



Benchmark
EMAIL

FOREWORD

“To be successful, keep looking tanned, live in an elegant building (even if you’re in the cellar), and be seen in smart restaurants ...” – Aristotle Onassis

Restaurant owners do not need to be told that they face extreme competition no matter where they are located. Many urban, suburban, and even rural areas throughout North America are virtually saturated with restaurants, from the smallest family run diner to the largest national chain operation. Each of these locations is competing to attract a larger crowd of diners to its tables each and every day. Restaurants have long relied on Yellow Pages and newspaper advertising to drive traffic to their locations but the savvy restaurant managers and owners are coming to the realization that the traditional media can no longer compete with the new formats of online communications that are taking their patrons by storm.

Restaurant patrons are affixed to their smartphones and other mobile web-enabled devices nearly 24 hours a day and seven days a week. This creates a situation wherein if you are not reaching them through their favorite mode of communication, you are missing out on the most powerful marketing means available. Your customers are literally surrounded by internet devices throughout their waking hours. They are in front of desktop computers at work, they carry their laptops around on their off hours or while traveling, and they are accompanied by the latest mobile devices - tuned in to not only their email but also their online social cliques and circles on networking sites like Facebook and Twitter.

Combined email and social media marketing is by far your most lucrative marketing method. It can serve to increase visibility and engage a much greater audience than one ever could through the conventional and traditional advertising buys of newspapers, magazines, radio, television, and telephone directories. The budgets you require to make a “splash” in some of those mediums is well beyond the reach of most independent restaurant owners, but email and social media marketing is remarkably affordable and generates profits unlike

any other form of marketing. The Direct Marketing Association conducted an extensive survey of email marketing return on investment (ROI) in 2009 and found that for each one dollar invested in the process, an extremely impressive \$43.62 was returned. This rate cannot be approached by any other marketing strategy, whether online or through traditional media.

With this exciting power and reach available to restaurant owners or managers, it is quite surprising to learn that less than one out of every five of them are currently engaged in this cost-effective and efficient means of promoting their venues. The growing number of restaurant patrons that can be primarily reached via email are left to the scant 18% of all restaurant owners to reap and thus collect the considerably increased profits.

It should be clear by now that the best way to reach these restaurant prospects is by implementing an efficient and powerful campaign of email and social media marketing. It is irrelevant if you run a tiny corner take-out or a massive roadhouse. Every form and type of restaurant can benefit from engaging your patrons through the innovative technologies found in the world of email and social media marketing.

Brick & Mortar restaurant owners can learn a valuable lesson from the internet savvy gourmet food truck operators who play social networks like a fine violin and keep their hungry foodie customers constantly aware of their next scheduled stop. It may be hard to believe but they often have a lineup waiting for them before they even arrive on the site. That is a testament to the power of email and social media marketing and should serve to convince the most recalcitrant restaurant owner that it is time to take that critical step. Engaging your patrons through their web-enabled world will fill your seats and leave a long trail of happy diners.

– Curt Keller, CEO, Benchmark Email

INTRODUCTION

This guide, *Restaurants: Riding the Crest of the Foodie Revolution with Email Marketing*, was commissioned to analyze the current overall standing of **email marketing campaigns** for the application of restaurant owners and managers. It is hoped that the review of this valuable data will allow them to focus their businesses' online marketing to a greater degree. This guide is designed to ameliorate restaurants' promotional efforts with the following methods:

1. Attracting new patrons with promotional email campaigns while upholding the fealty and minimizing the turnover of current ones.
2. Precise compliance to a web of legislation as well as the prevailing ethical self-regulatory standards of the restaurant industry sector.
3. Identifying and interpreting the relevant statistics obtained from the varied approaches applied by a number of restaurant business owners and managers throughout the country.
4. Utilization of strategically consistent email marketing that is tailored specifically for your restaurant venue to garner and preserve the greatest benefit possible.

