have the ability to opt-out.

3. Segment Your Contact List

As you begin to accumulate email subscribers from your website, loyalty program, and other channels, your next step is to segment your contact lists. **Segmentation** refers to the division of your email subscribers into smaller groups based on specific criteria (i.e. location, previous orders, loyalty program membership, etc.).



By segmenting your emails into different groups, you can create emails that speak to specific interests or behaviors, rather than trying to create one message that caters to everyone. For instance, customers who regularly come in for brunch are much more likely to open an email about your new brunch menu, than customers who have only ever dined with you during dinner.

Segmentation is made even easier when your email software is integrated with your restaurant loyalty program. This allows you to segment your emails based on very specific diner behavior and create relevant offers to match. For instance, with TouchBistro Loyalty's email integration, you can design and distribute targeted promotions based on order history, visit frequency, average spend, and more. And the more targeted your promotions, the more likely your subscribers are to take the desired action.

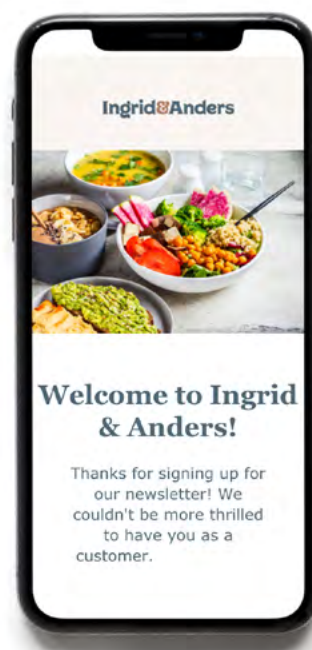
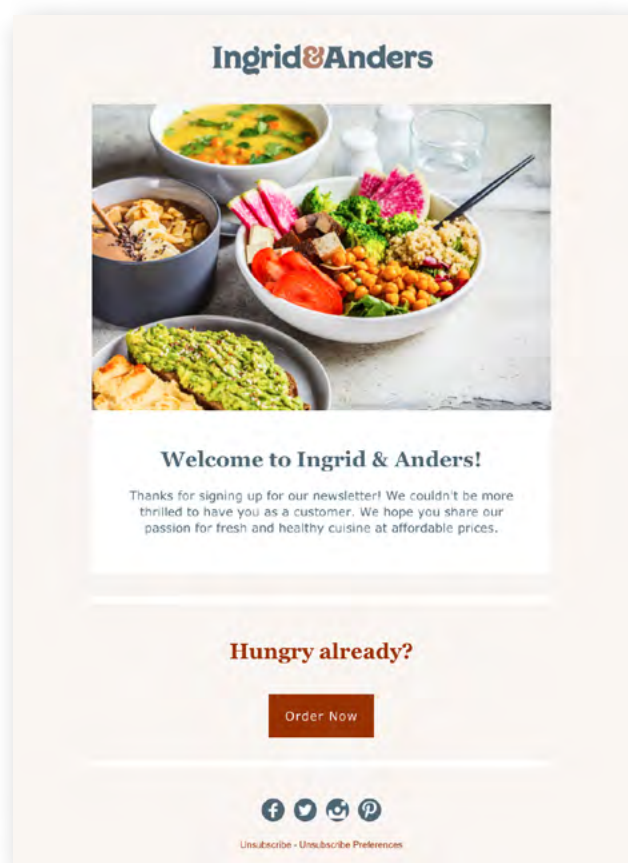


4. Design and Write Your Emails

With all the technical aspects of email marketing covered, now it's time for the fun part: designing and writing your emails.

Designing Your Emails

Fortunately for today's restaurateurs, designing eye-catching emails has never been easier. Most ESPs feature ready-made templates that are specifically designed for food and beverage businesses. You can then customize these templates to match your restaurant's unique branding with an adaptive, drag-and-drop email builder. In most cases, you can customize the font, images, and more, ensuring that every email boasts a consistent look and feel.



The most effective designs are often the simplest ones.

When designing your emails, keep the following in mind:

1. Consistent branding: The colors, fonts, photography, logo, and other imagery in your email should always align with your website and other marketing channels.

