

MARKETING MASTERCLASS

Increase Your Restaurant's Sales
by 25% or More
in as Little as 3 Months



Welcome!
We will begin at 1pm PST/4pm EST

 Restaurant owner.com

1

MARKETING MASTERCLASS

Increase Your Restaurant's Sales
by 25% or More
in as Little as 3 Months





Bent Hansen
OWNER, LOS GRINGOS LOCOS

 Restaurant owner.com

2



Meet Bent Hansen

Owner, Los Gringos Locos · Est. 1996

 \$800K → \$4M
Grew sales at a single location

 Ranks #1 Locally
on Online Review Sites

 Works 27 Hours a Week
Built systems so he can work less and enjoy life

3

If You
KNOW You
Should Be...

 Making MORE Money

 Working 'ON' your business

 Spending MORE time with family

You're Right.

4

I am an Independent Restaurant Owner
Just Like You



5

I am an Independent Restaurant Owner
Just Like You

Restaurants
Are In My Blood.



6

I am an Independent Restaurant Owner
Just Like You

Restaurants Are *In My Blood*.



7

7

Then Reality Hit



I worked 18 hour days/ 6 day a week.



I NEVER paid myself.



Customers did not "stream in".

8

8

My Marketing Strategy...

Something Had To Change.



9

9

WHY I'M HERE TODAY

I Believe in Independent Restaurants



10

10

WHY I'M HERE TODAY

I Believe in Independent Restaurants



11

11

WHY I'M HERE TODAY

I Believe in Independent Restaurants



12

12

WHY I'M HERE TODAY

I Didn't Have a Restaurant Problem.

I had a Marketing Problem.



13

13

Everything Changed.

\$1.25M → \$4M

And I work just 27 hours a week.

14

14

Turns Out...

A Restaurant CAN Make a Ton of Cash.

And give you your life back.



15

15

Realization #1

Your Restaurant Is A Leaky Bucket



16

16

You're Constantly Losing Customers

Move AWAY

NEW Job

FORGET About You

LOST to Competition

No INVITE or INCENTIVE

No WOW Experience

No RELATIONSHIP



17

17

You're Constantly Losing Customers

Move AWAY

NEW Job

FORGET About You

LOST to Competition

No INVITE or INCENTIVE

No WOW Experience

No RELATIONSHIP



18

18

Realization #2

Good Food & Service

Is NOT Enough

↓

That's the Transaction Business.

It gets someone through the door once.

19

TRANSACTIONS AREN'T ENOUGH

We Have To Build

Relationships



Good Food & Service



WOW Experiences



Customer Connections



Effective Marketing



Reward Loyalty

20

Realization #3

Not All Customers

Are Equal

Your Business is a

Profit Pyramid.



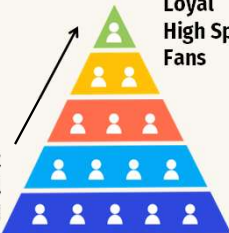
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Your Business is a

Profit Pyramid.

Infrequent Transactional Low Spend

Frequent Loyal High Spend Fans



22

These 3 Realizations

Changed My Business

1

We Must Plug The Leaks

2

We Must Run A Relationship Business

3

We Must Move Customers UP Our Profit Pyramid

23

When Everything Was Put To The Test

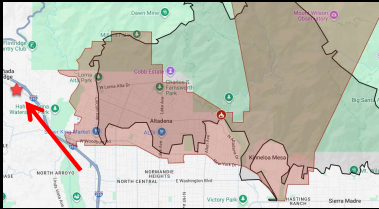
The California Wildfires



24

4500+ Homes Destroyed In My Trade Area

ALTADENA FIRE



25

These Systems Became a Lifeline

The California Wildfires



26

These Systems Became a Lifeline

\$70,000+ Raised For Our Staff



27

Have a Customer Database



28

NOBODY Wakes Up Thinking About Your Restaurant



29

We Know Exactly WHO Our Customers are

You Must Have a Customer Database

✓ Track Visits & Spending

✓ Reward Them

✓ Communicate with Them

✓ Invite them Back

✓ Influence Their Behavior!

