

MOBILE MARKETING

QSR & DINING PLAYBOOK

With technology and data operating as the commerce catalyst it is now, it makes sense that the QSR industry heads deeper into a mobile platform. From driving traffic to physical store locations to growing a wider mobile user base with tactics for retaining them - QSR finds its place in the tech-driven world with the use of mobile applications.

So what does that look like for QSR and dining establishments that are just now starting this journey? After an app hits the store, what drives download growth? How do you use those downloads to encourage higher in-store traffic? Can you provide enough value throughout the consumer journey to keep them active? These questions have answers. This playbook focuses on the strategies that back the three goals of every QSR app: growth, retention, and revenue.



QSR PLAYBOOK

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**BoardActive
Software**

CHAPTER ONE

GROW APP DOWNLOADS



It all begins with who is using your app. No matter what type of features your app has, it is only as successful as your diners say it is. There are a few tactics to help with that.

MAKE SURE THAT YOUR TOUCHLESS ORDERING IS DRIVING APP DOWNLOADS

Most dining establishments now offer a touchless ordering option. The consumer uses their smartphone to scan a QR code, usually with a link to a third party web-based ordering service.

Make sure you don't miss this opportunity to gain another user for your restaurant's mobile app! The QR code should link to the App Store / Play Store listing. Embed the ordering link on your app's home screen, and you've gained a touchless experience and new user in one go.

- **Geofence your store locations. Set a message to trigger to users who enter the touchless menu link.**
- **Provide QR codes to scan in-store and schedule a welcome message to send to new users that download your app with the button leading to their touchless ordering options.**

QSR MOBILE APP GROWTH STATS

QSR APP GROWTH STATS

Build Value Through Your App



1 QSR APP USAGE UP BY 125% FROM 2016 TO 2018



2 USERS SOURCE QSR APPS 150% MORE IN 2018 THAN 2016



3 LOYALTY PROGRAMS INCREASE QSR DOWNLOADS BY 43%



4 PEOPLE SEARCH FOR FOOD THROUGH APPS 135% MORE IN 2018 THAN 2016



5 49% OF RESTAURANTEURS VALUE MOBILE PAYMENTS AS A MUST HAVE FEATURE



6 74% OF DINERS WOULD DOWNLOAD A QSR APP IF IT OFFERED DELIVERY

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One of the quickest ways to get your app's value through to other users is reviews in the app store. If someone is on the fence about downloading your app, the reviews can be the push to either into an install or a failed opportunity.

"Review Us" notifications can be annoying. Think about the ones that you receive. The ones that just ask you to take a minute to review are usually closed without a thought. However, the ones that say, "Hey, I am going to give you something you want if you leave this review for me" are the ones that are actually considered. Know your audience and offer incentives to get the reviews you need to make an impact on your install rate.

OFFER INCENTIVES FOR APP REVIEWS

- Use store location geofences to send a message to users with a free item as they leave a review.
- Use audience filters to segment review incentives to the users who have made a purchase through your app before. This gives pickup and delivery users a chance for the incentive without visiting the actual store.



VIP EXPERIENCE GETS INSTALLS

People like feeling important. The VIP experience is a growing strategy among QSR brands. These programs are a driving force behind download growth.

If a customer knows they can access special rewards through your app, they will be more likely to download the app. If you provide the value and sharing incentives, the reward/loyalty program can be the tool to get more users for your app.

Satisfaction is a rating.

Loyalty is a brand.



CHAPTER TWO

DRIVE IN-STORE TRAFFIC



In-store traffic is the main revenue stream for most QSR's. Delivery options are more readily available through the pandemic, but the delivery providers often charge a hefty percentage of those sales.

Getting diners to purchase directly from store locations is imperative, and leveraging a QSR's mobile app is paramount to this cause. Promote curbside service, offer in-store promotions, and retarget diners who head to competitors. This chapter will show you how.

