Unknown Speaker 0:12

Restaurant pros, it's David Scott Peters and welcome to episode 28 of the restaurant prosperity formula. I've been coaching restaurant owners since 2003 and the restaurant prosperity formula is based on what the most successful restaurant owners I've worked with do on a daily basis to achieve their success. The basic premise of the formula is centered around achieving prosperity, freedom from your restaurant and the financial freedom you deserve to achieve prosperity, you have to follow a very specific formula, made up of leadership, systems, training, accountability, and taking action. Today's topic sentence around Restaurant Marketing. Now I want to tell you about our guest today, Matt klappt avid marketer CrossFitter, author, speaker consultant in business coach Matt is a serial entrepreneur. Among his businesses, he is the owner of marketing networks, a restaurant marketing firm with clients nationwide. We had a lively conversation. Listening is Matt night take a deep dive into his new book restaurant marketing that works, and how you can implement his system for attracting customers while maximizing your marketing dollars. Following his AVR system. I want to welcome Matt clap to the show today. But first, a word from our sponsor. This episode has been brought to you by repeat returns, if you're an owner of a medium to high volume indepent restaurant multi unit or franchise operator, and you're looking for a proven and realistic solution to attract grow and retain customers, then you need to visit repeat returns. Repeat returns is a modern marketing platform created by a restaurant owner for restaurant owners. It studies, each customer's habits and patterns, predicts the most profitable outcome for your restaurant every single day and deploys and marketing to make that happen. You'll never lift a finger to see if repeat occurrence is right for you. Visit repeat returns. COMM forward slash DSP. Hey Matt, I'm so glad you're with us today welcome my friend. Thank you. Appreciate it, do me a favor. If people don't understand why I'm so excited to have you on we've spent some time together. When you've come visit here in Phoenix heck we went out on the on the lake and like rowing together and that was a blast. But what I really love about you is your background and how you got into marketing because it's not a straight path for you. It was really kind of a, it's an epic story and I'd love for you to share with our listeners, how the hell you got into marketing in the first place that journey you took.

Unknown Speaker 2:05

So, kind of a dorm I guess I have a couple roads running right next to each other, eventually get together so right out of college I went to TV and college and had the great hope that I was getting the next. Chris Barber on ESPN, realized that wasn't really a bad time to go take a look I want to wait 30 years to make $7 an hour, so I went into the advertising sales side and radio and really enjoy. I enjoy hearing the journeys of businesses, and that's how I first got introduced to the restaurant world because in the radio world. Everybody that was anybody that was taken so if you had a couch you had to claim to the car dealers were spending way too much on radio, already had. I locked in everybody that didn't have reps for the one location independent restaurants, and the reason to have reps because they really didn't need to be spending five to $6,000 on the radio. So I became friends with them and said hey there is an opportunity for you to be a radio, I do trade to take my clients to lunch. I've got a cool idea that we can position you really inexpensively on Friday and Saturday night, you do have cash and trade, you're in the radio station for 500 bucks a month. So next thing I know I've got about 30 Restaurant clients, and I was known as the restaurant trade guy across Cincinnati radio. At the same time, my dad and my brother got together with me my dad really got together, we went to open up a boat, RV dealership doing consignment boat and RV sales online. Now here's the funny part was none of us are technical, that my brother was an engineering side guy. My dad was a sales and market guy I was in marketing, sales, so I bought a book on Adobe Paceville, learn how to create a website in 1999 and we launched outboard consignments as an online listing service so this is an area so after the boats. Flash forward, it was 15 million a year. Four years later, and I was still working in radio sales and consultant came in and said hey, you've got to run the business you can't be doing both. So I ended up leaving the radio business running the boat, RV dealership and in that time, accidentally figured out this thing called the internet. The wall store I won't get too deep into it but at the end of the day, the guy who sold me the book on a W page mill came in to try and track down a virus, we were getting, and ended up finding where it was coming from. But in that process, give me a book, so every website our employee revisit, well, everybody we employed at the time of 40 people were both at both activists hardcore RV or ATVs fishing, they were all visiting chatroom just before Facebook, this is when MySpace was in the early days, when they were visiting chat rooms, and so I looked at the marketing side, so these are geniuses. That one was past 22,000 active users a day that were best friends. We sell best books, and so I convinced my sales people to be active on those groups in a different manner I bought sponsorships. Next thing I know we're highly ranked at Google y'all have called me to find out what I did, I thought, double the actual I mean help. And 2008 comes along economy was kicking the crap out of us. I want to get in both business. My dad wanted to retire I hated having 40 employees and mechanics parts guys just the opposite of a terrible boss, and a lot of my radio clients are calling also going hey I've seen you on the front page of the Senate distributor thing called the internet, and what you're doing. Show me how to do it for my business. And so, while our marketing firm was created and that was oh eight, here we are with 40 plus employees. Just 113 years later. Well, it's been crazy just in