A significant sequence of published statistical reports were utilized to gather the data contained in this guide. The owners and managers of restaurant concerns across Canada and the United States were interviewed to compile these papers. The data has been derived from all levels of the restaurant sector including small, medium, large, and chain venues. The data gleaned through this effort can be found in the Restaurant Email Marketing Survey section.

The primary ambition of this paper is to propose a sequence of queries that almost all restaurant concerns need to ask themselves in order to determine the current condition of their email marketing. Once these points are ascertained, **email and social marketing solutions** will be discussed.

BACKGROUND

Objectively, restaurant owners and managers are largely failing to broaden their marketing to embrace and encompass online promotional technologies. Although 13% of all restaurant venues claim they will be engaging in a campaign of email marketing in the future, only a relatively small proportion of 18% are currently promoting their restaurants with email marketing. A disproportionate grouping of approximately eight out of ten are not involved in email marketing in any way at the present time, and a remarkable 69% state that they do not have plans to do so in the near future.

The restaurant owners and managers who have had the wherewithal to successfully launch a comprehensive email marketing campaign realize that it in many cases outperforms the **return on investment** (ROI) of any other form of advertising and thus becomes their preferred promotional method. These restauranteurs have fully realized that one of their prime priorities is the task of collecting as many email addresses as possible from their venues' patrons and community prospects. They are well aware that formal permission must be granted by each individual prior to their email address being placed on a subscription list. This email collection procedure is generally achieved through the following methods:

- At the restaurant
- At food events
- At community & municipal events
- At racing events
- At sports events
- By sponsoring little league and other local teams
- Via their website signup page
- From collaborative local businesses such as food stores and kitchen supply stores

A number of restaurant venues are in the process of fully realizing that powerful email and social network marketing is not a broadcast that takes on a one-to-the-world model as in the conventional advertising format of traditional media like newspaper, radio, and television. To maximize efficiency, proper

email marketing must be structured casually as a one-on-one chat to engage the patron and capture their interest and attention.

It is clear that the minority (18%) of restaurant venues that are engaged in email marketing have obtained a powerful advantage over their local competitors via their ability to take their message to a different group of prospects than the restauranteurs who still rely on traditional media alone. The following statistics will expand the enterprising owner's or manager's knowledge of competitive email and social media marketing.

RESTAURANT EMAIL MARKETING STATISTICS

This collection of statistical information was correlated from studies and surveys published recently by major food industry research sources. These statistics were cross-referenced with the replies received as a result of the direct interviewing of restaurant owners and managers throughout the United States and Canada.

Restaurant Venues that Engage in Email Marketing

All of the statistical data shown in the following graphics is correlated from the restaurant venues throughout North America that provided replies with regards to their current email marketing campaign status. The proportion replying that they are engaging in email marketing campaigns is a fairly minor 18%. However, it seems that a notable portion (13%) of restaurant venue owners and managers realize that they have an immediate need to launch their own **email campaigns** and thus plan to do so in the near future. The traditional nature of the restaurant business may be the reason for the number of

venues that are not involved in email marketing campaigns and have no announced plans to engage in email promotion. Many restaurant venues are fairly independent and small, and therefore the owners and managers often assume that they do not have the technological prerequisites or the volume of patrons necessary to engage in an email marketing campaign. There is also a possibility that these restaurant owners and managers are not sufficiently aware of the email marketing advantages that a properly executed campaign can provide their business.

Restaurant Sending Frequency

57% of all restaurant email campaigns are issued at a monthly frequency. This majority makes up the largest section of email sends, with a frequency greater than monthly reported as over one third (35%), and longer frequencies composing a total of just 8%: 4% for every two months, 3% for quarterly frequencies, and 1% for seasonal or yearly sends.

