OLO

Your Guide to Restaurant Marketing Success

Actionable Strategies to Help You Maximize Results and Do More With Less

The brands that know their guests best—and act on that intel—will prevail.

There has never been a more exciting or challenging time to be in restaurant marketing.

Budgets are tight. Guest preferences, the supply chain, and the labor market are in flux. New social platforms and trends are cropping up every day.

But that doesn't mean any less is expected of you. You're still held to the same lofty KPIs—driving sales across channels, doing more with less, boosting ROI, enhancing the guest experience to increase retention, and driving a consistent stream of new guests to the business.

In this increasingly complex industry that's becoming more digital by the day, brands must garner insights from across guests' digital journeys—from first-party ordering and payments to loyalty, reviews, and beyond. It's the only way you can come close to achieving your goals.

Luckily, there are more tools than ever to help restaurant brands of all sizes and digital maturity levels use data to maximize their marketing efforts—while reducing manual tasks, stress, guesswork, and spending. That's what you're about to learn in the pages that follow.

✅ What's in this guide

We've put together this planning guide to set you up for success in an increasingly digital world. In it, you'll learn the value of leveraging guest data from across your tech stack—direct ordering channels, payment platform, loyalty program, etc.—to fuel your marketing campaigns.

We'll concentrate on four focus areas: data, audiences, content distribution, and loyalty. Given that every restaurant brand and marketer is at a different stage in their digital maturity, each focus area is broken into three levels. You can think of it as beginner, intermediate, and advanced.

Throughout, you'll find quick wins and long-term strategies to help you optimize your marketing campaigns for ROI and do more with less.

As you read, keep in mind:

> There is no one-size-fits-all strategy.

> You might be a beginner in one focus area and advanced in another.

> Incremental improvement in any focus area or level will have a positive impact.

🗄️	**Data**
👥	**Audiences**
🚀	**Content Distribution**
🤍	**Loyalty**

❌ What's not in this guide

This guide offers a tactical approach to four focus areas—not every aspect of marketing.

There is a lot of important foundational work not addressed (branding, website and app development, SEO, social media, etc.) that must come first.

Reference this guide when you need strategies to increase the effectiveness of your campaigns and tools to help you do it.

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Data

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> Level 2 | Measuring Guest Engagement

> Level 3 | Prove Incremental Growth

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How to Leverage Guest Data Across Your Entire Business

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The Opportunity Ahead for Restaurant Marketing

Focus Area 1

Data

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LEVEL 1

Marketing Data ABCs

If you're at the start of your restaurant marketing journey, as many brands are, you must first **get your data in order**. Determine what first-party data sources you have access to. In other words, all of the information your brand collects from guests and owns, such as email opt-ins, online orders, POS transactions, loyalty members, etc.

Next, analyze. As you look at the data, ask yourself questions like, who are your guests? What is your average guest frequency? What is your top sales channel? Can you segment by guest lifetime value (LTV)? What percentage of guests are loyalty members?

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These insights can help you determine which channel (search engine, social media, email, <u>SMS</u>, etc.) and strategy have the highest ROI potential. While industry benchmarks can be helpful, it's important to **establish your own baseline** so you can measure success and improvement. Note audience metrics like:

⊙ How many guests have opted into marketing communications?

⊙ What is your average monthly unsubscribe rate?

⊙ What are your open and click-through rates?

These metrics will help you determine what's normal for your brand and identify opportunities to optimize.

As tempting as it might be to test out every marketing channel and tactic, <u>don't try to boil the ocean</u>. Instead, **focus on one objective.** For example, move guests from one visit to five, drive app downloads, etc.

Got a Limited Data Set?

If you can't answer questions about your guest base because of limited data, aim to <u>connect more restaurant systems</u>. Cross-department collaboration will be critical, so loop in your Marketing, IT, and Finance teams. Remember, it's impossible to create a marketable database and make every guest feel like a regular with disparate systems and no shared understanding of who your guests are or how they behave.

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LEVEL 2

Measuring Guest Engagement

Once your first-party data is in order and you have a baseline understanding of your audience performance metrics, you can progress into guest engagement measurement. First, **organize your audience** into highly engaged, engaged, and unengaged segments.

For instance, a highly engaged guest might meet the following criteria:

> Has opted into email and SMS marketing

> Opens at least one marketing message per week

> Clicked on at least one message in the last 30 days

> Placed an online order in the last 30 days

Next, **design a content testing plan** to grow your high-value segments. It's a good idea to split your segments 50/50 to A/B test your marketing content, send frequency, or incentives.

