

Restaurant Revolution

Exclusive Business & Marketing Strategy

Clever Coupons Outline

- Clever Coupons – Restaurant Coupon Strategy. Period.
- The Secret Formula
 - Coupon → Service → Email → Repeat
- The Proof Is In The Results
 - Clever Coupons Will Become Even More Important As Competition Increases Due To Industry Growth And Advertising Clutter.
- The Mechanics
- Questioning The Standards
 - Doing The Exact Same Thing As Your Competitor Is A Bad Decision – Always.
- Some Definitions
 - Creativity, Ingenuity, Originality, Uniqueness And Positioning Is Key.
- What Is A Coupon.... Really?
- Coupon Psychology
- Coupon Psychology
- It's About The Backend
 - Up-sell, Cross-Sell, Bump
 - Email Addresses
- Goals And Measurements
- Some Things To Consider

- Example Layout (Basic)
- Participation
 - When People Participate, Their Minds Bond With Their Actions... In Your Favor.
 - Interactivity Is Attractive.
- Coupon Logic
 - Standard coupon
 - Pre-Requisite Coupon
 - Open Option Coupon
 - Living Coupon
- Bundling Coupons
 - Trade High-Margin Items For Traffic.
- “Just Because” Coupons
- Event Coupons – External
- Event Coupons – Personal
- Event Coupons – You’re The Host
- “Current Entertainment” Coupons

- Good Cause Coupons
- Participation Coupons
- Fun Coupons
- Fun Coupons – Participation Emphasis
- Holidays
- Merchandise
- The Future Is Exciting.