Restaurant Content Type

The specific form of email content that mixes informational factors with various forms of discount vouchers or coupons accounted for three out of every five (60%) restaurant venue emails. Emails that were exclusively informational in scope were responsible for 16% of all sends, and emails that were directly focused on sales and discount coupons without any notable informational content accounted for nearly one quarter of the total at 24%.

How Restaurant Businesses Obtain Email Subscribers

Almost one third (32%) of subscribers are patrons who have actually visited the restaurant venue, with fully 38% being subscribers signed up through a variety of promotions. The web was responsible for 11% of the subscriptions, 3% were leads that were purchased or otherwise supplied, and various public events accounted for 16%.

Typical Restaurant Email Subscriber List Size

Although the Restaurant market is dominated by large chain operations, from a numeric standpoint the small, independent restaurants outnumber the chain headquarters by a huge margin (although not necessarily the number of actual outlets). The generally small aspect of North American restaurants is clearly evident in the analysis of subscriber list size. Just over seven out of every ten (71%) of all lists have less than 500 entries, with the balance of 29% being considerably larger lists: 500 to 1,000 is 10%; 1,000 to 3,000 is 4%; 3,000 to 5,000 is 2%; and 13% are over 5,000; which implies that this level is achieved by the larger chain operations that make up only a tiny percentage of the total.

Restaurant List Segments

Nearly nine out of every ten restaurant venue owners and managers do not **segment their email lists**. Only 14% take the necessary steps to avail themselves of the marketing benefits of segmentation, while a very high proportion of 86% send emails with identical content to their entire subscription list.

Email Open Rates for Restaurant Campaigns

According to the data, most restaurant venues do not know when or if their emails are actually opened, and the 79% figure is one of the highest in any industry sector. With just 21% of all restaurant executives taking the time to review their open rates, it is clear that restaurant venue owners and managers are generally unaware of the value of these key **email marketing campaign metrics**. Of the less than one quarter of all restaurant venue operators who were aware of this critical metric, 1% reported that their opens were over 40%; 11% stated it was 25-40%; 2% admitting 15-25%, and 7% claiming that less than 15% of their emails were opened.

Versus Industry Open Rates

The open rates stated by restaurant venues (26.2%) resemble the medians claimed by other major industry sectors.

Restaurant Subscriber Click-Through Rates

There are many straightforward and easy to implement methodologies that allow an email marketer to track the **click-through rate** (CTR) of any email that is not sent in plain text format. A basic aspect to calculate the formula for CTRs is the open rate, yet a total of 79% of all restaurant venue owners and managers do not have that metric for their campaigns. Fully 85% did not know their CTRs, therefore cannot make any realistic determination as to the performance level of their email marketing efforts. Only 15% of all restaurant venue owners or managers knew their CTRs, with 1% stating that they were getting more than 15%; 1% claiming 10-15%; another 3% receiving 5-10%; and 10% reporting that their CTR is less than 5%.

Versus Industry Click-Through Rates

Even though it is based on an extremely minute percentage, the CTR of restaurant venues at 3.4 seems to be well below average for the other industry sectors.

RESTAURANT EMAIL MARKETING GOALS

Whether you operate a small family restaurant; a nostalgic trailer diner; a tiny elegant bistro; or are at the other end of the scale and run a huge roadhouse that numbers its seats in the hundreds, your **email marketing strategies** should be specifically designed to bring new patrons to your venue and

enchant your current customers to encourage their repeat and ongoing business.

Short Term Goals

An effective email promotional campaign that is professionally crafted to meet the marketing prerequisites of your restaurant venue can show these types of results over the shorter term:

- Customer participation
- Encourage larger groups to dine
- Extend online presence & authority
- Location recognition
- Same quarter sales
- Word of mouth

Long Term Goals

Over the longer term, restaurant venues can expect that a consummately professional email marketing campaign will produce:

- Diner loyalty
- Gaining competitive advantage in the region
- Higher traffic for a broader range (booked and/or closed parties, large groups, birthdays, etc.)
- Increased cooperation from suppliers & related business (liquor, food, kitchen supply stores)
- Online authority translating to local market leadership
- Year on year sales

Committing to a long term email marketing campaign is the best way for your restaurant business to derive measurable and tangible results from **email promotions**. Conducting the email campaign with tact will help derive positive financial results from your online marketing budget. This task naturally requires an investment of resources and time and it is not one to be entered into without professional expertise. Furthermore, thoughtful consideration should be given to the various factors that affect any form of email marketing or promotion.