Unknown Speaker 4:51

the last year or so you're considering plosive, I mean you're not only dabble in the internet marketing side of things, you veer off and you do videos talk to us a little bit about the video side of your work. Yeah, so,

Unknown Speaker 5:11

our company has kind of split into two parts, but they work together. So, three years ago I'm in San Diego, hold that event but a bunch of restaurant owners there, and we were having a brainstorming session I said here's the top two things that you hate about the internet, you should love but it's because they're built on Yelp and Google. There's a lot of animosity towards Yelp, in the restaurant space you know that everybody's heard it, but I also think here's the good part of it. They have eyeballs. They have people looking for restaurants, and I said the negative is if you can strip it all down the biggest problem comes at you as an operator do not control the narrative. And that could be dangerous. And so back then I had this vision for a company called America's best restaurant where I created it. I bought the dotnet eventually Bob calm. Today I'm going to create a media channel where people can find stuff on their local restaurants, the ones that have an owner inside the four walls, not the chain that somebody owns at optimum they have an assistant manager with the places that have an operator that really cares. Inside there, so back then we'd have the money, it was cool idea but I was one of five employees, I was in the business every day, didn't have the money, time, or ability to do it. Platform 2020 Our company had grown a lot. By May or June of last year I was pretty much out of our business running the day to day my boys are all doing it, and I could look at America's best restaurant and say, Man, imagine if I had done this one it would have helped restaurants this year. And so we end up going out and bought a Mercedes Sprinter van wrapped in concrete from the back, higher and I guess it's eight of us now for camera crews three hosts, and the vision is we travel like right now the van leaves this Sunday. Just got back from North Carolina, the new Sunday to northern South Carolina apart, but every week go somewhere different, second man comes online in Idaho in about three weeks, but the overall vision for me is in five years 50 Vans, one in every state that every week they travel and they record the vision of that restaurant when I call as a restaurant I would do that weekly pay on that black America's best restaurants, I'm an XYZ restaurant. I can eat every week, you show it, I'm with the owner, tell me why I should be here every week to talk with the restaurant. Okay great, we're gonna go inside. Eat three items. What should I try when I come to your restaurant to go inside. Watch and get made, it's a five minute thing it's not like Triple D with guys going in depth, it's literally down and dirty, but the overall vision is I want to create a media company exclusively, telling the story of restaurants. And what we've done is those fans, which is pretty cool. That's the big number, and people kind of can't get their head around it. Each fan will produce 20 250 pieces of unique content a year. Wow. For fans by the end of this year 10 By next year we but if we get to 50 In five years, I will have a very big megaphone online on YouTube on tick tock Instagram, Facebook, whatever new stuff comes out that we can let the restaurant dictate and tell them.

Unknown Speaker 7:37

It's really, it really is brilliant because, like I built my whole business is based on video video is the hottest thing in the world but restaurants are so far behind on it, it's too expensive don't know how to do it and you've just created it. And the reason why I bring it up is, you know, you've got a marketing company that has video company, but I can't keep up with you, dude. It took me forever to write my book, you just released another book right restaurant marketing that works talk about, what, how the hell do you find time to publish another book.

Unknown Speaker 8:02

Yeah, I appreciate that it's the third book I actually have two more that I didn't publish it actually aren't that good, but I enjoy it. I think one of the things I do is that I eat, sleep and drink what I do every day. Yeah, but one advantage I do have is that the last year and a half to two years, I've from advice from business coaches like people hire you to help them do the right things in the restaurant I've hired business coaches every year and so got a Billie Jean three years ago at Billie Jean's, California, Billie Jean shop, and he helped me under figure out how to write myself out of the business plan because I was in it every day. And now that we've got employees that do everything I'm more of an advisor to the employees, and it lets me sit back and say, what's our next calculated move what can we do about video how I wrote this book. I wrote it on video, is I have a vision, because the problem I saw this before the pandemic I started writing this early 2020 late COVID-19 Was that the restaurants weren't doing the basis to me there was a basic element of marketing, and there's the tactic I think are pretty basic, and within there is using video is one of the, but I started writing the book I literally just took a piece of paper wrote down a y font with the structure of the book, and as I would drive my car around town, I would literally just write off the cuff, chapter, and I'm good at telling a story, and I was kind of comical the first copywriter that I had so I'm looking at the content once it got transcribed, call me is that and this is weird. It's quite well. Going through your stuff, looking at it. It's almost like you're talking to me, talking on a video he's like, okay, that makes sense and of course, I turned that into if you go to my YouTube channel, you can see every chapter back in the spring of Java 20 As I was recording the chapters I was uploading a week later, and it came to fruition but it's, I look at the time of it I've been fortunate to learn from some entrepreneurs get myself out of the business but I know a lot of restaurant tours can probably relate to because a lot of them, especially this year are stuck in the business because there's just not enough people. Right.

