Your Competitors Lunch

ORDER NOW

Hope you're hungry... Because, you are about to eat your competitors lunch!
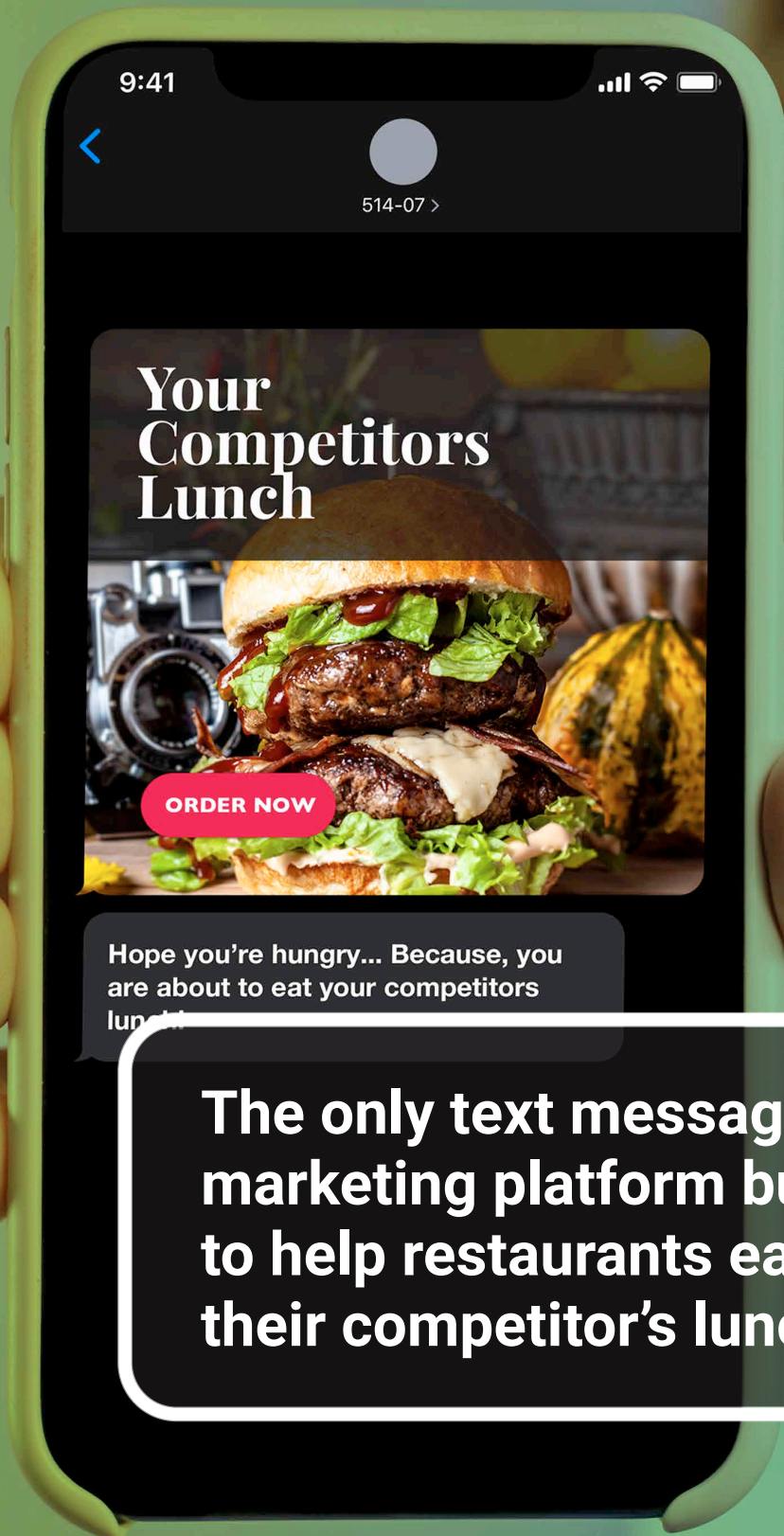
The only text message marketing platform built to help restaurants eat their competitor's lunch.

mobivity

The Challenge

If you're in the restaurant or foodservice business, you know how difficult it is to build an audience of engaged followers. New and traditional marketing channels, along with big shifts in consumer behavior, are really testing the assumptions about what it takes to connect with both regular and occasional guests.

Not only that, but the effects of the coronavirus and the popularity of 3rd-party delivery apps make it even harder to engage with even your most loyal fans. Without meaningful engagement, you're just not building the relationships needed to grow your business or your brand.

But how do you nurture those relationships that can help build brand affinity when your message can't get through? Emails don't get opened, social media is totally hit-or-miss, and your target peeps don't even know what network TV is. Heck, your carefully-crafted message might as well be written on a soiled napkin blowing through the parking lot.