Implementation

Email marketing is quite different from the traditional placement of an advertisement featuring your menu or meal discount vouchers in the town newspaper, or even commissioning a Yellow Pages listing. In conventional media, the advertising liability triggered by the ad placement is limited to whether or not the claims that are made in the advertising copy can actually be verified. If the ad copy passes that important truth test, then the advertiser can consider the ad relatively free from further legal pre-qualifications. When email marketing campaigns are analyzed from the standpoint of prevailing legislation, this online form of advertising has two different phases of legality that must be properly satisfied: federal & state laws (not including the self-regulatory standards established by the restaurant industry). If either of these regulatory standards are not fully met, a restaurant could be subject to legal charges and considerable liability.

Compliance

The customer gives you a business card or fills out a personal contact sheet, visitor's book or similar form, and hands it over. At this point many restaurant business owners and managers would argue that you are perfectly justified in heading over to your computer and typing in that information, including the client's email address in your subscription list. At first glance it might seem wholly acceptable to use the data gleaned from a customer's personal contact form or business card. After all, the business card or contact form should serve as evidence that you had a face to face encounter with the customer in your restaurant venue and that the data was provided by that prospect of their own free will. Unfortunately, that act violates both federal law and restaurant industry standards.

Prevailing law demands that precise and direct pre-approval must be obtained from the client and that approval must be entered into your computer records permanently so that it is present for any review or audit. Restaurant business managers and owners who mistakenly believe that they are not under restriction by these legislative standards must be made aware

that the penalties for violations of this legislation can be severe, and include fines of thousands of dollars for each single email sent as well as the likelihood of ending up in prison for an extended period of time.

CAN-SPAM Must Be Honored

The legislation that governs email marketing in the United States is covered under the **CAN-SPAM Act**. This law determines the precise procedures that all email marketers must follow. CAN-SPAM is an opt-out form of legislation. This law dictates and protects the rights of consumers to be able to make a single request and be immediately deleted from any email newsletter subscription lists. The best practice standards of email marketing call for absolute and direct permission to be garnered from all of your subscribers before the very first email marketing content can be sent to them. Restaurant business managers and owners need to be aware of CAN-SPAM legislation, as violating these laws can open the gateway to severe legal repercussions including penalties of thousands of dollars per each violating email sent and may even lead to years in prison for the offending individual.

Unsubscriber Facilitation

Subscribers who wish to leave your email list must be accommodated with haste and precision. Federal law states very clearly that any attempt to make the unsubscription process difficult or even outright impossible to complete is a violation and is subject to sanctions totaling thousands of dollars and even jail terms. In order to remain on the right side of the law, you must ensure that your unsubscription procedure is easy to access, simple to use, and has the desired effect on the very first demand.

Bouncing Email Control

Any emails that cannot be delivered in a preset series of attempts are returned to the original sender, which in email terminology is called a “bounce.” There are two separate ways

that your bounced emails are sent back, and that is known as either a soft or a hard bounce. Both types of bounces demand different action on your part. Soft bounces can generally be directly sent again, but attention must be paid to the particular reason why they bounced in the first place. That information may indicate your need to rectify the situation through some alternative method of communication with the subscriber. If you make the grievous error to resend an email to an address that has already been subject to a hard bounce, your ongoing emails may be treated by many of the major ISPs as if you are an acknowledged spamming organization and you may be subject to **blacklisting** and non-delivery.