Unknown Speaker 9:55

Well, your book is pretty incredible, because while it's not, in some respects, like you said it's the basics not groundbreaking like to change somebody's life because man I can't believe that you invented this. The fact is, these fundamentals kind of like the system's like Teach there's fundamental systems, you've got to have in place and you've got this philosophy and I love the way you hold marking it into something that everybody can grasp, and that's a VR, right, that's attract build retain what does that mean in layman's term if I were to grab that book as somebody's listening to us right now, what do I expect from a VR. So

Unknown Speaker 10:24

the book original title was wrapped up mark that works back to the basics. And then during last fall, when the pandemic was I guess we thought why didn't. Why did I publish Tony said, Hey, what did you get in the book, what did you change with the pandemic, but it means, obviously, this changed restaurants, what did you change in the book, nothing, because you're telling me what works before, is working during, I said yeah that will work after it's the basic principles of marketing, but unfortunately a lot of small businesses do not have the expertise to really dig into it enough so that AVR comes from, originally had a different acronym I looked at our company America's best restaurant PVR, and I had a BA. And it was funny I'm sitting there thinking, the retain, we have another word for but I'm like well, retain is golden. So AVR is attract over the number one goal market is to attract attention. You know I wear an orange shirt, I have an orange sports car I have orange shoes, it's to attract attention, and so is your restaurant, your number one goal is the more attention you get, as long as your food is good your services, your food, great service great atmosphere. If you get attention to those people, they will be more often. And what sticks means you're getting pizza why while he and his brother have a brand called Holiday burritos and the Ohio market at locations now, and he was telling me about two years ago, about your dog market, and he was looking at stuff we do for a lot of their stores actually talk to investment that you're talking about and he said that, put aside all the fancy stuff you do on the back end. I look at this and you're showing me we have 40,000 impressions last month with people who interacted, multiple times within our brand, whether it's messenger email text Facebook. Yeah, he's like, I look at it this way, if I have 40,000 impressions and I know that's gonna drive us like 500 visits, I get 80,000. He's like so. I don't care about all the fancy stuff that you do, I understand that if you get people's name, phone number, email and birthday and you're in front of them more often, and I'm a brand that they like. I'm going to benefit long term. So, that's the attraction part I think there's so many ways, this goes back to when I was in radio David is back in 99. There weren't a lot of options for free marketing for small business to do. All right. Back then you were buying direct mail you had maybe a dude on the sidewalk for free, but there wasn't, YouTube, and Facebook, and Instagram, and LinkedIn and YouTube and the one thing, all of those have in common which cracks me up, is they're free. Now granted, they're using your data, and like a lot of consumers have never figured that part out but they're free, supposedly, but from a restaurant standpoint because you know that a four fold out to grab a microphone, but a $30 light to get off of Amazon, get a little tripod and tell the story of your restaurant that's attention. So the second part of that is Bill right is the problem with attention is you're usually using somebody else's audience Facebook you can get attention on Facebook platform you're leveraging. They want to make you pay more to get it, you got to pay more if they want to kick you off of their platform like Twitter is on the table. They can take you away from it. So I'm a I'm a proponent of anytime you use your time, money and effort to get attention. Try and figure out a way to build a database off that attention, you know, I hear from restaurants a lot of times and obviously every restaurant spoke differently but I'll say, anybody that walks into your restaurant, you should have a code they can stand to join something and say hey your next burger is free, I can't give it to them like well you're not you're trading, you're bartering for what information you need to communicate with that person on a consistent basis. So I look at it as build is how do I build a database, off of that tension. And then the last part the R is actually kind of same as the A, it's rethinking how do I retain the people's attention, because if I put a post on Facebook and I get attention, and I don't get the data from it, and I want to reach, David Scott Peters again next Wednesday to talk about our burger special. I'm hoping and praying that he sees my facebook but I might have to pay some money to get it out there a little better, but if I got David Scott Peters, email, phone number and I have different ways of reaching him. When it comes down to retaining, I now have the ability, the balls in my court, I can use the data that I have and instead of renting your attention from somebody else, I can get it from my marketing on the backend.