Knowing the location of your app users is essential to bringing them in your doors. When a user enters an area near one of your store locations, it is the perfect time to reach out with the information that will bring them in.

This can look like promotions for limited or seasonal offers, deals on hot-ticket items, or details about the sanitary measures taken to keep diners safe. Most QSR purchase decisions are made quickly and the right message at the right time and location is the opportunity sway diners to decide on your store, especially if they already enjoy your products.

TARGET NEARBY APP USERS

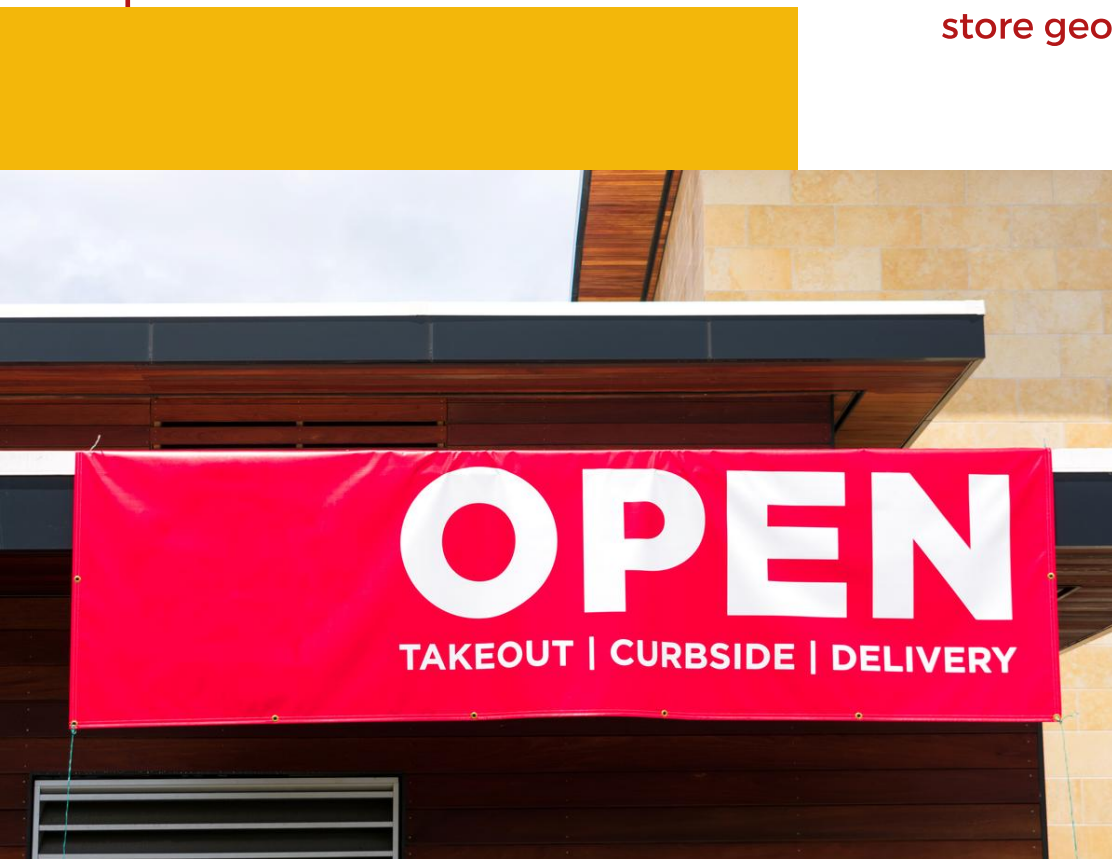
- Geofence areas around stores, and schedule messages with incentives to send as app users enter the area.
- Create an audience of the users that have been active in the last 30 days, and set a message to trigger when they enter the store geofence.



INCREASE CURBSIDE ORDERING

QSR diners don't want to wait for their food. The faster the better, and drive-thru lines are not the best way to get fast food anymore. Curbside ordering/pickup is at an all-time high and QSR restaurants can cash in on the demand by messaging lunch/dinner rush diners and offering incentives that appeal to their local users when they are in the area.