Privacy Policy

If you do not have a currently relevant privacy policy drafted specifically for your restaurant business, you may be subject to severe sanctions under federal law. Your privacy policy must never be copied from a competitor's website, as the necessity exists to draft the content particularly for the specifics of your own business. To avoid legal problems that can be highly convoluted and costly, you should consult your lawyer to have a correct and accurate privacy policy drafted to cover all of your online promotional and marketing activities.

Proper List Segmentation

Segmentation is a function whereby you categorize your email marketing subscription list by a number of specific factors including demographics, behavior, lifestyle and life cycle. Through the analysis of this information you are able to develop specific content that is best suited to each segment on your list. This procedure will help you zero in on your particular patrons and provide the atmosphere, beverages, menus, entertainment, and hours that they are specifically seeking.

Ongoing Content Testing

It is generally considered an error to base the content sent to your **email newsletter** subscribers on your "hunches" of

what they are looking for. To derive a firm scientific and statistical basis for your online marketing strategy it is generally recommended that you engage in A/B testing. This type of testing is the process of sending out small samples of particularly conceived content to specific stratifications on your email marketing subscription list. Through the analysis of the volume and type of replies to each specific sampling, data will be generated for use in fine tuning your overall email marketing strategies.

It is extremely important that you reassure all of your prospects that their personal data will be maintained in a totally secure format and that it will never be sold, bartered, traded, or in any way shared with third parties. As your email subscription database continues to grow, you may come to the realization that your segmentation processes can supply results that become more precise over time. The more data you can gather on your patrons, the more you can engage it to help your restaurant business serve your customers' needs.

Analyzing the Prospect's Behavior

An analysis of both open and the click-through metrics will allow you to gain considerable insight on your subscribers' behavior patterns when they receive your periodic email missives. An unfortunate number of subscribers do not bother to open your emails, therefore keeping these individuals on your subscription list is essentially pointless. Other patrons do open and read your email messages but your clickthrough metrics indicate that they are not taking any action on the email. The fact that these customers are actually reading your emails is clearly significant, therefore they should be kept on the subscription list. Although these subscribers are not sufficiently motivated to engage with your restaurant business online at this time, these are the types of prospects who are most likely to turn to your venue the next time they require a great meal or fine catering services. The most desirable prospects are the patrons who appreciate both reading your email newsletters and clicking through to your web pages. This indicates that they are both responsive and open to learning more about your restaurant. Facilitating these customers'

inquiries by providing entertaining and informative content can prove to be a significant benefit to your overall restaurant business success.

Good Email Practices

Email practices to follow include paying close attention to the composition of the subject line, which is the headline of the email message and often the only glimpse the reader has into the content of the email. It is the accurate crafting of the subject line that allows the patron to decide whether or not to open it. The efficiency of your segmentation efforts will be heightened by the creation of multiple [landing pages](#), each featuring content that is varied and targeted. Subsequent A/B testing will supply valuable insight you can use to further hone your email marketing strategy.

Email Metrics

Statistics show that almost 85% of all restaurant owners and managers do not know what their click-through rate is, and over 79% are unaware of their open rates. It is a severe error to remain bereft of critically important email metrics such as open rate and click-through when operating an email marketing campaign. This shortcoming denies the restaurant business owner or manager the ability to comprehend a wide range of factors that can be identified to build the success rate of an [online promotional campaign](#).

BENCHMARK AS YOUR RESTAURANT VENUE'S EMAIL MARKETING SOLUTION

Energize Your Email Campaign Strategy Rapidly & Easily

You can enjoy the advantages of your restaurant's collaboration with the established email service provider professionals at Benchmark Email with comprehensive and affordable visibility from your future patrons. Benchmark Email is one of the most advanced providers of email marketing services: trusted by well over 73,000 repeat business and individual users. Based on many years of expert performance in the provision of services to suit the necessities of restaurant businesses in your sector, Benchmark Email has the capabilities to offer an exclusive and encompassing **Restaurant Email Marketing Solution**.