30

31

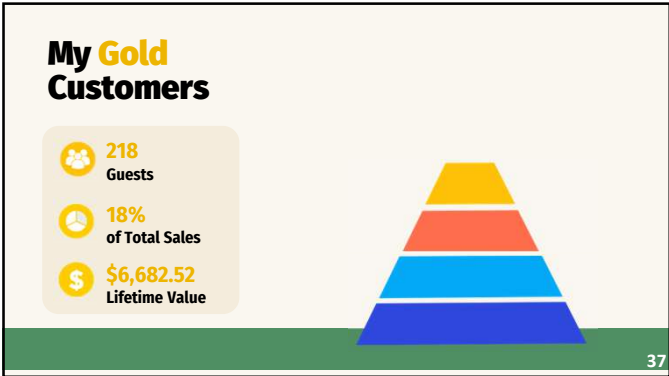
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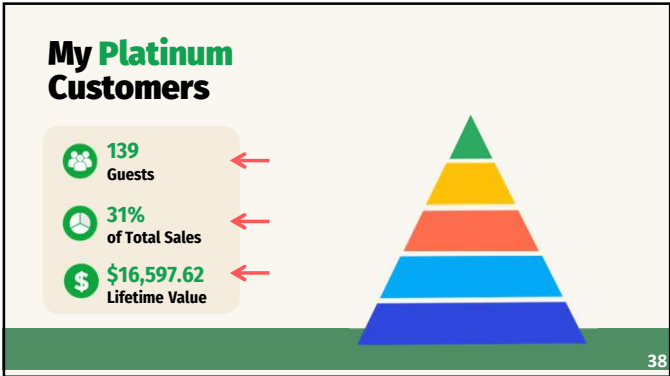
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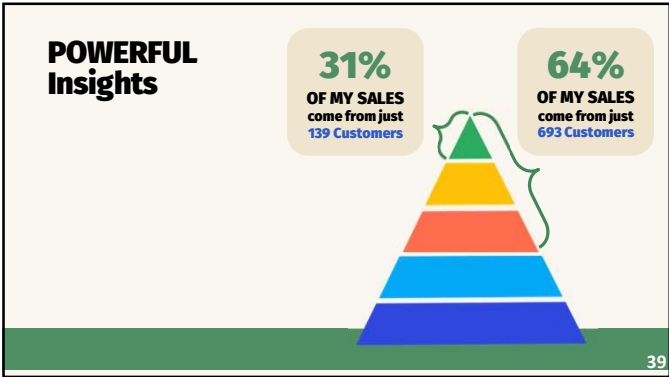
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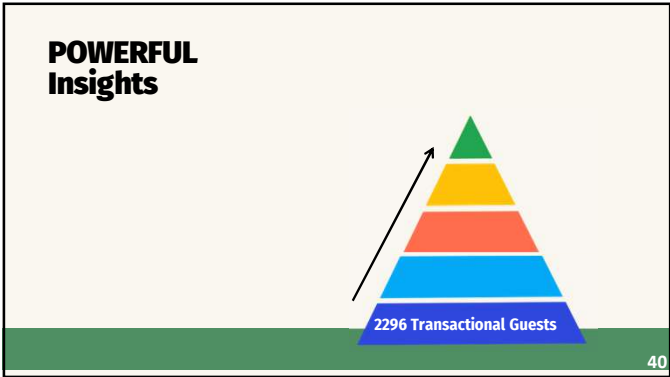
37



38



39



40



41



42

We Reach Out
To Our Customers
In Multiple Ways



43

Email is Powerful
When Customers
WANT to Hear
from You

Industry
Average

<18%

Open Rate

44

We Give Our
Customers a
Reason to Open
Our Emails

43+%

My Average
Open Rate



Special events,
valuable offers,
humor and nostalgia.

