

## CONSUMER ENGAGEMENT

### TEXT CAMPAIGNS

Traditional marketing just isn't as effective as it used to be. Successful restaurants are adopting new and powerful digital technologies that their audience already can't live without. Grab your customer's attention using an immediate channel - mobile text:

- Text marketing delivers an impactful message.
- Instantly reach your audience wherever they are.
- Highly effective with +95% of messages opened.
- Concise messages are fully read and memorable.
- Easily measurable and delivers unbeatable ROI.

### SOCIAL CONNECTIONS

Social media has escalated word-of-mouth marketing to the fullest. With an audience of millions, you can build your online presence and strengthen brand credibility. PowerCard gives you the tools you need to get the exposure through 3 social marketing platforms: **messaging, email, and mobile text.**



### EMAIL CAMPAIGNS THAT TRACK ROI

Email is one technology that has stood the test of time. Your email marketing solution is white-labeled to your brand with a customized HTML template and includes the ability to add special offers. These offers are sent with a 6-digit code that can be redeemed through your POS for true ROI tracking.

### CUSTOMER SURVEYS

The competition for restaurants is at an all-time high since social media has given the customer's voice center stage. It is more important now than ever, to know what your customers are saying about you.



Google reviews, Yelp, Facebook fans, their opinions matter and are vital components to the popularity a.k.a. success of your restaurant.

The customer surveys PowerCard administers will help you understand and strengthen the relationships you have with your customers. We can help you build customer loyalty while boosting sales. Basically, strengthen your street cred, grow your restaurant, and everyone wins.

### ARE YOU A CONSTANT CONTACT USER?

*PowerCard received a Gold Medal in Constant Contact's Developer Contest of 2011.*

*Syncing your email list is no problem.*