Return on investment is one of the primary metrics of any email and social media marketing campaign. With an intuitive interface you can easily access from any mobile device or PC browser, magnified by wide ranging email marketing and social networking features to increase your venue's traffic and ticket value, Benchmark can boost business at a surprisingly low cost. Re-energize your operations through Benchmark Email's carefully-engineered solution today!

Opt to Let Benchmark Email's Top Marketing Experts Do the Job for You

The best executive chefs are the ones with the best brigades on the line. In a similar manner, the savvy restaurant marketing manager has to know when to delegate tasks to skilled, capable, and professional people. When it comes to your online promotions you might prefer to consider adopting a fully delegated approach to your email marketing campaigns by passing off the project to the accomplished messaging concierges at Benchmark Email. You can implement the **We Do It for You Full Service Email Marketing** strategy and the highly-skilled professionals at Benchmark Email will act as your company's email communications personnel. In order to derive these benefits for your restaurant venue, just provide your subscription list along with a definition of the prime features you wish to propose in your campaign and the experienced

Benchmark Email experts will get your campaign activated easily and swiftly.

The email and social media marketing facilitators at Benchmark Email will accomplish all of your goals. They will concoct **personalized restaurant email templates** with superlative graphic design and with the inherent qualities to be correctly displayed on screens ranging from the widest computer monitor to the tiniest cell phone screen. You will quickly absorb their Real Time Email Reports, which present a vivid, easy summary to obtain a broad perspective of all the salient performance metrics. With these statistics you can arrive at a fully effective determination of how your email marketing campaign is evolving at each step of the process. Your email concierges will make sure that your identity is clearly highlighted on the leading social networks by exercising a wide spectrum of placements and postings including publishing your recently released newsletter links on your restaurant's Twitter page.

Benchmark Email's professional marketing and outreach experts will manage every phase of up to two separate email marketing campaigns for your restaurant venue. If you select additional campaigns to launch at the same time, these can be offered at a very low surcharge. The range of their expertise includes reviewing and honing your subscription list to your specifications; implementing auto-respond sequences to give virtually immediate replies to your customers at any time of the day or night; and through the setup of prospect feedback channels, they can draft up an extensive subscriber survey or poll that will supply you with the patron insight you require to surgically focus your promotional efforts.

INDUSTRY STANDARD FEATURES

Whether you choose to use Benchmark Email's Do It Yourself or the We Do It for You service, your restaurant venture can benefit considerably from these efficient features:

Advanced Message Scheduling – Your email communications can be set up to go out at any time you want, regardless of the day or time. By applying technologically advanced **autoresponders**, Benchmark Email allows you to schedule a sequence of countdown timers. These timers may be set to be activated in conjunction with preset occurrences such as the date of the initial subscription, the renewal dates, your customer's birthday, or any other anniversary date.

Full Video Integration – Benchmark Email features a special **video email** process that provides for video productions of any duration focusing on your restaurant's latest discounts, offers, bulletins, and other informative content that can be efficiently delivered to your customer base while maintaining file sizes to an absolute minimum.

Contact List Management – As the total volume of your client base on your list continues to grow, it becomes a significantly more convoluted task to keep each entry up to date and correct. Benchmark Email's **list management tools** assist you in the task of rationalizing, correlating, and cleaning up all of your subscriber lists so that you can analyze groupings established on a series of age, psychographic, and lifecycle qualifications.

Creating & Focusing Campaigns – In the competitive restaurant field your venue must market it self with the greatest possible efficiency. Benchmark Email proffers services of such coherent and cutting-edge expertise, suitability, and professionalism that any style of email campaign is now readily within your means.

Delivery Assurance – Benchmark Email has nurtured relationships with all the major ISPs at the most critical Internet traffic points to ensure their delivery rate is unmatched by any other email marketing company.