45

We Give Our
Customers a
Reason to Open
Our Emails

43+%

My Average
Open Rate



Re: **Secret Phrase** for
Margarita Discount -
Open to find it!

46

Email is Only
One Way
I Stay Connected



Great for stories
& updates.



Fast, immediate
and personal.



Instant
notification to our
app members.



Gets noticed.
Gets results.

47

A Life-Line
During Crisis



When faced with a crisis, it's not about the possessions left behind—it's about taking care of each other

Dear Friends of Los Gringos Locos,

THANK YOU for all the messages of support, concern, and encouragement. As you may know, we were able to open Saturday night and have continued to be open. It was an emotional time for all the team to come and work together as we prepared Los Gringos for re-opening. To see the restaurant fill and be side by side with you and each other was a moment we will never forget.

The staff that were effected and continue to be effected were especially thankful for a bit of normalcy, distraction, and personal

48

One Channel I Never Ignore

49

Celebrate Customers at Every Opportunity

50

What's the #1 Dining Out Occasion of the Year?

51

We Celebrate *Birthdays &* Milestones

RESULTS OVER THE PAST 12 MONTHS

39.22%
Visited

\$61,440.69
In Sales

52

We Celebrate *Birthdays &* Milestones

RESULTS THIS YEAR

39.22%
Visited

\$61,440.69
In Sales

53

We Celebrate *Birthdays &* Milestones

RESULTS IN ONE MONTH

**Spent
\$146.81**

54

We Celebrate Birthdays & Milestones

RESULTS IN ONE MONTH

Spent
\$146.81

Generated
\$8026.13

55

It's NOT Just Us.

Real Restaurants.
Real Results.

RESULTS THIS YEAR

22%
Visited

\$32,290.53
In Sales

48.7%
Visited

\$33,589.97
In Sales

56

We Turn the Calendar Into Opportunities

Visited
31.1%

Generated
\$22,668.26

57

It's NOT Just Us.

23.8%
Visited

\$7,776.62
In Sales

58

Market Message Media

59

Reasons To Celebrate

60

Reasons To Celebrate

30



61

Reasons To Celebrate



62

You Say Yes.

They do The Work.

Customers Come Back.



63

You Say Yes.

They do The Work.

Customers Come Back.





64

Turn Lost Customers Into Returning Customers



65

We Reach Out When Customers Stop Visiting



66

**We Reach Out
When Customers
Stop Visiting**

STEP 1

Last Visit
> 60 days

We Miss You!
EMAIL

STEP 2

Last Visit
> 120 days

Lost
POSTCARD



67

**We Reach Out
When Customers
Stop Visiting**

RESULTS OVER THE PAST 12 MONTHS

28.11%
Visited

\$24,048.50
In Sales



68

**We Reach Out
When Customers
Stop Visiting**

Spent
\$259.93

Generated
\$2,828.57



69

**We Reach Out
When Customers
Stop Visiting**

WE REACTIVATED

515

LOST CUSTOMERS

and plugged a hole in
our leaky bucket.

70

**It's NOT
Just Us.**

WEBSTERS
BISTRO & BAR

Pebbles
FAMILY BUFFET

Skimmers

93

165

57

LOST CUSTOMERS
REACTIVATED

71



"Royalty Rewards® is a
Game Changer."

72

Everything We Do Is 100% Measurable

73

Everything We Do Is 100% Measurable



Repeat What Works.



Stop What Doesn't.



Decide Based on Facts. NOT Feelings.



Focus on What Makes Me Money.

74

Turn Happy Customers Into Positive Online Reviews



75

Positive Online Reviews are Mission Critical



92%...read online reviews to decide where to eat.



You MUST generate NEW Positive Online Reviews REGULARLY.

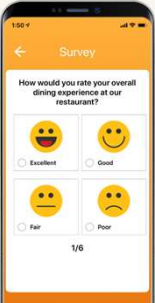


Most customers won't leave one unless you ask.

