



# Beyond Basics: How to Use Marketing Tools to Boost Tripleseat Leads

HHH tripleseat



Host:

Azure Collier

Content Marketing Manager

tripleseat

# Agenda:

- Why online marketing is important
- Marketing tools
  - Tripleseat tools
  - Email
  - Social media
- Measuring and tracking success
- Next steps

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# Why online marketing is important

It's how customers find you

- Consumers use multiple marketing tools (email, Facebook, Instagram)
- They are inundated with messages
- You need to be where they are and stand out



# Why online marketing is important

It's how customers find you.

**77%**

of diners visit a restaurant's website before they dine in or order takeout or delivery

Source: MGH, [mghus.com/lp/restaurant-survey](http://mghus.com/lp/restaurant-survey)

**40%**

of people learn about restaurants through websites, blogs or social media

Source: Valpak, [valpak.com/advertise/blog/restaurant-marketing](http://valpak.com/advertise/blog/restaurant-marketing)

Email is

**40x**

more effective at acquiring new customers than Facebook or Twitter

Source: McKinsey, [mckinsey.com/business-functions/marketing-and-sales/our-insights/why-marketers-should-keep-sending-you-emails](http://mckinsey.com/business-functions/marketing-and-sales/our-insights/why-marketers-should-keep-sending-you-emails)

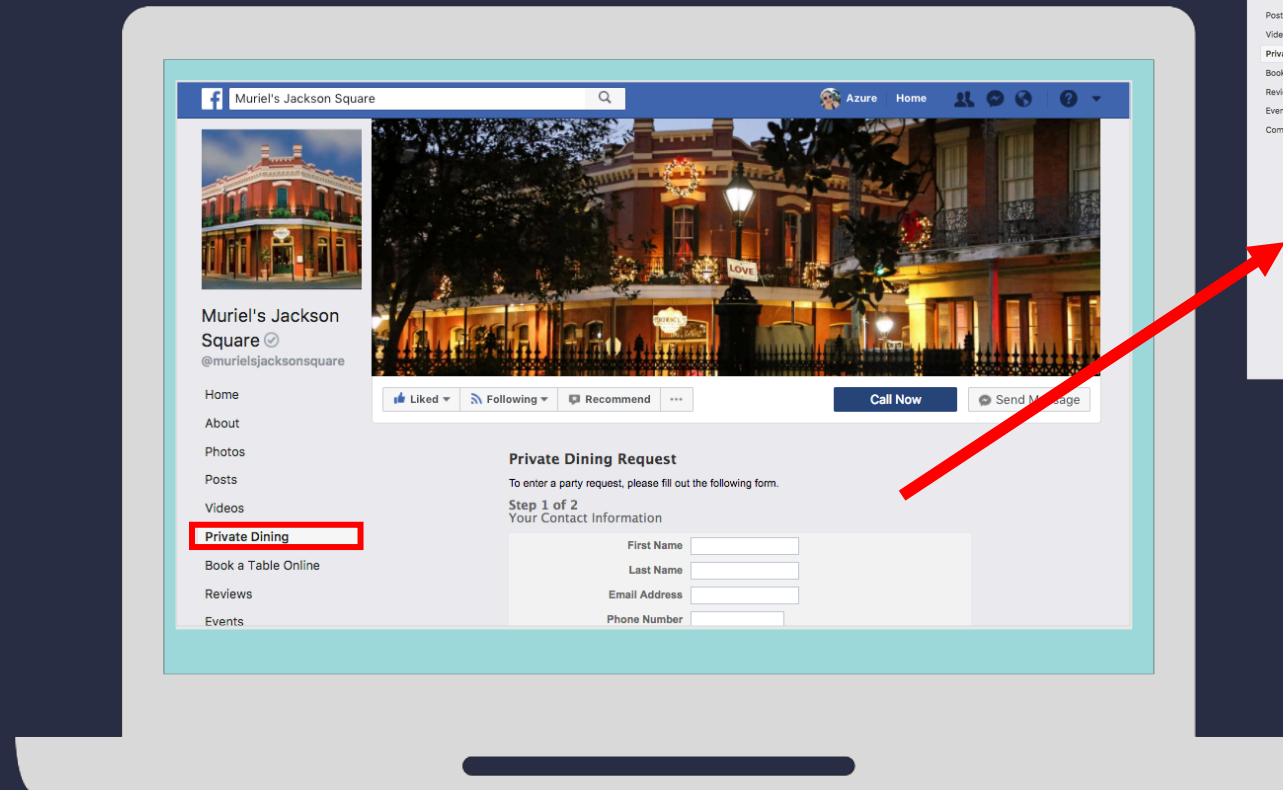


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# Marketing tools: Tripleseat

## Facebook app



A detailed view of the 'Private Dining Request' form. The form is divided into two steps. Step 1 is 'Your Contact Information' and Step 2 is 'Your event details'. A red arrow points from the laptop screen to this form.