2. A logical layout: Choose a layout with a logical flow that draws attention to the multiple text blocks and images you are featuring. Keep in mind that your best content should always be featured first (“above the fold”) so that customers will see it immediately without having to scroll down.

3. Limited content blocks: Use different content blocks strategically to highlight key pieces of information, but don’t try to cram too much into one email – aim for no more than three content blocks in each email.

4. High-quality images: In order to leave a positive impression on your subscribers, any images should be high-quality, and not blurry or pixelated. Aim to have a resolution of at least 72 dpi and then increase the dimensions so the images will be clear and sharp. In terms of size, aim for 600 to 650 pixels so your images won’t stretch out and become blurry when viewed on desktop.

5. Check for mobile optimization: Remember, [81% of people](#) prefer to open emails on their phones, so you should always preview your emails on mobile and desktop to make sure the design is clean and consistent on all devices – something that most ESPs allow you to do.

6. Aim for simplicity: The most effective designs are often the simplest ones. Avoid overwhelming your subscribers by adding too many different fonts, colors, images, and text to your emails.

Writing Your Emails

Design is one thing, but you also need to think carefully about what you write in your emails – from the subject line to the information in the footer.

Master the Subject Line

Your subject line plays a key role in whether your email will be opened or not, so you need to think carefully about every word you choose.

Ideally, your subject line should be no more than 41 characters, and it should be enticing, but also relevant to the content inside the emails.



Pro Tip: Not sure what kind of subject line will resonate most with customers? Most ESPs will let you test different subject lines to see which messaging results in the highest open rates. You can find more information about A/B testing in [section 6](#) of this guide.

Include Preheader Text

Preheader text is the text that directly follows your subject line and allows you to provide readers with a little more context about what’s inside the email. Your preheader text should be somewhere in the range of 40 to 130 characters long so that it will fill the screen on both mobile and desktop.

- 1 Sweet Hart Kitchen Inbox Our Holiday Menu is here with a special Black Friday discount!
- 2 SOSO FOOD CLUB Inbox 🍷 New Crushable Summer Wines 🍷 - times, so we've put together a new under \$20 section of great wines without a hefty price tag.

¹Take the example of Sweet Hart Kitchen. To promote its holiday menu, the brand created a simple subject line that explains exactly what the email is about, but they also included the mention of a special “Black Friday discount” to encourage subscribers to actually open the email and learn more.

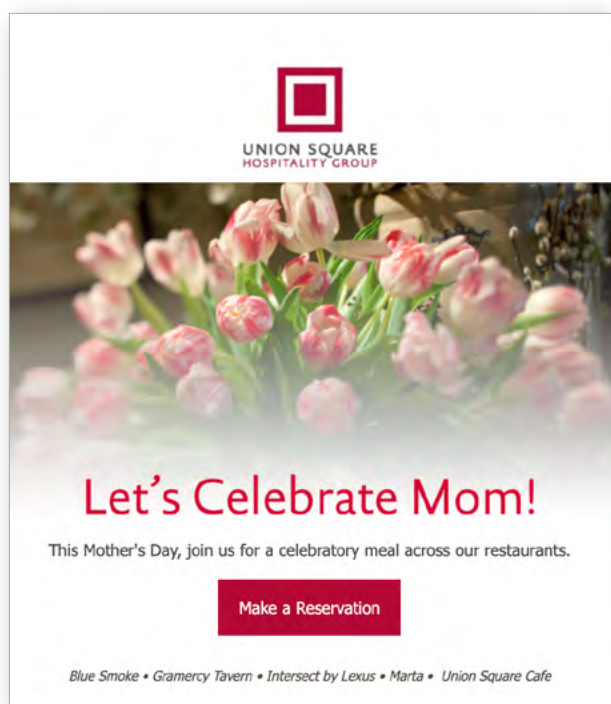
²For example, the subject line for this email from Soso Food Club lets subscribers know that the restaurant is introducing a new wine selection, while the preheader text provides additional information about the price.