If that wasn't bad enough, brands just aren't collecting the 1st-party data anymore with 3rd-party delivery apps coming between you and your customers. That's not a good recipe for success, unless you're the 3rd-party app.
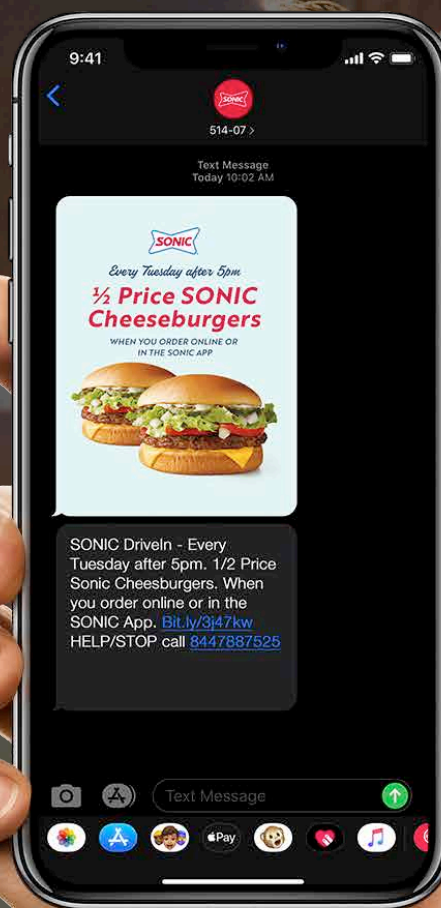
The Solution

Mobivity Text Message Marketing is a purpose-built messaging solution for restaurants and foodservice operators looking to develop the stronger relationships that lead to higher growth and brand affinity.

In fact, we've helped over 30,000 restaurants, including some of the biggest multinational brands, use text message marketing to grow their businesses. With a 98% open rate, text messages get seen more often than app notifications, emails, and social media.

Not only that, but text marketing can get customers to come back 26% more frequently and spend 13% more in the process.[1] And adding mouth-watering images, GIFs, and video to SMS messages is like icing on the cake!

And as an owned media channel, text messaging helps recapture the first-party data needed to personalize messages with exclusive offers and relevant news that can help build a strong brand connection with your guests. It's no wonder restaurant brands have a growing appetite for effective text marketing solutions.

Text marketing builds customer engagement, stronger relationships, and brand affinity.

26%
Increase in Guest Frequency

13%
Increase in Spend

1: Mobivity

mobivity.com

Make sure every message gets seen

Text messages have a 98% open rate, and with the ability to send images, videos, and GIFs, you know your message will be seen. And since text messages are opened within minutes, your timely offers around mealtimes and off-peak hours will arrive when they can be most effective.

Grow your subscriber base of active fans
Personalized offers and bounce-back coupons based on previous activity and purchase history lead to more frequent visits. In fact, marketers who use profile and behavioral data to segment their audiences see 3X higher conversion rates.[2]

Know what works and why
Our insights dashboard gives you the power to see exactly what's working and what's not. See which offers and promotions are driving visit frequency and higher ticket spend. Measure and compare redemptions by offer, daypart, market segment, and more.

First-party data to build your brand
Maintaining direct connections with your guests through a proven owned media channel helps build the first-party data needed to grow your business. Meaningful and personalized messages get noticed and allow you to share what matters to your guests, so you can build meaningful relationships that inspire more loyalty and repeat visits.

Messaging is just the starting point
Send attractive mobile messages to encourage mobile app downloads, social media followers, and email subscribers. Text messaging can also be the perfect complement and accelerator to your loyalty program. And Mobivity lets you start small and grow into a plan that works for you.

Mobivity Facts

20 MILLION	**25 MILLION**	**1 BILLION**	**30 THOUSAND**
Guests Enrolled	Offer Codes Sent Weekly	Texts Sent Annually	Restaurants Supported

2: Localytics

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Mobivity powers more mobile messaging programs for restaurants and foodservice brands than anyone else. Why?

The Platform Built for Foodservice
Purpose-built with 15 years of experience with the world's largest restaurant brands.

The Industry Experts
Over 30,000 restaurants and growing.

Enterprise-Grade
More than 1 billion text messages sent every year.

Get Up and Running Fast
Industry-leading marketing support to boost active subscribers.

Know What Works and Why
Exclusive Return on Marketing Spend (ROMS)™ and Perfect Attribution™ features tie every message to a transaction.

SUBWAY   Chick-fil-A   Famous Dave's   SONIC   Papa Gino's
Dutch Bros   Checkers   Rally's

No one knows more about building text marketing programs for restaurants than Mobivity.

To learn more about us, text TEXTING to 55333.

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