76

76

We Ask Our Guests Directly For Their Feedback



77

We Ask Our Guests Directly For Their Feedback



Respond to Unhappy Guests



Turn Negatives into Positives



Prevent Negative Reviews

78

78

</

Effective Loyalty Marketing Has to **DO MORE.**

1

VALUED BY GUESTS
Easy to access and use.

2

DRIVE BEHAVIOUR
Increase visits and spend.

3

MULTIPLE MEDIA
Reaches guests multiple ways

4

CUSTOMIZED & SUPPORTED
NOT DIY Software

5

MEASURABLE
Produces a real ROI

85

My Members Spend More.

\$47.19

Non Member Average

\$58.46

Reward Member Average

\$47.19

Non Member

\$58.46

Member

86

That Difference Adds Up Fast.

+ \$11.27

per ticket

x 1985

Monthly Visits

= \$22,370.95

in Additional Monthly Sales

87

He left Royalty Rewards® for a POS Loyalty program.

THEN HE CAME BACK.

David Palumbo

Original Char Broil House - Rochester, NY

65-Year Landmark Family Restaurant

88

He left Royalty Rewards® for a POS Loyalty program.

THEN HE CAME BACK.

David Palumbo

Original Char Broil House - Rochester, NY

65-Year Landmark Family Restaurant

89

He left Royalty Rewards® for a POS Loyalty program.

THEN HE CAME BACK.

David Palumbo

Original Char Broil House - Rochester, NY

65-Year Landmark Family Restaurant

90

91

92

93

94

95

96

Good Ideas
Aren't Enough.

97

97

Good Ideas
Aren't Enough.

What I Know
I SHOULD
Be Doing

BRIDGE THE GAP

What
Actually
Gets Done

98

98

My Bridge is
Royalty Rewards®


My "ROI Driven"
Marketing Partner

99

99

They Helped
Me Build This.



\$1.25M

→

\$4M

100

100

And Helped
Me Get Here.



101

101

Remember the
Leaky Bucket?



102

102

Remember the Relationship Business?



Good Food & Service



WOW Experiences



Customer Connections



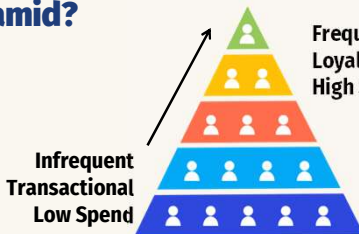
Effective Marketing



Reward Loyalty

103

Remember the Profit Pyramid?



Infrequent Transactional Low Spend

Frequent Loyal High Spend

104

It's More Than Points & Rewards.

POS Points Program

✓ Tracks Points

✓ Issues Discounts

Royalty Rewards®

✓ All that plus...

✓ Drives Return Visits

✓ Increases Spending

✓ Builds Relationships

✓ Measures ROI

✓ Dedicated Coach

105

It's a Complete Marketing Solution

Rewards

Multi Media

Surveys

Online Reviews

106

It's a Complete Marketing Solution

Rewards

Multi Media

Surveys

Online Reviews

Reports

Full Support

107

It's a Complete Marketing Solution

Rewards

Multi Media

Surveys

Online Reviews

Reports

Full Support

108

Generates

\$32.67

for every \$1.00

Rewards

Multi Media

Surveys

Online Reviews

Reports

Full Support

109

Everything You
Need To Build
Your Database

Mobile App (Customized with
YOUR colors, logo, location)

110

Everything You
Need To Build
Your Database

How Customers ENGAGE (View
Point Balance, Rewards, Surveys)

111

Everything You
Need To Build
Your Database

Professional, Customized
Signage to get customers to join

Get A Free
\$10.00 Off
Your Next
Visit

Scan QR Code
to Join Today

Get A Free
\$10.00 Off
Your Next
Visit

Scan QR Code
to Join Today

112

As Soon As
They Join,
The Marketing
Starts

113

Marketing That
Runs Automatically

Welcomes

Immediately
after they
join

Birthdays

For their
birth month

Anniversaries

For this
milestone
month

Lost Customer

Win back
inactive
customers

Awards

Earned
based on
spending

114

Marketing That
Actually Delivers


Welcomes
\$6 to \$1


Birthdays
\$16 to \$1


Lost Customer
\$8 to \$1


Awards
\$59 to 1

115

Reach Your
Customers Every
Way That Matters


Get seen on their phones.