Start With a Strong Headline

When your subscribers open your email, they should immediately see a headline that tells them what the content of the email is about. Your headline should be interesting, but also informative. As a rule of thumb, keep your headlines short and simple.

For example, this email from Union Square Hospitality Group encourages subscribers to book a Mother's Day reservation at one of its restaurants with the simple headline "Let's Celebrate Mom!"



Writing the Body of Your Emails

Now it's time to get to the meatiest part of your emails: the body.

Populate the content blocks in your template with text to inform and educate your subscribers. You should aim to keep things concise and try not to overload the reader with too much information. Remember, you can always include links back to your website if you want your subscribers to learn more.

When writing your emails, pay attention to your tone and make sure it aligns with your brand. For instance, if your audience is Instagram-savvy Millennials, you might use popular abbreviations and even emojis. However, if your audience is more mature, stick to a formal tone.

Unsure of what to cover in the body of your email? Here are some ideas to get you started:

■ **Special events and offers:** If you're hosting an upcoming event or you're running a limited-time offer, use email as a way to promote it.

■ **News and updates:** Let customers know what's going on at your restaurant – whether it's a new menu item, a collaboration with another local business, updated business hours, or something else entirely.

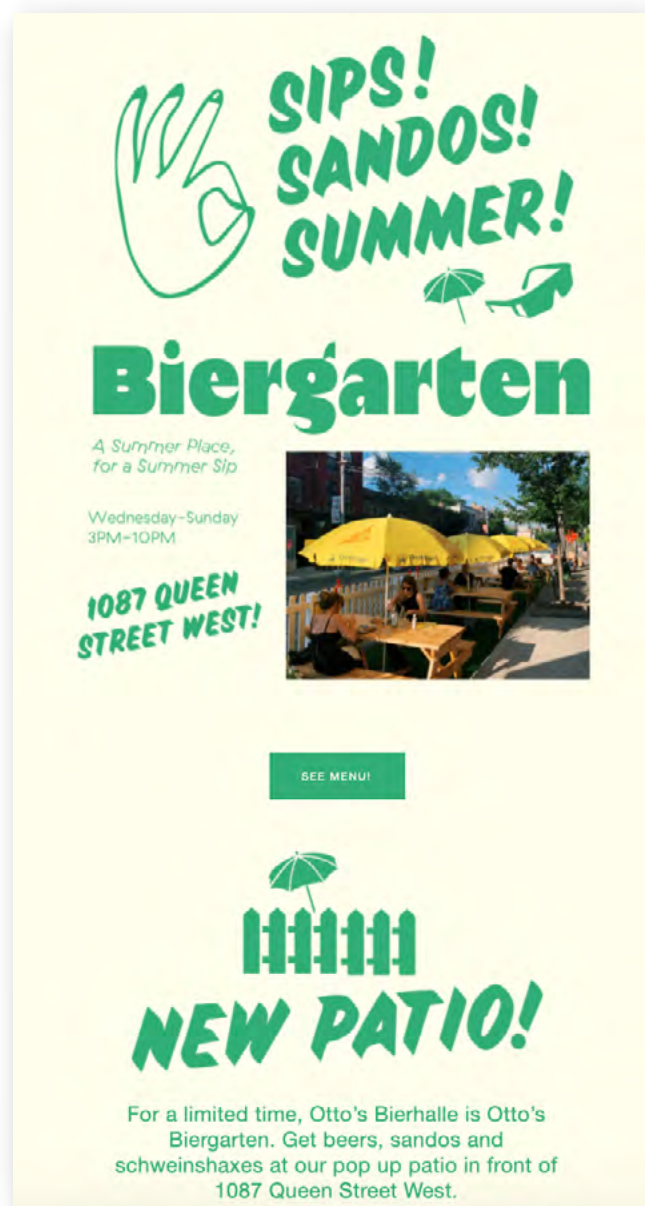
■ **Recipes, guides, and tutorials:** Engaging content such as recipes and cooking tutorials can encourage readers to interact with your restaurant in a whole new way.

■ **Staff or customer stories:** Sharing stories about your staff or your loyal customers can be a great way to put faces to your restaurant.