Unknown Speaker 14:08

What I love about what you go through is, and I was taught, no matter what business you are you can only get customers three ways right, you get a brand new customer walk in your door, the most expensive form of marketing, normally, get them to come back more often and spend more, and for all intents purposes, the ABR strategy allows you to leverage that finding the new customer isn't the most expensive thing anymore. Getting retaining them is much easier. It's, you know, it's just really interesting how easy you've also made building the database like I'm a lifetime restaurant person and I remember I tell people your list is the most important thing you've got if your restaurant burns down, you still can communicate with them open up you'll be back to open the business and I've had literally members of the restaurants burned down and literally snap of their fingers because they've been communicating with their list over and over again they're back in business. Well, the truth of matter is when we follow your formula, it's not as expensive. In fact, you leverage the different media types as you talked about you, you get to build that list, almost automatically like without thinking not not stacks of those, those cards in the office of, you know comment cards and so on that nobody ever takes into a database like it's just they're putting it into place, putting into play the way you operate. And then, obviously, retaining, finding way cheapest form of marketing is to get the person who loves you, to come back more often because sometimes that's just a touch in their head. Am I missing somewhere is like literally you have kind of broken the code to make this so much easier for people.

Unknown Speaker 15:23

So it's comical, I think back when I started my marketing career I always tell people I practice what I preach. My company spends money on everything that we talk about restaurants. We give away stuff like my fan I talked about that on the road. We're shooting 10 Restaurant videos for free every week. The goal is we're getting one we're going to help them one side of the sidewalk, we get a relationship we get to meet somebody that could possibly benefit, down the road, but I remember I started driven media is the company name of our agency back in LA. I reached out to my database of every, every client I dealt with rather than radio sales in 19 9903. And when I think about it is, I was getting their attention I was on the front page of the inquiry the front page the business career, I was really present in the market I was on an article in the sense a business career, talk about how a local RV dealership, a former radio sales guy is doing tactics at Procter Gamble. And so I had the attention, and so when I got out of the business, and I literally, I remember doing my first email I went to my app database I remember after I had every radio company everybody I had ever called in radio I had their phone number, their email, their fax their dress their birthday. I hit my list. If people have you met How did you start a digital marketing firm from scratch, and go to six figures in six months. I'm like, it's not because I'm a genius, it's because people know like and trust. I had, I already had relationships already hit the database, and I'd say please do have a drink of water and this, this tells a story. This is a growler, that I'm not alcoholic actually don't drink. This is water. But I lost my water bottle in our office today, and I'm looking for something to drink out of, and all my shelf, it was a growler, that growler is significant because back in 2015, one of our restaurant clients that Galison said that prove to me that these people from Facebook and email and text we're doing all this effort to get their information will walk into business has been so good, we're gonna run an advertising company we bought 2500 routers between the locations for like $2.25 cent per logo. And we went on Facebook and we did an ad, go to this place, give us your name, phone number and email address and come in and get a free logo, that will be uploaded, like we I have a funny punch line there, and I'm like nobody's gonna drive down here, Park, walk into the restaurant, get a free growler for two months. They want what's going in, and it was wild once we did the growlers are gone in like a week and a half or 280, and 90% of you have walked in, got a cold beer sat down, had a leader had a personal beer cheese, and some fried pickles and so it drove a lot of revenue. But the cool part was, what happened is now guess what we've got a list of people we know drink beer. But I'm not a growler for the heck of a pump if I'm getting a growler I'm like beer, right. So, when you go back to the first thing you talked about was the three ways to increase sales is his new customers is bring customers back more often and is increased average check size, I'll work backwards. Increasing average check size is next to impossible with no server but most Restaurant Servers. You look at the fast casual walk the way it works, my son works at a pizza restaurant, he's not. He's terrible, like he's since I was 17 or 17. He's just there to make sure he gets a job and looks like he's not saying, Hey Matt, by the way that steak hokey is even better when you throw bacon and jalapeno, fries, right, he's not incentivized me to get a dessert pizza or their giant chocolate chip cookies and so when I work backwards on the power of databases, the easiest way to incentivize people to buy something, is to have somebody sell it when people don't sell it good in the restaurant, but it's okay. I can send somebody an email or text and say hey, next time you're in your cookie pages, free of charge. And people say I can't get where I'm like well, if I can get that cookie feature get them to buy 100 more. That happened to me, I use the example a lot Papa John's pizza chain MCI years ago, I got their email I got an email that said try our new cookie pizza, free of charge and I'm thinking, I love cookies. I have never seen a cookie with a pinch of salt. As a giant cookie. So we got to guess what we get. Every time we order. We pay for the next part of that is driving extra visit my book I got to crap I got to hope and pray. I got to Next up I have aim and expect that hope and pray marketing is hoping that Matt flap had a great visit. And remember, I pray he remembers the company of pizza here next Friday, even expect is when you have that class information, and you know that he typically comes in these days or time if you can put a marketing plan together and get him to come back because I know a lot of our customers I can go in, I can pull up any customer we work with There's hundreds of them at what I can put a segment that audience and send a message and tell you a percentage about walk in within a week.