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Unsure what to test? Here's some inspiration for your next campaign:

Content   Promote your loyalty program, app, pickup and delivery options, catering, LTO, on-premise digital ordering options, best-selling combo, game day festivities, or happy hour offerings.

Frequency   Try dividing a highly engaged segment in half and sending the first group one or two messages weekly for two months to measure the impact on purchase frequency. Send identical messages plus one to the second group and complete the same test. This experiment will help you find your brand's sweet spot and prevent you from overproducing content.

Incentives   Offer a special discount such as $5 off delivery orders of $30 or more, a free appetizer on their next visit for completing a survey, or a special treat for joining your loyalty program.

Additional Ways to Optimize

Other factors that could improve guest engagement:

> Email subject line (tone, length, personalization)
> Preview text
> Message length
> Sender name
> Time of sending
> Marketing channel (do they prefer SMS over email?)
> Imagery in the message
> Sense of urgency (fear of missing out can be a big motivator)
> A clear call-to-action, and user-friendly design

LEVEL 3

Prove Incremental Growth

Once you've performed basic split-testing of your audience based on behaviors, it's time to prove incremental growth. To show the impact of your marketing efforts, you'll want to **develop a test, measure, learn approach.**

Start by building out guest segments based on the metrics most important to your brand (LTV, purchase frequency, check average, churn risks, etc.). Then, measure your pre- and post-engagement statistics and segment sizes.

Has your new email cadence impacted the open rate for churn risks? Has your loyalty-focused campaign driven sign-ups and impacted purchase frequency?

Leverage your findings to boost the ROI of future marketing campaigns.

For example, you might discover your high-value guests prefer weekly email communications, are motivated by loyalty rewards, order online at least twice a month, spend $20+ per meal on average, and are unmoved by LTOs. With all of that valuable insight at your disposal, you can craft highly strategic marketing campaigns for that segment with a high probability of conversion.

Remember, incremental growth in segment size and engagement is dependent on continuous optimization efforts, so prioritize post-campaign analysis and refine your marketing strategy accordingly.

Your Interactive **Data** Checklists

Not sure where to begin on the data front? We've narrowed it down to 3 critical items for each level of data maturity.

Start by tackling the items on the checklist for your self-identified level. Select the toggles to keep track of your progress, and revisit the checklists as you progress in maturity level.

LEVEL 1

Marketing Data ABCs

See what data you can access and connect more systems

Analyze your data to establish a baseline

Pick one objective to focus your efforts

LEVEL 2

Measuring Guest Engagement

Create segments by engagement

Design a content testing plan

Analyze results, then optimize

LEVEL 3

Prove Incremental Growth

Build segments by high-value metrics

Measure pre- and post-engagement stats and segment sizes

Use findings to optimize campaigns

Focus Area 2

Audiences

IN THIS SECTION ⟶

❯ Level 1 | List Building 101

❯ Level 2 | Cross-Channel Audience Sharing

❯ Level 3 | Unify and Enrich Guest Profiles

❯ Interactive Checklists

LEVEL 1

List Building 101

The importance of having a qualified list of restaurant guests cannot be overstated. For one, your brand owns it. You also have a direct line of communication with guests who have expressed interest in your brand and want you to market to them.

While there are a variety of ways to build a list, start with these sources:

- Online orders
- Reservations
- Waitlist
- Loyalty members
- App users
- In-restaurant WiFi users
- Social media followers
- Newsletter subscribers

MUNCHIEZ   • • •

You've got $5 off your next
order at Munchiez!

Claim now

When guests are signing up for your marketing program, **only collect *important* first-party data.** Be strategic with your asks—guests don't want to give away everything about themselves. As you design your signup form, ask yourself: "What will I use this information for that the guest will see value in?" If it's unclear to guests why you're asking for something, you run the risk of them entering fake information.

The fewer things you require the guest to offer up, the more likely they are to complete the form. Once you've established trust with the subscriber, you can ask for more information.

It's best practice to **offer an incentive when soliciting optional guest data.** For example, give $5 off for completing an optional guest preferences survey.

Pro Tip

Some [marketing automation tools](#) have a "guest updated profile" trigger, which can be used to automate an incentive like $5 off.