■ **Testimonials, reviews, and other press:** Did your restaurant just receive a rave review in the local paper or some incredible feedback on social media? Share these positive testimonials with your subscribers.

■ **Blog articles and social media content:** If you have a blog or an active social media account, share your recent posts with your subscribers.

Just take this example from Otto's Bierhalle. The email announces the opening of the restaurant's new patio in just a few short sentences detailing all the need-to-know information.

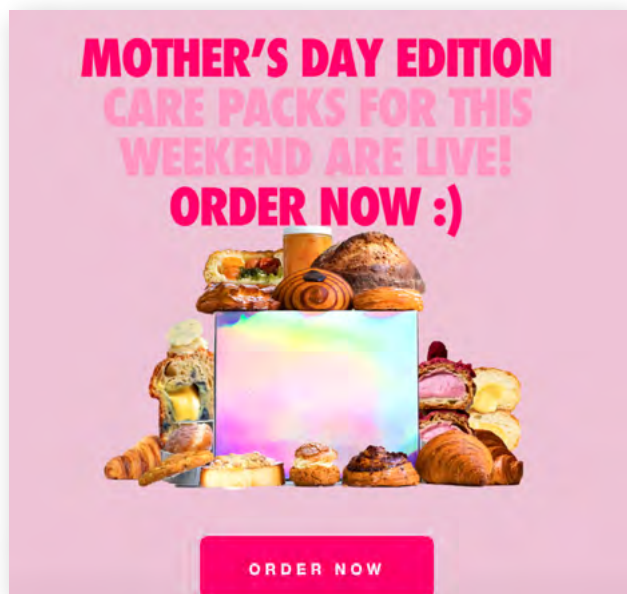




Add a Call to Action Button

After filling out the body of your email, you'll want to encourage subscribers to take that next step by adding a **call to action (CTA) button** – a prompt that tells the reader to take a specified action. This can be something as simple as a button that says “Read More,” or it can be a more specific action such as “Order Now” or “Make a Reservation.” Just make sure the text you add to your CTA button matches the rest of the content in your email.

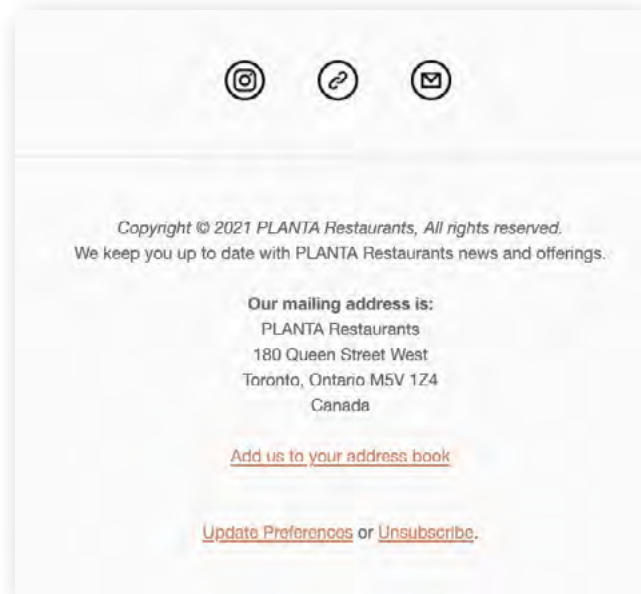
For instance, this email from Supermoon Bakehouse includes a clear “Order Now” CTA button after announcing the launch of its Mother’s Day care packs.



Don't Forget Your Contact Information

No email is complete without your contact information. At the end of each email, you should include your website information, physical location address, phone numbers, social media profiles, and any other necessary contact information. Most ESPs make this easy to do by letting you set up a footer that will automatically add this information to each email you send.

For example, PLANTA Restaurants has set up a straightforward footer for all its emails that includes links to its social media and website, as well as the restaurant’s physical address.



5. Automate Your Emails

In addition to sending out business-as-usual emails, you should also create **automated email campaigns** for your restaurant. As mentioned, automated emails are prepared emails sent to your subscribers automatically from your ESP, based on a predetermined schedule or specific triggers. Though you cannot automate all your emails, automated campaigns can be a valuable way to continue nurturing your customer relationships.