Unknown Speaker 19:33

I want to hold that for one second. Before I forget, how does somebody buy your book, because I'm gonna ask about your company and tell about our story when we sat outside in the middle of the pandemic and we were going over your stuff, but how did somebody find your book because it's a mystery, how would they find you,

Unknown Speaker 19:47

easiest places Amazon we've added landing pages on Amazon, shipping quicker, my assistant leads for a couple days sometimes, and the order sits in his inbox, Amazon, just look up Matt flap, there's a Kindle version of Windows, air and when people hear it. We've Amazon's fluctuate the price is supposed to be at 699. It went to 1296. There's a Kindle version for $1 There's the printed version will eventually be 25 If you're not happy with what you read out of the five for 25 Whenever you contact me and I'll give you a refund but I can promise you that. What's in here, isn't BS it's also thin. I wrote this for one, the disc the the width of this or I guess the thickness of it I wrote for one reason that you can read on to two hours, that a lot of people are flying somewhere or they're driving somewhere with the spouse. I have a lot of books, I like your book for the same reason is that it's read it doesn't take, take me five days, right, I have a lot of books that I read that, like, I'm like one of those I just finished meeting with Daymond John's rise and grind, and it's a good book, but had to eat nine different cities the reading because I can't read before. Right, but I read for 30 minutes so it's a quick read, and it's literally got actual steps but my big thing was, hey, I want people to read this book. And at the end of the chapter go. What are those five things I can do at my restaurant to put this in place I can do this I can change my check present right put this on my website. And at the end of the call back and say, Man, I actually did 15 or 20 tasks, and none of them are possible. There's also QR codes in here that go to some online tutorials and case studies that literally show what we did help doing a lot of times I feel like I get a lot of restaurant shows I got a lot of shows you, you hear the speaker on stage and always speaking for one reason to sell something afterwards. I've always been told by my dad that the minute you get on stage speaking somewhere you're there to sell something you just walk because you probably aren't going to get out the goods, and you might not even have I've heard I've heard you speak, do an amazing job you don't worry about selling a book or consulting or about helping people learn something to change their restaurant now because I was

Unknown Speaker 21:35

so, so, and this is a segue, go into the book and then ask you about your company, but I want to share a story first. So, grab that book, like everybody should grab the book read, you've got to learn most successful restaurant owners I've ever worked with. Understand, they don't know what they don't know. So just constantly consume information, find that 123 ideas that can truly change, change your trajectory of your business leadership and what you want to do. So, grab the book read it, but I also know because I've got people because I'm a restaurant coach and I'm coaching people all the time is often people want to mentor, or they want they understand it, they don't have time don't want to do it themselves. And that's kind of where I want to talk about your company. So you and I are outside of I believe is Starbucks in Arizona. We're talking about a weak. Dude, are shown what the hell makes you so special in this before we had a relationship and in any way other than a cold hey let's sit down and talk. And by the time we're finished. Opening your laptop showing me I start getting really excited and it's difficult to get me excited about marketing stuff, because often it's blue sky. A lot of people sell blue sky if I sold marketing I'd be worth millions of dollars because I could sell it, but you got to deliver. And so all of a sudden, you got to does one of works with you and he does a video stuff, but we start talking and show me some details and it has to be a guy I know chip, who was a member of mine for, for almost 15 years before I sold my, my old company still with him. I know chip really really well restaurant multiple times I've trained his team, love them to death and he's a, he's a hardcore Philly guy, you know, every other word has a sentence enhancer let's just put it that way. And I said you got chip to say yes to you, then that says a ton because he's as skeptical as they can be like he will run you through the wringer like don't give me the bullshit get to the bottom line, get it out. And so, in that conversation I then call up one of my current members and go, Steve, you got to try this. Like I'm truly telling you you got to try this and he is still with you and happy and you're driving business and all these things. So, like, talk about what your company does yeah I get the book. But what if I get so excited and I go, I want to start working right now, I'd be calling you right what is your company, what do you do.