Although it's tempting to think "more is more" when it comes to your subscriber list, **quality is more important than quantity**. Repeatedly sending emails to unengaged subscribers will:

> Lower your open rate

> Damage your email-sending reputation

> Increase the likelihood of spam filtering

> Prevent even your most engaged guests from seeing your emails

To increase the likelihood of delivery and engagement, target only engaged subscribers and never send a marketing message to someone who hasn't opened one in more than six months (but, generally, 60–90 days is a safer starting point).

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LEVEL 2

Cross-Channel Audience Sharing

Use your subscriber list and guest segments in cross-channel retention and acquisition efforts to drive down costs and increase ROI.

For example, you can share your lists with Meta to **build lookalike, suppression, or retargeting audiences** for Facebook and Instagram ads. While some brands see success in targeting by persona (demographics, location, interests, age, etc.), lookalike audiences can get you closer to your target market on Facebook and Instagram for less money.

To create a lookalike audience, you first choose a source audience—it could be your social followers or a list you upload, such as your email database, website visitors, etc.—and Meta then uses the common qualities of the people in it to target similar users. This enables you to reach potential guests who are likely to patronize your restaurant, and may or may not have heard of it before, with relevant messaging that motivates them to take immediate action.

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Pro Tip

You'll get the most bang for your buck by segmenting your guests first—by [LTV](#) and other attributes that are known indicators of a high-value guest—and creating lookalike audiences based on those segments.

Here are a few campaign ideas for targeting restaurant lookalike audiences:

📅 **Guests who visit more than 3x per month**

Promote a new location by targeting people within a set geographic location who have behaviors and interests like your loyal fans in other markets.

🖱️ **Guests who have booked events or placed large catering orders**

Showcase your catering offerings leading up to a big game to people who would likely place a large order if they knew about your restaurant.

⭐ **Most valuable guests (10+ visits, high check average)**

Promote a menu item that high-LTV guests order and target people who behave similarly to and share interests with your MVPs.

Alternatively, you can leverage retargeting to invite guests back after they've visited your website or stopped engaging with your emails through hyper-relevant ads that follow the user as they browse the internet. Given these people have already expressed an interest in your brand, it's easier and more cost-effective to advertise to them than to a non-retargeting audience.

In general, **the more refined the audience, the lower the customer acquisition cost** (CAC) or the amount you have to spend to gain a new guest. To calculate CAC, divide your total marketing expenses by the number of new guests acquired. You can determine if you have a good CAC by looking at your check average. If guests are spending more than it costs to get them in the door, your acquisition strategy is on point.

New Guests

Over 30 days

$$CAC = \frac{Total\ Marketing\ Expenses}{Number\ of\ New\ Guests\ Acquired}$$

LEVEL 3

Unify and Enrich Guest Profiles

Once you have a healthy, growing guest database, it's time to shift your focus from gathering basic contact information to **unifying and enriching each guest profile with actionable insights** from across your restaurant tech stack.

When data is seamlessly shared between your restaurant systems—digital ordering, POS, reservations, app, CRM, loyalty, payment platform, and more—you can get a comprehensive view of the guest journey and gain useful intel to make smarter marketing decisions, including:

> Purchase behavior

> Visit frequency

> Dietary restrictions

> Communication preferences

> LTV

GUEST PROFILE

Casey Novak
casey_novak@example.com

📅 Last Visit: 4 days ago
$ CLV: $564.98

Facebook   📱 Waitlist

AUDIENCE	SIZE	GUESTS	CAMPAIGN
High Value Guests	1.2M	👥👥👥	OFF ⬤ ON
Weekday Warriors	605K	👥👥👥	OFF ⬤ ON
			OFF ⬤ ON
			OFF ⬤ ON
			OFF ⬤ ON

🔒 Credit Card Token   ✉ Automated Email

⭐ Reviews

📱 Automated SMS   📶 WiFi Opt-In

A restaurant-specific guest data platform (GDP)—sometimes called a customer data platform or CDP—can do the heavy lifting for you by ingesting data (transactional, behavioral, profile, product, CRM, and offline) from multiple sources across your tech stack, merging that data into a single, enriched guest record, and then sending it to the marketing platform of your choice to fuel more impactful, targeted campaigns.

This unlocks the ability to create conditional messaging flows that drive guests further down the funnel to habituation, all based on their unique interactions with your brand. And, by reducing the number of anonymous guests (e.g., a frequent dine-in guest who hasn't ordered online before), a GDP can help you **more effectively market to 100% of guests**—not just known, loyalty members, for example.