Expertise & Technology – Benchmark Email's server infrastructure allows total control over each phase of the transmission of your email campaign. This technical command ensures that any format of email from HTML to video to plain text will be quickly and reliably delivered to your reader's inbox.

Full Tracking Reports Incorporating Visual Graphs –

Benchmark Email's exhaustive **email tracking reports** provide comprehensible illustrations of all your marketing campaigns' results. Each statistical category is explained in simple language without resorting to convoluted industry terminology. You'll be able to learn precisely how your email marketing campaign is performing through a very handy review.

High Volume Plans – Every form of restaurant business receives our most effective and well-developed features and services. Should your venue require over 100,000 emails per month, our **extreme volume plans** offer an array of performance capabilities thoroughly suited to your elevated traffic sends.

Polls & Surveys – Benchmark Email's state of the art surveying and polling methodologies represent the zenith among email service providers anywhere in the nation. These capable tools allow you to consummate your marketing campaign according to the reactions of your customers and restaurant prospects. By aggregating a custom range of consumer participation forms, your restaurant business's promotional and marketing targets can be accomplished with success and efficiency.

Social Media Tools – It is the modus operandi of many restaurant businesses to collect email addresses face to face directly from the patron at the time of ticket payment. Regrettably, some restaurant managers and owners are not leveraging their social networking strategies for subscription list multiplication to the maximum extent possible. Benchmark Email can provide complete **social network integration** on major sites such as Facebook and Twitter to ensure that your promotional and marketing message will be "Liked" and shared among the social aggregations and groupings of your best subscription prospects.

Templates – Benchmark Email is able to supply hundreds of specially designed email templates, readily customizable to closely reflect any restaurant's promotional needs. The programming and graphics experts at Benchmark Email can manipulate any of these templates to ensure an accurate fit, and even draft a personalized template for your unique use.

BENCHMARK EMAIL UNDERSTANDS YOUR RESTAURANT BUSINESS

Reaching success at a high level of efficiency in a restaurant email and social media campaign must take into profound consideration a wide range of aspects. Benchmark Email possesses a rich history of professional expertise in creating email marketing campaigns to perfectly suit your restaurant venue's business cycles by working in conjunction with the promotional procedures of your customer email collection process:

- "Buzz" enhancements
- Community involvement & volunteering
- Concert, sports & other mass events
- Cooking classes
- Food competitions
- Holiday promotions
- Local & regional promotions
- Promoting word of mouth
- Supplier co-ops
- Sweepstakes and contests
- Team sponsorships

Results

The premium Benchmark Email restaurant package of services provides beneficial traffic related results for restaurant venues committing to long term campaigns. This includes:

- Cost / Benefit analysis
- Ease of information exchange
- Professional liaison
- Quick launch
- Scalability
- Sustainability

Examine How Your Restaurant Venue Can Profit from Benchmark Email's Services

By offering a fully proprietary solution in a harmonized set of service packages that meet the marketing requirements of your restaurant venue, Benchmark Email can launch a series of stylish email marketing campaigns that are a perfect fit for your time, resource, and budget constraints: The Do It Yourself package is a thoroughly capable, fully-featured service, while the We Do It for You package allows for every detail to be handled by Benchmark Email's professional expert email marketing concierges.

When you are ready for service and letting a throng of enthusiastic diners into your restaurant, you will be gratified that you entrusted Benchmark's Restaurant Email Marketing Services with the important task of taking care of all your email, social, and promotional campaigns. Your restaurant caters to a broad range of foodies, commuters, romantic, and party types, and they can all be reached with professional tact and efficiency by the consummate experts at Benchmark Email.

ABOUT BENCHMARK EMAIL

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-tonone feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're

innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features ... for FREE! With our Free List Plan 2,000 you can have up to 2,000 contacts and send up to 14,000 emails per month. Start today at www.benchmarkemail.com/register.

CONTACT US

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

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