Unknown Speaker 23:29

So, the company, ironically, is that's the name of the division is restaurant martial arts that was one of the reasons I, I made the title that book that I wanted to have it became kind of our benchmark book my first two books I think were too specific. I heard from restaurant owners I said Matt the book was cool. I can't do it like you given me a recipe to make food like I could put a DiGiorno in and outside that I'm screwed. So, our company started off, hacking away, helping businesses, a lot of restaurants, build up their attention online, and then we eventually got to the ultimate data and, well, you talked about earlier, this goes back to take an action and talk about the email list activating people in the restaurant bar down and get it, get action before the pandemic we focus exclusively on front end attention, building today. When the pandemic kit. I told my team I say guys, nobody worried about their jobs yet money, you guys I'll be paying more by revenue goes way down just to be paid, whatever, we got a year plus the bank, we're good, but I wanted to call every client, and I want you to find out what we can help with because they're going to need to use their database, more than ever, because people need to know about third party, and delivery and curbside and the dining room open is our mascot or whatever. Well we found out the ugly truth I kind of knew was that we were building these databases for people with the front end of the prison, but they weren't using them to call the clients and before the pandemic is like, why aren't you using it well. Yeah, I don't have a lot of time and plus you guys got lots of happening for us and I was always didn't want to be everything to everybody, well I realized during the pandemic that we needed to. We needed to be the people helping people get in touch and help them build database to help them use and so we created a retention department that that was born from the pandemic, which we did for free for clients for six months because I said hey, you suck in email and text to prove it, you're not doing it adults will take database will tell the story, plus gal so now that's our biggest part our company but what our company does, is exactly what the book is about. We help people, market on the front end to get attention of either new frequent or lost customers, and my vision is whenever they interact with our marketing that it goes into our system called database dynamite that identifies people. Hey David, we appreciate you want to join the VIP program. Let us answer their answer five questions really quick. All we ask them is a question that identifies that you've been the restaurant before and if so, how often do you go, because I want to know if they're due frequently. If they're a new customer, I have to indoctrinate them, I need different Facebook ads to tell the story of my restaurant. I need a different email and text campaign to make them get excited to come in, if they're a frequent customer, they need a high five. We love you. Get your butt in the air can't wait to see if they're lost you got to figure out why there was, why they put. And so, that's the front end of what we do is we help restaurants from their website. What website listened to Google, Yelp, Google My Business all these different places, TripAdvisor. Their in store marketing, did you know 85% of people that walk in and out of the doors or restaurant are not in that restaurant database. That scared me. That's why I can't fit in. Well we had a boat dealership, like we did everything. You didn't leave our business unless we got your information our salesman had a book of gift cards, and it was whatever you have to write a gift card out, you get their information, making a payment we have a birthday program by the way when you give us your name or email, you get the fit dollar gift cards. We got no credit we're selling 50,000 Our budget, do that, but that was the goal. So, in store marketing website marketing online listings at database reactivation a pandemic has forced a lot of people to do online ordering and a lot of consumers are taking advantage of it. I talked to a restaurant today like Matt doesn't know why 17,800 people, any database from his online only last two years, he's never used it. He's not scared to use it. I don't want to pin people off, I don't know what to do and then I'm like, Hold on mobile okay so you get 17,000 people's information, sitting in a locked up computer that you've never touched like Yeah. So we're helping him. Take that database and reactivate it, find out a lot of his stuff is there named Bob Raven is an author male and female, which is different, how you market it is not there a new frequently lost customer. So we then take all that information we put into our goal where we get their information. Now the next part of that which is the proof, which is what I like a lot about what we do is, You can go out and build a database, let's say you're Steve's restaurant and the first thing we've got like 700 people in his database right Well, none of those people walk in the restaurant and we had a place called biker gyms in Denver Colorado we worked with, I was at the Denver Restaurant Association Restaurant Association back four years ago, met him also restaurant, we did some marketing. We got 2800 people to join this program in 60 days, he was loving it's cool. The negative was the way we track it, 2% and walk on the wrong path. But why is it because I've got a database if people aren't walking in your restaurant and they have their name or phone or email me that's like a restaurant in Phoenix Arizona my information I'm there three times he doesn't do a ton of good like what if I lived there. Right. And so our tracking system of getting people to come in the restaurant for Bible give them free burger for free dessert. Are my packets so I want to see if I can give somebody four offers one that's really sexy like a free appetizer that gets them to get a free item, they're gonna spend money, and they also might find