Through unifying and enriching guest profiles, a GDP can tell you exactly where and why your guests spend money—and help you quantify the results of marketing dollars spent.

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Your Interactive **Audiences** Checklists

There are steps you can take to effectively engage current guests and attract new ones.

Start by tackling the items on the checklist for your self-identified level. Select the toggles to keep track of your progress, and revisit the checklists as you progress in maturity level.

LEVEL 1	LEVEL 2	LEVEL 3
List Building 101	**Cross-Channel Audience Sharing**	**Unify and Enrich Guest Profiles**
Identify existing contacts and untapped sources for list growth	Share your guest segments with digital ad channels	Ensure your restaurant systems are sharing data
Prioritize essential data in your sign-up form	Build lookalike, suppression, and retargeting lists	Invest in a GDP to unify and enrich guest profiles
Target engaged subscribers only	Create hyper-targeted acquisition and retention campaigns	Create personalized marketing campaigns for 100% of guests

Focus Area 3

Content Distribution

IN THIS SECTION ⟶

⊙ Level 1 │ Batch and Blast

⊙ Level 2 │ Lifecycle Automations That Win

⊙ Level 3 │ Data-Driven Personalization

⊙ Interactive Checklists

LEVEL 1

Batch and Blast

In the age of TikTok, it might seem silly to dedicate time, energy, and budget to email, but studies have shown email marketing generates an impressive $36 return for every $1 spent. Compare that to social media marketing, which generates $2.80 for every $1 spent.

To start driving results with email marketing, **create a content calendar with two weekly emails** to send to your entire subscriber list, also known as batch and blast. Here's some inspiration to get you started:

> Remind guests they can order online

> Give a preview of your seasonal menu

> Incentivize guests to visit during a slower daypart

> Promote your social media channels

> Provide a special offer to guests who write an online review

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✉

Hey Jakob! Have you tried our award-winning queso?

Order Now →

Test basic personalization in the email subject line ("[First name], have you tried our award-winning queso?") or within the content copy to boost engagement. Emails with personalized subject lines are **50% more likely** to be opened.

To save time and supercharge your creativity, **leverage generative AI tools**, which can turn content ideas into high-converting email copy. Simply provide a starter prompt, and the tool can instantly draft relevant, attention-grabbing headlines, body copy, and CTAs that you can easily refine to match your brand's voice, tone, and style.

When evaluating the effectiveness of your email campaigns, refer back to the baseline audience engagement metrics you established in Level 1 of the Data section of this guide. How do each email's open rate, click-through rate, and unsubscribe rate compare? Optimize your content calendar based on the themes that receive the highest engagement.

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LEVEL 2

Lifecycle Automations That Win

Once you've mastered batch and blast, it's time to graduate into lifecycle automations that **make guests more valuable to your brand over time.** First, analyze your data and ask yourself:

> Who have you acquired, when, and how?

> How are your guests progressing through the guest lifecycle?

> What characteristics do your guests share?

> How can you influence behavior to mirror the actions of your most valuable guests?

By evaluating repeat purchasing, churn, spending, reliance on acquisition, and other trends over time, you can uncover when guests become brand loyal and why. For example, you might discover once guests reach the four-visit mark, you've retained them for life. The challenge then is figuring out how to move guests from one to two visits, two to three, and beyond.

Define your goals and what guest behaviors will help you meet those goals. Then, create guest journeys with automated triggers, filters, and time delays that make each marketing message feel personal to their relationship with your brand.

Driving Online Orders with Guest Frequency Campaigns

First Watch leveraged its unified data to drive guests who ordered online to make a repeat order—within a shorter-than-average guest frequency. The brand was able to determine, based on average visit frequency, the optimal timeframe in which to hit a guest's inbox for conversion. With this intel, First Watch created a marketing email that would automatically be sent to guests 14 days after they placed an online order, inviting them to order again. The result?

- 20% lift in spend by recipients over 30 days, with a surge in sales one day after receiving
- $2.7M spent—online and in-person—by 48K recipients within 90 days of automation
- 75% of people who clicked on the email transacted within 90 days

20%
lift in spend for
email recipients

$2.7M
spent by 48K email
recipients in first 90 days

75%
of recipients who clicked
email transacted in 90 days

Build a scalable, repeatable framework for your new guests with a variety of ways to engage as they move through the lifecycle. Pay attention to what works, and tweak as needed. Try this cadence:

> **First Visit/ WiFi Signup/ Online Order**
>
> Welcome message promoting your loyalty program

> **After Second Visit**
>
> Send a triggered survey: "Hey [First name], how'd we do?"

