



**EMERGE STRONGER**

# Playbook

**THE  
RESTAURANT  
EDITION**

*Thanx* 



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**COMING SOON**

# Introduction

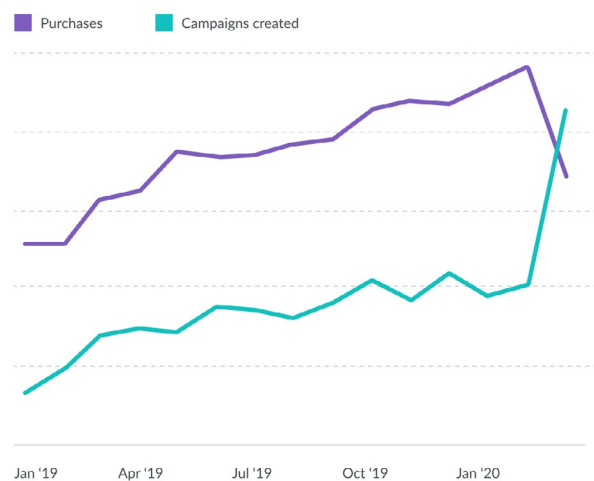
As a Thanx customer, you already know the value of marketing to your existing customers:

- Acquiring new customers is 6-7x more expensive than retaining existing customers.
- ~70% of your revenue comes from ~20% of your customers.
- Personalized marketing campaigns result in 4-10x greater engagement (e.g. more purchases) versus sending the same message to everyone.

Therefore, the most cost-effective strategy for rebuilding revenue when you're cash strapped is to focus on your existing customers. But you're not the only one trying to woo these customers — **for your message to stand out from the crowd, it needs to be personalized and relevant.** Thankfully you already have a strong CRM database to utilize!

The COVID-19 crisis has shined a light on the importance of knowing your customers deeply and being able to engage with them personally. That's why, despite a 70%+ decline in purchase volume in late-March, Thanx campaign activity skyrocketed more than 240%.

## Purchases and Campaigns created



Source: Thanx

From communicating safety precautions, to selling gift cards and meal kits, to sharing how you're bringing meals to healthcare workers, you've invested deeply in customer engagement in recent weeks...and the results are paying off:

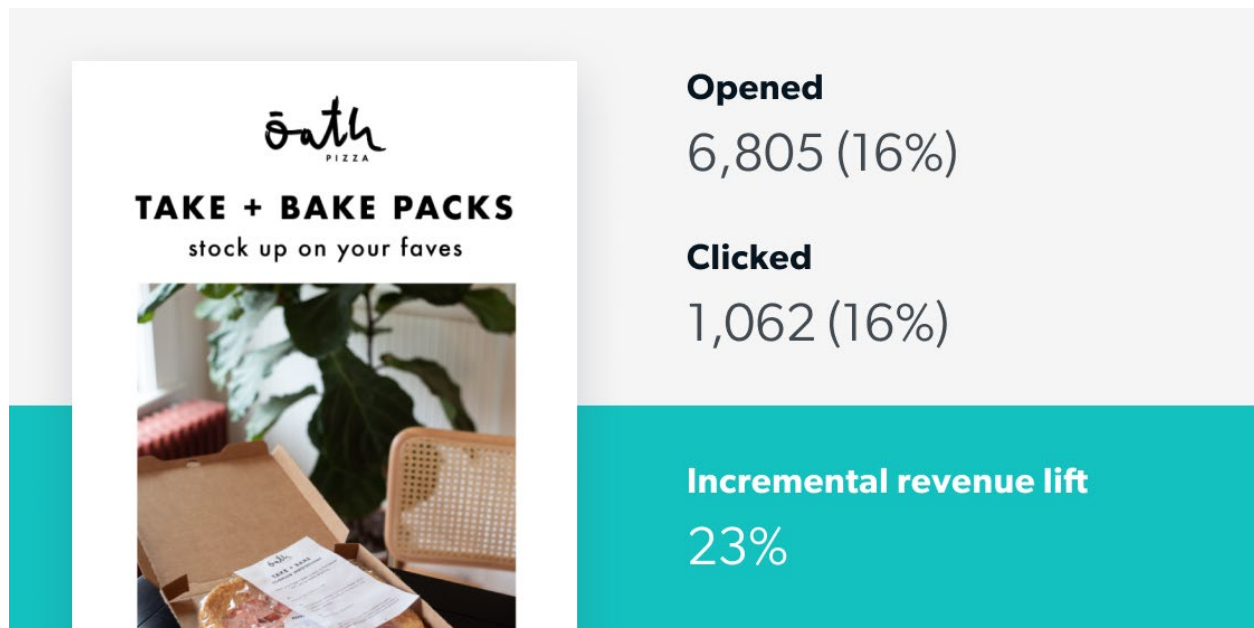


Image: Oath Pizza, Take + Bake campaign results.

**The return to dine-in will be no different.** The re-emergence over the coming weeks and months is expected to be “fragile, partial and slow.” In fact, government officials and business leaders predict operations likely won’t return to normal levels until an effective vaccine hits the market, which is estimated to be more than a year away<sup>1</sup>. **For this reason, your post-crisis marketing strategy must continue to focus on getting your known customers back to their normal behavior.**



## Why?

### CONCERN

Your marketing budget was cut, so you must do more with less.



### INSIGHT

Marketing to your known customers is more cost effective and has higher ROI than trying to acquire new ones.

Fewer diners consuming meals on-premises means driving traffic will be more difficult than ever.



Your existing customers are more likely to come back to a place they know and love.

More businesses bidding for mindshare of fewer meals results in acquisition costs increasing.



You already have a low-cost, direct line to your known customers.

More consumer emails suggests yours is more likely to get lost.



You have more data on your best customers making it easier to appeal to them and stand out from the crowd.

Unpredictable timelines mean being flexible and scrappy are a must.



With your known customers, you can see what's working and pivot accordingly.

The playbook is designed to help you accelerate the return of known customers, giving you the tools to maximize lifetime value and help you drive revenue in the door fast. Our goal is to get you back to pre-crisis revenue levels as quickly as possible... and, perhaps, even surpass previous volume knowing — as painful as it has been — a massive industry shake-up like this also represents an opportunity to capture additional market share if you're well-prepared.

The playbook is broken down into five strategies or “plays” to accelerate your business:

**PLAY 01**

**Maximize digital revenue**

**PLAY 04**

**Go on the offensive**

**PLAY 02**

**Win the “first visit” post-crisis**

**PLAY 05**

**Shift into overdrive**

**PLAY 03**

**Lock in LTV**

Though this guide was designed for Thanx customers, the plays within apply to any restaurant looking to Emerge Stronger from this crisis. While having Thanx is not a requirement for executing these strategies, having a CRM and targeted marketing engine are prerequisites for most of these plays. Exclusively for our Thanx customers, the playbook also includes detailed tools and resources to implement these strategies in the Thanx platform including:

- How-to guides
- Campaign planners
- Tip sheets
- And more!

If you have any questions or feedback, please email us at [emergestronger@thanx.com](mailto:emergestronger@thanx.com).