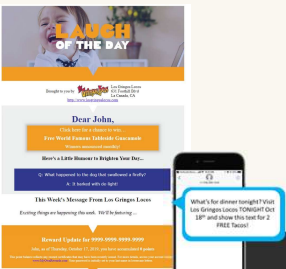

Gets noticed. Gets in their hands.


Share emails updates and news.


Timely texts that fill slow nights.

116

Use Email &
Text Whenever
You Need



117

Get Feedback
After Every Visit



118

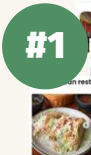
And Turn
Happy Customers
Into Positive
Reviews





119

And Turn
Happy Customers
Into Positive
Reviews



#1





120

Know Exactly What's Working & What Isn't

Program Activity & Trends

At a Glance

Yesterday

Activity

Month Average

Total Active Members

3,697

Lifetime Sales

\$13,720,839.96

Lifetime Visits

347,455

Est. Lifetime Value of a Cardholder (5yrs)

\$3,574.04

Transactions At A Glance

Net Sales At A Glance

121

You Get A Dedicated Marketing Coach



A direct line to marketing
expertise, support & guidance

122

You Get A Dedicated Marketing Coach



A direct line to marketing
expertise, support & guidance

123

She didn't need another MARKETING TOOL.
She needed the marketing to actually GET DONE.

Andrea Conrad

Conrad's Hospitality Group - Baltimore, MD
4 Brick-and-Mortar Concepts (2 Restaurants & 2 Markets)

124

She didn't need another MARKETING TOOL.
She needed the marketing to actually GET DONE.

Andrea Conrad

Conrad's Hospitality Group - Baltimore, MD
4 Brick-and-Mortar Concepts (2 Restaurants & 2 Markets)

125

She didn't need another MARKETING TOOL.
She needed the marketing to actually GET DONE.



Andrea Conrad
Conrad's Hospitality Group

Andrea Conrad

Conrad's Hospitality Group - Baltimore, MD
4 Brick-and-Mortar Concepts (2 Restaurants & 2 Markets)

126

A Marketing Blueprint for Your Restaurant Every Month

All you have to do is get on the phone.

Royalty Rewards®

September Marketing Blueprint

As a Royalty Rewards® Merchant, access to successful, proven marketing opportunities is at your fingertips every single month. This is the place you can find the TOP campaigns available to increase your sales and profits this month.

Each campaign includes options for mail, email, text, and digital communications (via the mobile app). Your Royalty Rewards® Coach can help you decide what is best for your business.

CHEERS TO FALL

ITS NATIONAL SEWING MONTH

THANK YOUR CUSTOMERS

ITS TIME FOR BACK TO SCHOOL

ECONOMIC STIMULUS PACKAGE

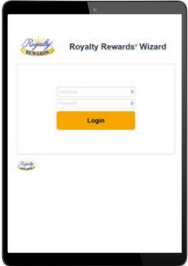
LET'S CELEBRATE HALLOWEEN

Interested in these Top September Campaigns? Click for more details or call your Coach at 1-888-353-5015.

127

Whatever Your Setup, We'll Make It Work.

Integrates with leading POS providers including **Toast**



128

IF YOU'RE THINKING...

"They would have come in anyways..."

129

IF YOU'RE THINKING...

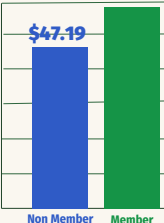
"They would have come in anyways..."

