

Critical Mobile Ingredients:

A Strategic Approach to Mobile Marketing for Food & Beverage



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BEYOND MOBILE MARKETING

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SHIFTING CONSUMER BEHAVIOR

Today, there are more than 6 billion mobile subscribers globally, with 91% of Americans claiming to have their mobile phones within reach at all times. (Morgan Stanley) This is evidence of an overall shift in behavior in which consumers are relying less on their PCs and more on their mobile devices for email, web browsing, entertainment and more. From the way they gather and share information to how they make purchasing decisions, mobile is undeniably changing the way consumers operate. The effect of this trend is visible across all industries but is particularly evident when examining the changing ways in which service based industries, such as food and beverage, conduct and drive business.

2012 Restaurant Industry Overview

- Sales: \$632 billion
- Locations: 970,000
- Employees: 12.9 million
- Industry share of the food dollar: 48%

Source: National Restaurant Association

THE MOBILE REVOLUTION

Mobile Fast Facts:

- Mobile Coupons see more than **10x redemption** vs. traditional coupons
- 66% of mobile internet search are restaurants

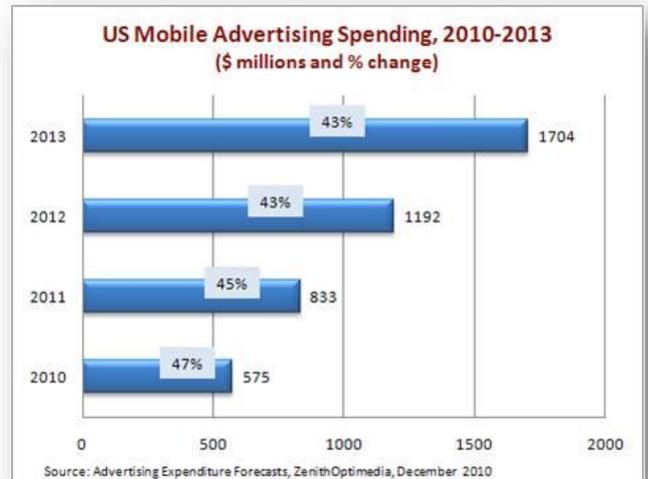
Mobile is not for primarily early adopters anymore, it's a must have for restaurants to integrate mobile into their marketing and operations practices.

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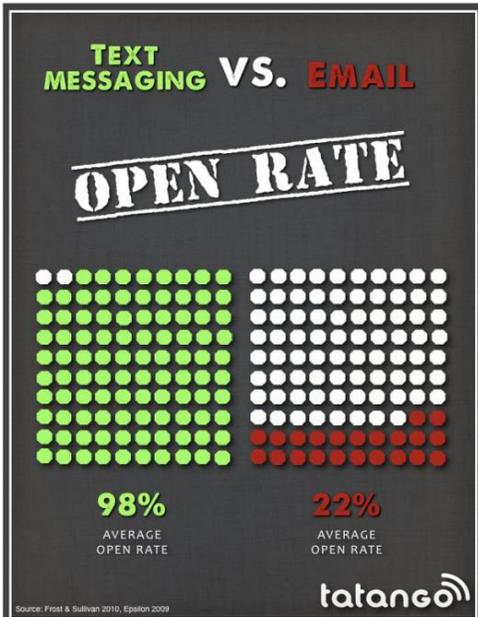


One common problem that marketers often encounter, is that they're aware they need to begin investing in mobile but do not know where or how to begin. The mobile industry is moving at lightning speed so it is important for brands to find a mobile expert that can develop you a mobile strategy to provide you with a roadmap to success.

MOBILE MARKETING VS.



TRADITIONAL MARKETING



Mobile is the most effective method of delivering a message directly to consumers, with a 98% open rate versus email (20% or less). Additionally, because mobile marketing requires consumers to opt in to receive offers, SMS spam is nearly nonexistent (1%) versus email (90%). This means that the consumers have chosen to receive SMS offers and are thus more likely to act on mobile marketing messages.

Mobile is more transparent and cost effective than most traditional forms of media because marketers can instantly reach consumers to drive traffic to your locations. In addition, measurement of mobile offers can be done in real time versus assumptions based on non-measurable traffic from print, radio or circulars. Mobile analytics are so granular, that through mobile coupons utilizing single use codes, one can track offer redemptions down to the specific individual.

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The marketer can also capture prospect information and preferences through 2-way interactive SMS dialogue. This allows you to store the information in your mobile database and then send custom offers based upon their preferences and behaviors. By targeting users based on behavior, marketers prevent wasting advertising dollars on irrelevant offers and messaging.

DRIVE RESTAURANT TRAFFIC WITH MOBILE

Mobile marketing campaigns can be used to enhance media strategies in multiple ways.