Generally speaking, there are two types of automated email campaigns:

Lifecycle Campaigns

Lifecycle campaigns are tailored to the individual characteristics of your guests and allow you to send emails throughout the customer's lifecycle. For instance, you can set up emails that will send to a guest after their first purchase, on their birthday, one year after they subscribed to your mailing list, and so on.

If you use a loyalty program like TouchBistro Loyalty, you can set up automated lifecycle emails around even more specific diner behavior. For instance, you could set up an automated campaign that specifically targets subscribers who have ordered a burger from you in the last 60 days.

Trigger Campaigns

On the other hand, **trigger campaigns** allow you to send emails based on triggered behavior. For instance, if a customer joins your loyalty program, this could trigger an email sending them a 10% off coupon as a thank you for signing up. The welcome email that sends after someone fills out the subscriber form on your website is another example of an automated email based on triggered behavior.

Virtually any kind of customer activity (or even inactivity) can be turned into a triggered email campaign so think carefully about what kind of automated emails you can set up.



6. Analyze and Optimize

The last, and perhaps most important, step in launching an email marketing campaign for your restaurant is to analyze and optimize all the data coming in.

Tracking Your KPIs

Email marketing provides you with a lot of data that you can continually measure, track, and optimize over time. Though there are many different data points to pay attention to, these are the **key performance indicators** (KPIs) that you want to pay the closest attention to:

■ **Delivery Rate:** This is the percentage of emails you send that are actually delivered to people's inboxes. This figure can be affected by incorrect email addresses or email filters that may cause your messages to bounce.

■ **Open Rate:** The percentage of people who open your email.

■ **Click Rate:** The percentage of people who click on something in your email.

■ **Click-Through Rate (CTR):** This number is calculated by taking the total number of clicks an email receives and dividing that number by the total number of delivered messages.

■ **Conversion Rate:** This refers to the percentage of subscribers who complete a goal action (i.e. placing an online order or booking a reservation) after receiving your email.

■ **Bounce Rate:** The percentage of emails that have not successfully reached recipients.

■ **Unsubscribe Rate:** The number of people who unsubscribe from your email list.

To give you an idea of what numbers to aim for, these are the average results for restaurant emails based on [Mailchimp data](#).

Average Performance for Restaurant Emails		
Average Open Rate	Average Click Rate	Average Unsubscribe Rate
19.77%	1.34%	0.28%

Keep in mind that these numbers are just benchmarks. As a general rule of thumb, you should always aim to keep your delivery rate, open rate, click rate, CTR, and conversion rate high. Whereas, you want to keep your bounce rate and unsubscribe rate low.

Optimize for Best Results

As you track your KPIs over time, you might notice that certain emails are not performing as well as you'd hoped. The best way to optimize your email performance is to conduct what is called **A/B testing** (also known as split testing).

In the context of email marketing, A/B testing means sending one variation of your email to part of your email list, and another variation of your email to the rest of your email list. The idea is that the results from the test should show you which version of the email had the best results.

You can use A/B testing to test virtually anything in your email. This could be something as simple as sending out two different subject lines to test which one generates a higher open rate. Or you could conduct a more complex A/B test that involves using two different types of email templates to see which one results in more clicks.

While this may sound complicated, most ESPs make it easy to create two different variations of your email and automatically send it to two different subsets of your email list. And once you have the results,

you can use that information to optimize future emails for better performance.

For example, let's say you tested out two different subject lines for your happy hour promotion and achieved the following results:

Subject Line	Open Rate
Version A: Join us for Friday happy hour!	26%
Version B: 50% off craft beers – Friday only!	41%

From this test, you can see that subscribers were much more likely to open the second email. Based on this information, you now know that you should highlight the value of an offer in the subject line whenever you send an email about a new promotion.



Email Marketing Best Practices

While we've covered all the basics of email marketing for restaurants, there are a few best practices to keep in mind as you get your new email strategy up and running:

DO:

■ **Send emails regularly:** [87% of customers](#) say that they prefer to receive restaurant email marketing messages at least monthly – and 63% want to receive them at least weekly! For a happy medium, aim to send 3 to 4 emails per month.