> **After 30 days**
>
> Use occasion-based messaging: "Did someone say Happy Hour?"

> **After 3 months**
>
> Promote social: "Tag your posts for a chance to be featured on our feed."

> **After 6 months**
>
> Seasonal menu reset with an invitation to get involved: "Be one of the first to taste the new dishes on our menu at a special event for loyal fans ..."

> **After 1 year**
>
> Anniversary perk "Have this cake ... on us. And yes, please eat it too!"

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LEVEL 3

Data-Driven Personalization

Consumers have become so accustomed to personalized experiences that [91% of people](#) are more likely to shop with brands that recognize, remember, and provide relevant offers and recommendations. While personalization has become table stakes for industries like e-commerce, it remains a competitive advantage within the restaurant industry.

Whether guests are dining on-premise or off, restaurant brands can **make every guest feel like a regular** by leveraging first-party data to tailor each touchpoint to their preferences, order history, visit frequency, preferred marketing channel, and more.

Marketers, in particular, can turn one-time visitors into loyal brand advocates by making them feel seen and appreciated via 1:1 campaigns. **Create offers and messaging specific to each guest segment**—purchase behavior, order history, favorite location, dietary preferences, etc.—to drive sales, visit frequency, and engagement.

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Momo Sushi   • • •

You've got 15% off your
next sushi order!

Claim now

For example, a Japanese restaurant could send a [personalized email](#) or SMS message to guests who typically order sushi on the weekend, offering a discount on their favorite roll the next time they order lunch Monday through Thursday. A few days later, the brand could launch a social ad campaign targeting that same segment to motivate them to act on the exclusive offer (and keep the brand top of mind).

In addition to your retention efforts, you can leverage segments and high-performing campaign content to target new audiences across channels with personalized messaging that has proven to resonate with high-value guests.

Last, but not least, it's a good idea to periodically revisit your lifecycle automations and any batch-and-blast campaigns you may have to insert more personalization tokens.

Pro Tip

Personalization can reduce acquisition costs by [as much as 50%](#), lift revenues by 5 to 15%, and increase the efficiency of marketing spend by 10 to 30%.

ACQUISITION COSTS	REVENUES	EFFICIENCY
-50%	+5-15%	+10-30%

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Your Interactive **Content Distribution** Checklists

You can follow these steps to optimize your campaigns and guide guests on the path to high LTV.

Start by tackling the items on the checklist for your self-identified level. Select the toggles to keep track of your progress, and revisit the checklists as you progress in maturity level.

| LEVEL 1 | LEVEL 2 | LEVEL 3 |

Batch and Blast

Create a content calendar with 2 weekly emails

Test personalization in the subject line and copy

Leverage generative AI tools to maximize output

Lifecycle Automations That Win

Analyze data to see when guests become loyal and why

Define goals and what guest behaviors will help you meet them

Create lifecycle automations that make guests more valuable over time

Data-Driven Personalization

Personalize offers and messaging for each segment

Use high-performing content to target new audiences

Add personalization tokens to batch-and-blast campaigns

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Focus Area 4 ⟶
Loyalty

IN THIS SECTION ⟶

❯ Level 1 | Test and Learn With Incentives

❯ Level 2 | Building to Persona-Based Loyalty

❯ Level 3 | Go Further With LTV

❯ Interactive Checklists

LEVEL 1

Test and Learn With Incentives

Loyalty programs are not for every restaurant brand, but if you decide to invest in one, a crawl-walk-run approach is best.

When evaluating a loyalty program, **make sure it integrates seamlessly with your restaurant tech stack,** including your digital ordering platform, marketing software, and POS. This will guarantee guests can accrue points no matter how they choose to engage with your brand—and give you more comprehensive, actionable guest data to power your marketing efforts.

You can create a buzz around the launch of your loyalty program using social media teasers, countdowns, and exclusive pre-launch offers to generate excitement. Provide an enticing signup incentive, such as a welcome discount, free item, or bonus points. Immediate gratification and the fear of missing out can motivate guests to join.