Unknown Speaker 28:12

advertisement they were hinting that I'm going to give them a desert, they might be too soon, typically to get into there, now they're going to try 123 Hopefully it remembers. I love that I'm paying for that time, and then drive business incremental places like a one day park or like an early weekday dinner party. And then after that is where the magical happens because if you get a database viewed or marketed over database, and then we take that database that we activate let's say, 20% of our clients today 21.3% of the people that have joined a database that walked in the restaurant in the last 45 days. And the fact that I know that that's a damn good number for the cool part right afterwards is now talking to them, right, what happens with most restaurants a once a do use email to keep them drawn, they said everybody the same message. So you're talking to me, my wife, my sister and my brother, my mom and dad exactly the same. And then they send them a message every week about them. So our retention strategies are different. The first, the first week of the month we target people who are homeless, I've never been in a restaurant that we still know how to walk in the third week of the month we target people in Poland they get in the Wilder walk and still have to come back here. So we've got those plans, the second week of the month we do a campaign to frequent customers. That has nothing to do with the restaurant. So a good example place and that always sticks in my mind that I visited recently, our TV show called us dictators and caught on over North Carolina. In early April, we didn't. Frequent women, we took the database and carved out like 700 people that went into poker frequent customers. We sent him an email and attacks but they were how we did that email went out today. Mother's Day is coming up we want to celebrate all the moms in our area, click on the link below, go to Facebook and give us a memory about you and your mom and we're here, we're gonna pick one person to win another day. We didn't say come to the restaurant we didn't say poker reservation we as a video said go to Facebook and this one little location on the pocket 200 plus people go to Facebook, and leave a comment and a little comment there a picture of them of their mom and their sister and force it to I look at that I'm like okay we had 700 women that we sent an email to that was about the restaurant, and it got a couple 100 Then go to Facebook and leave this when we send a text message we only sent the text to the women who did not click an email. So if 700 emails without the way our systems built 700 emails go out we have 700 Tell cell phones still 300 of them click the email, we're not wasting the bandwidth and send them a text, we already know the click. But now 400 Get that text. Now what happens is the reason we tried that, hey, Facebook has a very good machine learning, that if all of a sudden Facebook's algorithm sees most people post get three or four comments, if they see a Facebook post gets three to 400 comments right 100 They now looking at birds of a feather. Who are all these women leaving pictures of their mom on this Facebook post. Now they're going to look people in the area. And so, that is something that really helps one, it gives you a valid reason to email your database. The next time that frequent woman gets an email from you, she's more likely to open it because she wants to know if you send your customers every week. Here's our fish special here's our wing Wednesdays here's our taco Tuesday, they eventually quit looking because they know one that, and then that last week of the month we do an email and text to everybody and it's always a contest. Go to Facebook gets honey Skittles from Steve from your pliers, he did one recently that was waffle fries for 5000 in a restaurant 5500 comments one location restaurant 5500 People get on heavy metal and a jar, on top of it. And the other cool part about that was kind of goes back to the bill. Whenever we do those campaigns like that where we try from the Facebook Gasol the common fires are automation and messenger, it says, hey David Scott Peters, we see you're a member of our VIP program you have to offer some click here to see, or if you're not in the database and recognize that you're not currently a VIP, click the link below to register for example I actually did a little case study in the back of the book, it was like, 1400 people I want to say to join the program, they had 400 visits to the site in the next two months, from people who just happened in the contest because of the virality, comment on the post go in there doing the walk in the restaurant.

Unknown Speaker 32:02

It's amazing. So, so let me ask a question. I mean, I'm ready to sign up. How would I contact you if you're listening right now they're watching us, what, how would I contact you.