■ **Think carefully about the day and time you send your emails:** Some studies suggest that [Tuesday at 10 a.m.](#) is the best time to send your emails to ensure high open rates and CTRs. However, every audience is different and you may want to test sending out your emails on different days and at different times to see what generates the best results for your specific email list.

■ **Personalize your emails:** If you use a restaurant loyalty program that collects your customer's contact information, such as their name, you can personalize your emails. This can dramatically improve the performance of your emails with [Experian reporting](#) that personalized promotional emails have 29% higher unique open rates and 41% more unique click-through rates.

■ **Audit your communications regularly:** Review your emails (especially any automated campaigns) regularly to ensure your messaging stays relevant, engaging, and considerate to your audience.

■ **Make your emails accessible:** Make sure your emails are accessible to those with visual impairments by adding **alt text** to your images (written copy that appears in place of an image). This allows people using a screen reader to better understand the context of the email.



Pro Tip: To see how accessible your emails are, you can use a handy tool created by accessible-email.org. Simply copy and paste the URL for the online version of a past email and the tool will identify how you can improve your emails to make them more accessible.



DON'T:

■ **Purchase contact lists:** There are many reasons why purchasing emails is a bad idea, but most significantly you could face fines for violating anti-spam laws.

■ **Use false or misleading subject lines:** It might be tempting to create subject lines with irresistible offers, but if the content of your email doesn't match, your messages will start ending up in your subscribers' spam folders – something that can tank your deliverability rate.

■ **Include too many CTA buttons:** Too many CTA buttons can cause decision paralysis. Focus on the specific action you want your subscribers to take and tailor your CTA button accordingly.

■ **Make it difficult to unsubscribe:** Even though your goal is to grow your email list, it's also important to understand that sometimes people will want to unsubscribe – whether it's because they've moved away from the area or they simply no longer find your content relevant. Regardless of the reason, make sure the unsubscribe process is easy for those who want out.

■ **Do everything yourself:** From templates to A/B testing, a great ESP can do a lot of the heavy lifting for you. Instead of taking a DIY approach, invest in an email provider that will save you countless hours each week.

Conclusion

No matter what kind of restaurant you run, a dedicated email marketing strategy is essential to driving new business and keeping your guests informed. With the help of this step-by-step guide and the right ESP solution in your toolkit, you have everything you need to get your email strategy up and running. Of course, don't be afraid to get creative and let your restaurant's personality shine. Make sure to fail fast, learn, and optimize your efforts for next time.





TouchBistro Loyalty

Ready to get started with email marketing for your restaurant? Get everything you need (and more!) with TouchBistro Loyalty*.

TouchBistro Loyalty helps you turn first-time guests into lucrative regulars, and regulars into promoters with a loyalty program that helps your restaurant create personalized and rewarding experiences for every guest.

With TouchBistro Loyalty You'll Get:

■ Marketing Tools to Help Propel Sales

Drive repeat business and increase guest spend by sending behavior-based targeted offers via email marketing or in-app messages from very own Customer Web App.

■ A CRM to Help You Deliver an Exceptional Guest Experience

TouchBistro Loyalty doubles as a customer relationship management (CRM) platform, letting you capture guest details like last visit, orders places, number of visits, dollars spent, points earned and redeemed, birthdays, and more.

■ Rewards You Can Customize for Your Business

Tailor your loyalty program to meet the needs of your bar, food truck, FSR, or QSR with a rewards system based on guest spend, orders placed, or number of visits.

■ A Customer Web App to Increase Guest Engagement

Our easily customizable Customer Web App lets diners keep track of all their rewards and see promotions all in one place.

*TouchBistro Loyalty is currently only available to venues located in the United States and Canada.



Mustard Seed Cafe

Michael Perkins

TouchBistro Loyalty has definitely helped us drive repeat business. We love the flexibility of it. We can build any type of program we dream of, with points, discounts, buy-one-get-one – the options are endless!



Want to learn more about TouchBistro Loyalty?

[Book a Demo](#)