\$47.19

Non Member Average

\$58.46

Reward Member Average

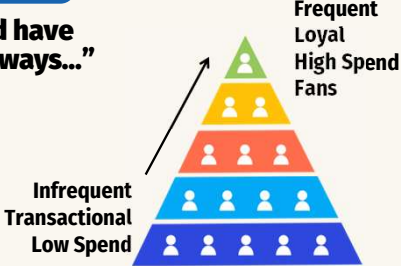


Category	Average
Non Member	\$47.19
Member	\$58.46

130

IF YOU'RE THINKING...

"They would have come in anyways..."



Infrequent Transactional Low Spend

Frequent Loyal High Spend Fans

131



"Royalty Rewards® has **driven results** for hundreds of RestaurantOwner.com members".

132

90 DAY FREE TRIAL

**Try Everything
I've Shown You Today**



**No Obligation.
Risk Free Offer.**

133

90 DAY FREE TRIAL

**Try Everything
I've Shown You Today**



**Committed to helping Independent
Restaurants Grow & Succeed.**

134

90 DAY FREE TRIAL

**Everything Included.
Nothing to Risk.**

- ✓ Mobile App Access (Customized)
- ✓ Professionally Designed Signage
- ✓ Rewards Program Platform
- ✓ Multi Media Marketing Campaigns*
- ✓ On Demand Email & Texting
- ✓ Guest Survey System
- ✓ Positive Online Review System
- ✓ Equipment, Reporting, Marketing Coach



*Direct Mail Includes Printing & POSTAGE: Welcome, Birthday, Lost, Anniversary, Awards

135

No time to plan campaigns. No time to send them.
They still get done.

Victor Mitchell
Fat Daddy's Smokehouse -East Point, FL
80% Tourist-Heavy BBQ Concept

136

No time to plan campaigns. No time to send them.
They still get done.



Victor Mitchell
FatDaddy's Smokehouse And Grill -East Point, FL
80% Tourist-Heavy BBQ Concept

137

No time to plan campaigns. No time to send them.
They still get done.



Victor Mitchell
FatDaddy's Smokehouse And Grill -East Point, FL
80% Tourist-Heavy BBQ Concept

138

He couldn't leave the restaurant without thinking about it constantly. **That changed.**

Patrick Gibbons

Alumni Sports Cafe · Pembroke, MA
86-Seat Sports Bar & Grill

139

He couldn't leave the restaurant without thinking about it constantly. **That changed.**

Patrick Gibbons

Alumni Sports Cafe · Pembroke, MA
86-Seat Sports Bar & Grill

140

He couldn't leave the restaurant without thinking about it constantly. **That changed.**

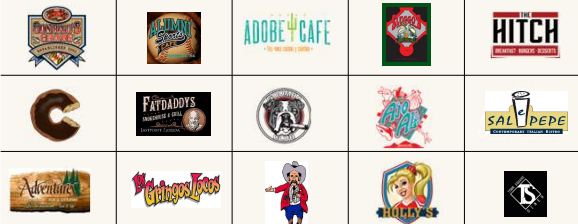


Patrick Gibbons

Alumni Sports Cafe · Pembroke, MA
86-Seat Sports Bar & Grill

141

Real Owners. Real Restaurants. Real Results.



142

Real Owners. Real Restaurants. Real Results.



143

90 DAY FREE TRIAL

Try Everything I've Shown You Today

Royalty Rewards

It Starts With A No Obligation Consultation

144

90 DAY FREE TRIAL

Try Everything I've Shown You Today

Royalty REWARDS

\$197 Fully Refundable Deposit They Take All The Risk.

145

BOOK A NO OBLIGATION CONSULTATION

Ready to See What It Can Do For You?

Click the Link in the Questions Box

Or Go To www.RoyaltyRewards.com/jim



146

BOOK A NO OBLIGATION CONSULTATION

Ready to See What It Can Do For You?

Click the Link in the Questions Box

Or Go To www.RoyaltyRewards.com/jim



147

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148

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