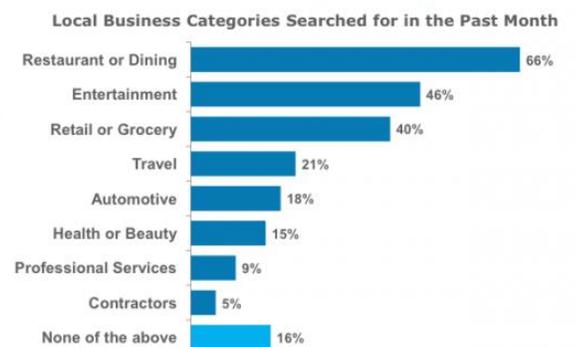
- Drive traffic during slow hours or days with **instant offers**
- **Coupons** can be used to boost transactions during the lull in between meals
- **Build a database** with a mobile rewards program, where customers can sign up instantly in store with mobile
- **Contests** and **sweepstakes for holidays, new store openings and new menu items.**

57% of adults said they are more likely to patronize a restaurant that offers a **customer rewards and loyalty program** Source: NRA, 2012

Mobile Websites for Local Searches

Mobile websites are a must for restaurants in order to be top-of-mind when consumers are searching for a restaurant or bar. A recent study from AT&T and Nielsen indicated that restaurants and dining searches topped mobile search, at 66% of all mobile searches. Additionally, it is important for restaurants to have a true mobile website vs. a responsive website; 40% of consumers say they will turn to a competitor's site after a poor mobile experience. A true mobile web interface has larger buttons, clear text, and only the information consumers will find useful while on-the-go.

Local Restaurant/Dining Establishments Most Researched on Mobile Devices, Followed By Entertainment and Retail/Grocery Businesses



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In addition, it works across all mobile devices vs. just iPhone and Androids. A responsive mobile website is good in certain circumstances where you want the content to be identical but this is very rare in the restaurant industry, as too much content is not what consumers want “on the go”.

MOBILE PAYMENT REVOLUTION

Although relatively new in the US, mobile wallets are standard practice in Europe and South America. Mobile wallets allow customers to make contactless payments at point-of-sale systems using their mobile device. This can be done either through a prepaid mWallet or an app that accesses their banking or credit card account with near field communication (NFC). NFC technology uses a mobile app to trigger an event within a phone or POS system based on a mobile device’s geographic location. As NFC technology continues to rise in the US, marketers in the Quick Service business will need to consider mobile payments as part of a rewards program as a convenience option for consumers.

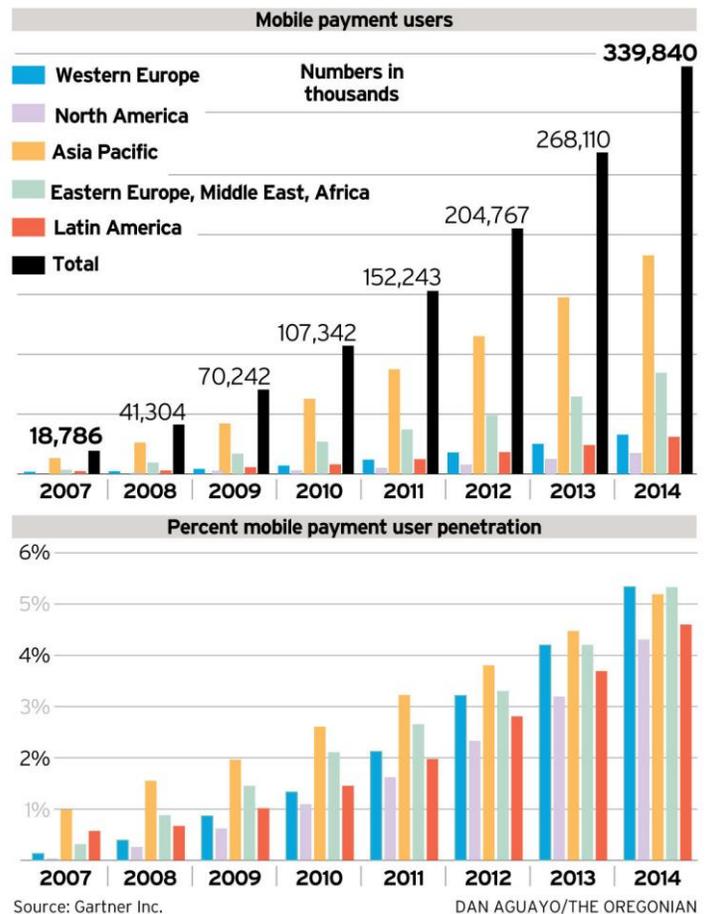
CONCLUSION

Mobile is not just the future it’s the present.

Marketers who have not integrated mobile into their current marketing plans are late to the game but it’s never too late to start. Marketers are at a cross roads as less than 10% of advertising agencies are experts in mobile or own technology in house. Marketers are left perusing “Google” to educate themselves on mobile and to find a

The rise of mobile payments

The number of mobile payment users worldwide exceeded 107 million in 2010, a nearly 53 percent jump from 2009. That number is projected to close in on 340 million by 2014.



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mobile partner. It's critical that brands not look at mobile as a one-time campaign but to establish a mobile strategy as an integrate part of your marketing mix. Marketers not only need a strategy but they need great technology that will grow with the ever changing mobile industry and the marketers future requirements. Whether you have implemented mobile previously or you are trying to figure out where to start, everyone has different mobile ingredients but figuring out how to make them work together is the key to any recipe.

FOR MORE INFORMATION, CONTACT:

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