To drive awareness, **promote your loyalty program across channels**, including in-restaurant and online (social media, email, SMS, push notifications, website, etc.). Clearly communicate the benefits and rewards guests can receive by joining.

Bake incentives into your marketing strategy via batch-and-blast campaigns and automated, behavior-based messages. This will help you determine what types of rewards excite guests and motivate them to take action. Do your guests prefer discounts on future purchases, free items, exclusive offers, or early access to new menu items? Continuous testing is key here.

Regularly evaluate campaign performance to see what's working and what isn't, and optimize accordingly.

Join our Loyalty Program for exclusive offers! 👀

1,492 comments

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LEVEL 2

Building to Persona-Based Loyalty

Combining your engagement data, audience insights, and the results of your incentive tests will give you a strong foundation for your loyalty program. But, ultimately, it's the restaurant brands that know exactly who their guests are, how they transact, and how they react—and leverage those insights—that see the biggest return from their loyalty program.

Personalization increases the perceived value of the loyalty program. To strengthen the emotional connection and keep guests engaged with your brand, start with personalized offers or gifts on birthdays and membership anniversaries. For instance, if a guest frequently orders vegetarian dishes, you could send them an offer or reward related to plant-based menu items.

Go a step further by building segments based on factors like demographics, purchase behavior, frequency of visits, and preferences. Then, **send tailored menu recommendations, rewards, and benefits to guests.**

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Armaan Vasudeva

📍 Greenpoint, Brooklyn

Camille's

Today Only

Order in-store now for $10 off!

Claim now

Let's say a guest starts every week with a chai latte. You might incentivize them to return later in the week or during a slow daypart to earn points for a free drink—or the pastry high-value guests pair most often with chai.

But don't stop there. You can set up automated triggers to send a re-engagement offer to guests who haven't visited in a while or even **use geolocation data to send relevant offers** when guests are near your restaurant.

Pro Tip

Set up automations defined by varying behavioral triggers, ask the user to complete additional actions to earn an incentive, and deliver the incentive when the actions are completed.

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LEVEL 3

Go Further With LTV

For years, loyalty programs were the only way for restaurant brands to capture guest data. As such, the industry is heavily reliant on them. While loyalty programs can be a good source of incremental revenue, a recent study found [55% of guests](#) do not use them.

A loyalty program is considered high-performing if it accounts for just [25–35% of your guest base](#)—and that may not include your most valuable guests.

What about the other ~70%? Who are they? How do they engage with the restaurant? And how valuable are they to the future of the business? You can't impact what you can't measure.

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To **identify, understand, and know the value of 100% of guests**, restaurant brands like Starbucks, Sweetgreen and First Watch are prioritizing a new north star metric: lifetime value (LTV).

LTV measures the total profit generated by a guest from the first visit through the last. Simply put, it signals which guests are most valuable based on their recency (when they last visited), frequency (time between visits), and spending.

According to Olo data from more than 18 million guest records, the top 5% of restaurant guests by LTV drive ~30% of restaurant revenue. And 60% of your revenue is driven by 20% of guests.

To unlock LTV, you need a fully integrated tech stack wherein all systems talk to one another so you can collect, analyze, and act on data from all guests—not just loyalty members.

TOP
5% → ~30%
DRIVE
of restaurant guests by LTV   of restaurant revenue

20% → 60%
DRIVE
of restaurant guests   of restaurant revenue

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With LTV, you can:

> Better understand and engage with your most valuable guests—and track their behavior over time

> Acquire more guests who mirror the habits of high-LTV guests

> Make data-driven decisions in marketing and across departments

> Figure out which guest feedback deserves the most attention

> Test and learn at scale

Now **imagine designing a restaurant loyalty program around LTV.** Instead of relying on "Buy 10, get 1 free"-style blanket discounts, you could promote and incentivize behaviors that high-value guests are known to exhibit. For instance, you could use your loyalty program to motivate guests who only eat on-premise to also order off-premise, and vice versa.

With this data-driven approach, you can make your loyalty program work smarter and harder, guiding average guests on a proven path to high LTV.

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Your Interactive **Loyalty** Checklists

These steps will help you get the most out of your loyalty program and level up with LTV.

Start by tackling the items on the checklist for your self-identified level. Select the toggles to keep track of your progress, and revisit the checklists as you progress in maturity level.