- Geofence areas around stores, and schedule messages with incentives to send as app users enter the area.
- Create an audience of the users that have been active in the last 30 days, and set a message to trigger when they enter the store geofence.



It is an inevitability that your diners are going to frequent other establishments. Maybe its the type of food offered, price, or convenience, but when a user decides to go to a competitor it doesn't mean game over. There are ways to utilize location-based messaging to retarget those users to your establishment at the exact right place and time.

RETARGET USERS AT COMPETITOR'S STORES

- Geofence local competitor locations and set a promotional message to send when the competitor enters the competitor's area. (Promotional examples include: \$1 items, BOGO deals, free sweet with meal purchase)
- Use location data of users sent above retargeting message to review who didn't convert when offered the promotion, and send a follow-up message the next time they enter your store's geofence with the same offer as before to let them know you want them back.



RETAIN CURRENT USERS



User retention is paramount to the success of an app. It is also the most difficult metric to measure and improve. Providing an undeniable value to your users is the best way to ensure they remain active and engaged with your app's offerings. Enhance your OOH marketing campaigns by dropping promotions down to mobile, create an experience in-line with your loyalty/rewards programs, and retarget inactive users with the promotions most likely to appeal to them based on their user behavior and localization.

Out-of-home marketing campaigns fuel QSR traffic. Static ads, digital ads, billboards, and other OOH products are great for sharing brand and product information, but the reach only lasts as long as the visual stays in the mind of the viewer.

Push that reach farther, offer them more, and develop a lasting impression utilizing the power of mobile. Unlike static OOH advertising, mobile push notifications are customizable by location, behavior patterns, and seasonal interests.

EXTEND THE REACH OF EXISTING OOH CAMPAIGNS

- Geofence OOH advertising (billboards, advertising furniture, kiosks, etc) and schedule a message to send to users that pass through the geofence with a call to action for purchasing, products, or store visits.
- Use OOH geofences to send messages with the promotions or products that are most suited to the season, location, and interest of your users.



ENHANCE THE LOYALTY/REWARD EXPERIENCE

One of the largest incentives for downloading QSR apps is the promise of rewards. People love receiving free things based on their loyalty levels. Providing a personalized reward experience goes the extra mile that makes a huge difference in how often your app is used. Use location-based messaging to send notifications letting a user know how many points they need to receive their next reward. Share special incentives for purchasing seasonal or promotional products. The options are limitless with the direct reach of rewards to mobile.

- Geofence store locations and set messages to send to users filtered with a specific range of points that enter the geofence.
- Use store location geofences to set messages to send to users with special reward opportunities specifically for app users in their loyalty program.



Inactivity is described as no activity within an app in over 30 days and occurs heavily in many apps for even the most popular brands. This is simply a lack of obvious benefit for users. When an app is initially installed, it is for a value the user finds in it. Capitalize on the user's desire for a VIP experience by reaching out to users who become inactive at the right time with the right message.

RETARGET INACTIVE USERS

- Geofence local neighborhoods and roadways. Users who enter these areas will trigger messages with specials only offered to in-app users. Incentives for loyalty program signups or using the app for in-store ordering.
- Geofence local regions and schedule messages to send to users who have not been active in the last 30 days who enter the geofence. Use local products and seasonal offers to reengage.



CONCLUSION



Pumpkin spice in the fall, fruity flavors in the summer, country cooking in the South, and slathered foods in the North - there is a promotion that every region gravitates towards, even the inactive users. Build points for free products and offer a VIP experience. Expand current campaign offers by transferring OOH campaigns down to mobile. Retention strategies for QSR apps are all about personalizing notifications to fit a user's location, buying behavior, and desired products/services. BoardActive offers the app add-on that makes these tactics accessible and efficient. Schedule a call today!