Unknown Speaker 32:13

Easiest way is my email, I answer the phone all the time and I work only a capacity of marketing and sales and sales, but in these situations I love having conversations. Matt at Matt Platt, calm and clap, repeat the city Pittsburgh. You can look at Matt platt.com My website that'll take you to another company websites, and then my cell phone is 85974324088597432408 whatever conversation text me, call me, and I'm honest with people too. That's one thing I pride myself on my dad taught me. Don't take money to take money and give an example in a restaurant we shot, America's best restaurant in Chapel Hill, North Carolina last week I was there a huge North Carolina target, and my mom's in Greensboro, my dad's Chicago, so I'm like, we're going to shoot Chapel Hill. But one of our producers found three awesome restaurants in Chapel Hill, they're on campus that one been there 43 years, does not need market help. You've got 30 that will walk you down and getting pizza, but we have the ability to supply him with the footage that we have on a review of the footage we shot, and I said hey, you might want the footage from the event that's a couple 100 bucks you get 24 pieces of media for social media you want it, but I don't think either he goes, No no no. Have time feature three also staple in the job, but you do not need my marketing, I'm not gonna do anything that's not gonna pay a higher manager on campus, right and one thing I bought myself until a restaurant like if I can't help you if I'm not the best dinner my team will tell you, but at the same time also honest I'll say hey, what we're doing, even if we saw at work to the restaurant is probably 10 times better than what you can do just like, almost all these restaurants we took a lot better food than that.

Unknown Speaker 33:48

Well, I won't tell you right now. You think about just some everything we got to talk about today. You got to cook restaurant marketing works you got a company called restaurant marketing works. And basically, you've got restaurant marketing that works, I mean it's the trifecta in restaurant marketing that works, man, I really do, sharing all this with us today. I'm excited that people go out and grab your book and and literally get those basics but take the basics to another level, to see how they can really change their businesses at a much different fee structure than we were 20 years ago to thing is just amazing what you can leverage, Matt, is there anything you want to leave people with.

Unknown Speaker 34:25

One thing I want to leave him with is think about like I call the tap expend, to build, and there's a graphic in the book about whenever you spend time, money or energy on marketing your business. Why would you not ask for their information, my wife, we've been married as of two weeks ago point two years together. It started with me, asking for her phone number and study hall and I don't ask for her phone number might not get that first day, I might not end up dating or getting married or having two amazing kids, I have an amazing mom, my kids, my wife. Do the same with your cousins everybody wants to I want a restaurant for small businesses want to marry and have babies with their customers on the first visit, right. And the best way to treat them is to spend to build spend your time, energy and money to build a database if you've built

Unknown Speaker 35:08

a database you can use it over and over and over and over again if you're using it wrong. You still have the database to use I think that's the core of what every business needs are the list of people that are willing to give them.

Unknown Speaker 35:20

Amen. You're preaching to the choir somebody who sold the company have my database and was still back in business. It is truly just something that no matter what industry you're in, that is it your customer list is so powerful, not only thank you so much for talking with us today. I hope people go buy the book and I hope they call you, I can't believe you gave away your personal cell phone number you my friend or somebody was kind of crazy and a champion in my book.

Unknown Speaker 35:42

I appreciate the opportunity I appreciate your time words I love what you do, I just shared a text message with you the other day I we sent your book Dark why, because it's a powerful book and some people need and so I appreciate what you do. So given me the chance to come back on here is great. I appreciate it.

Unknown Speaker 35:55

Thanks, my friend go out there. That was an awesome episode, I want to thank you for taking the time to take action on building a better, more prosperous restaurant. Before you go, I want to give you these three thoughts, one by combining leadership and taking action with systems and training in fact by accountability, you are on your way to creating prosperity for you and your restaurant to something I need from you. Please leave. Apple podcast Spotify or wherever you happen to listen to podcasts by leaving us or any other restaurant from seeking out this information, are able to find it. I read the reviews, and hearing how this information has benefited you because one and three. If you find any of the discussions helpful share them, the more restaurant pros who have access to them, the better we become as an industry, restaurant resources for to get in contact with me, connect with me at David Scott Peters, calm, be passionate about what you're doing, be persistent, but more importantly become better and help everyone around you become better, and your restaurant is going to kick some ass. If you're tired of not being able to leave your restaurant because no one else knows how to run it. I want to make sure you know it doesn't have to be that way. With your restaurant, it is possible to build a team of people who know how you want the restaurant to run, please bring the responsible people in place, you can give yourself time away. What would you do if your time away from your restaurant, would you sleep better. Would your relationships improve, would you feel more relaxed. These are all things you deserve to experience as a business owner, it's why we own our own businesses. If you would like to learn how to own a restaurant that doesn't depend on you to be successful. Click the link in the description to watch a free training course that teaches you exactly what you have to do. Also, be sure to subscribe to get my weekly tips, and watch these two videos to get more information and guidance for running a successful restaurant.