LEVEL 1	LEVEL 2	LEVEL 3
Test and Learn With Incentives	**Building to Persona-Based Loyalty**	**Go Further With LTV**
Ensure the loyalty program is integrated with your tech stack	Create 1:1 offers, rewards, and recommendations	Identify which of your guests have high LTV
Drive awareness with cross-channel promotion	Set up loyalty automations with behavioral triggers	Note similarities and patterns in behavior and preferences
Test incentives in your marketing and optimize by engagement	Use geolocation data to send relevant offers to nearby guests	Use insights to power campaigns guiding average guests to high LTV

Bonus

How to Leverage Guest Data Across Your Entire Business

Restaurant brands can learn from the likes of e-commerce by harnessing actionable guest data with a fully integrated tech stack and applying the LTV metric not just to marketing—but also to operations, labor, menu, real estate, and beyond. Here are a few ways different departments can make smarter, data-driven decisions:

Operations

To ensure guests keep coming back, even when staff turnover occurs, brands need an institutional memory rooted in data. Today's restaurant systems ensure all employees know the regulars—whether they're in the building or ordering online.

But what about guests who had a bad experience, haven't returned in a while, or might like a new menu item? All of this information from your CRM and/or GDP can be displayed in the host stand system and pushed into the POS in real-time so your staff can make every guest feel like a regular.

Labor

If a server or cashier gets guests to return more than the average employee, you can reward them with better pay, schedules, or sections—depending on your service type.

To remove subjectivity, managers should be provided with an employee's Repeat Customer Rate: the number of guests who return divided by the total number of guests they see.

Menu

If you're not making menu decisions based on reorder rates, you're doing your guests a disservice. Here are some tips for data-driven menu optimization:

> High volume, high repeat = All-stars, put these in your acquisition campaigns

> High volume, low repeat = Guests want to love this item, but they don't. These items can turn off droves of new guests, so test new recipes here—fast!

> Low volume, high repeat = It may seem like a bummer of an item, but your regulars are the ones who buy it. Resist the urge to take them off the menu.

> Low volume, low repeat = Not worth the space on the menu. Axe these items.

Real Estate

Every restaurant brand wants to pick locations where guests live, work, and play. To do that, you need to know your guests and their LTV.

You can identify sites with high ROI potential by using restaurant technology and analytics firms that provide actionable insights rooted in data, including mobility, demographics, LTV, purchase history, preferred sales channels, etc. Give your real-estate team a spreadsheet with this intel to ensure your newest locations are successful.

Next Steps

The Opportunity Ahead for Restaurant Marketing

As we've explored in this guide, the path to restaurant marketing success is not a linear one. It's a journey defined by progress, adaptation, and continuous improvement.

Whether you're a beginner setting foot in the realm of batch-and-blast campaigns or an advanced marketer exploring new ways to maximize LTV, every incremental improvement—no matter how small—can get you closer to your guests.

At Olo, we understand the power of guest data in building meaningful connections in this increasingly digital world. With 600+ restaurant brand customers across approximately 77,000 locations and 2M transactions on average processed per day, we help you scale insight—ultimately creating more personalized, hospitable experiences for every guest.

Our three solution suites, including Engage—our restaurant-specific marketing platform—offer flexibility across ordering, payment, and guest engagement touchpoints, which means we can meet you at your level of digital maturity and help you go further, faster.

olo

600+

restaurant brand customers

77K

brand locations

2M

transactions on average processed per day

44

Want to optimize your restaurant marketing?

Crush your goals this year and beyond with Olo Engage, a restaurant-specific marketing platform designed to help you maximize ROI and do more with less. With Olo's marketing tools and support from our team of experts, you can create sophisticated guest segments, set up behavior-based automations, launch hyper-targeted acquisition campaigns, and more. Reach out to get started.

Request a Demo →

#1 IN DINING

About Olo

Olo (NYSE: OLO) is a leading open SaaS platform for restaurants that enables hospitality at every guest touchpoint. Millions of orders per day run on Olo's on-demand commerce engine, providing restaurants a single source to understand and serve every guest from every channel, whether direct or third-party. With integrations to over 300 technology partners, Olo customers can build personalized guest experiences in and outside of their four walls, utilizing one of the largest and most flexible restaurant tech ecosystems on the market. Over 600 restaurant brands trust Olo to grow their digital sales, do more with less, and make every guest feel like a regular. Learn more at olo.com.

Learn more at **olo.com** ⟶