**Private Dining Request**  
To enter a party request, please fill out the following form.  
Step 1 of 2  
Your Contact Information

First Name	<input type="text"/>
Last Name	<input type="text"/>
Email Address	<input type="text"/>
Phone Number	<input type="text"/>
Company	<input type="text"/>

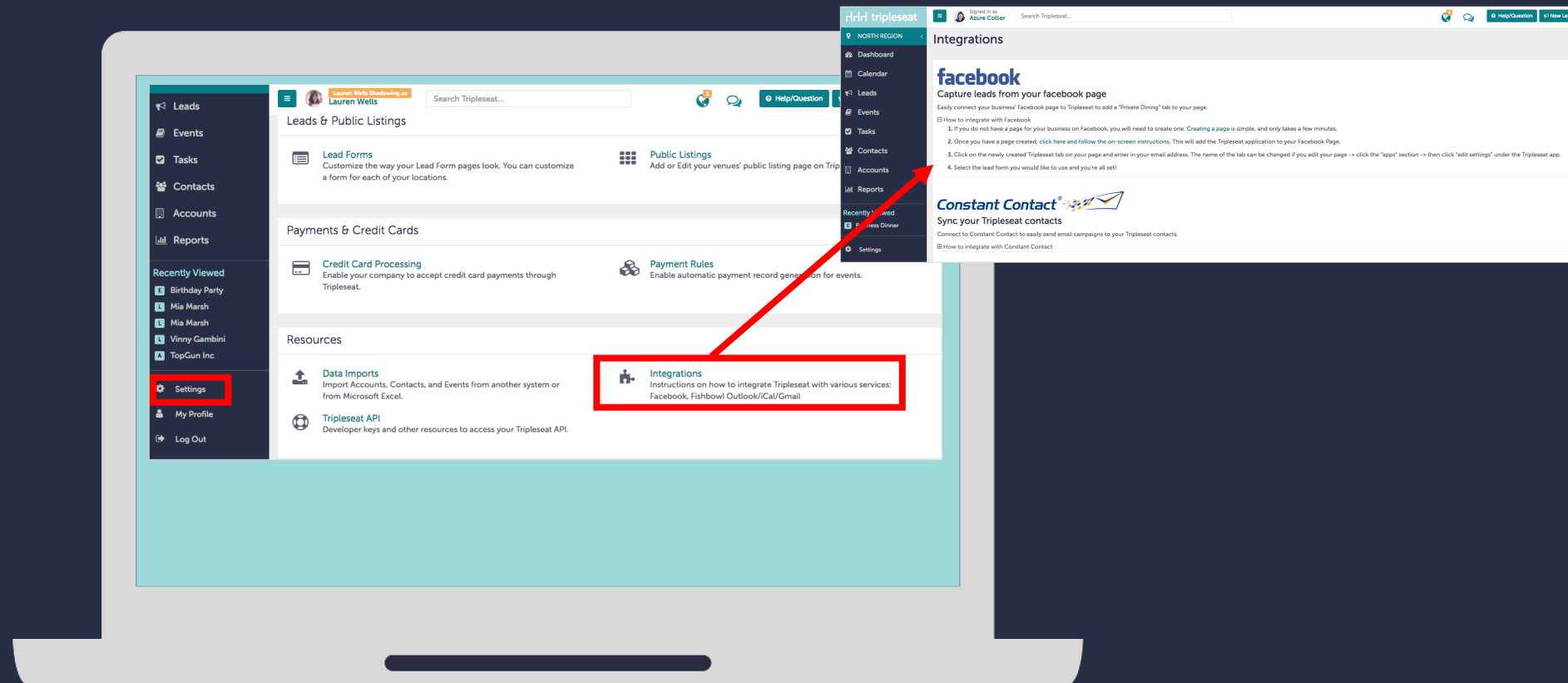
Step 2 of 2  
Your event details

Nature of this Event (i.e. Business Dinner, Wedding Reception, Birthday Party or Business Dinner)	<input type="text"/>
Event date	<input type="text" value="1/2/2018"/>
Start Time	<input type="text" value="6:00pm"/>
End Time	<input type="text" value="8:00pm"/>
Number of People	<input type="text"/>
Is there any additional information you would like to add?	<input type="text"/>

Please bring referrals provided by Tripleseat

# Marketing tools: Tripleseat

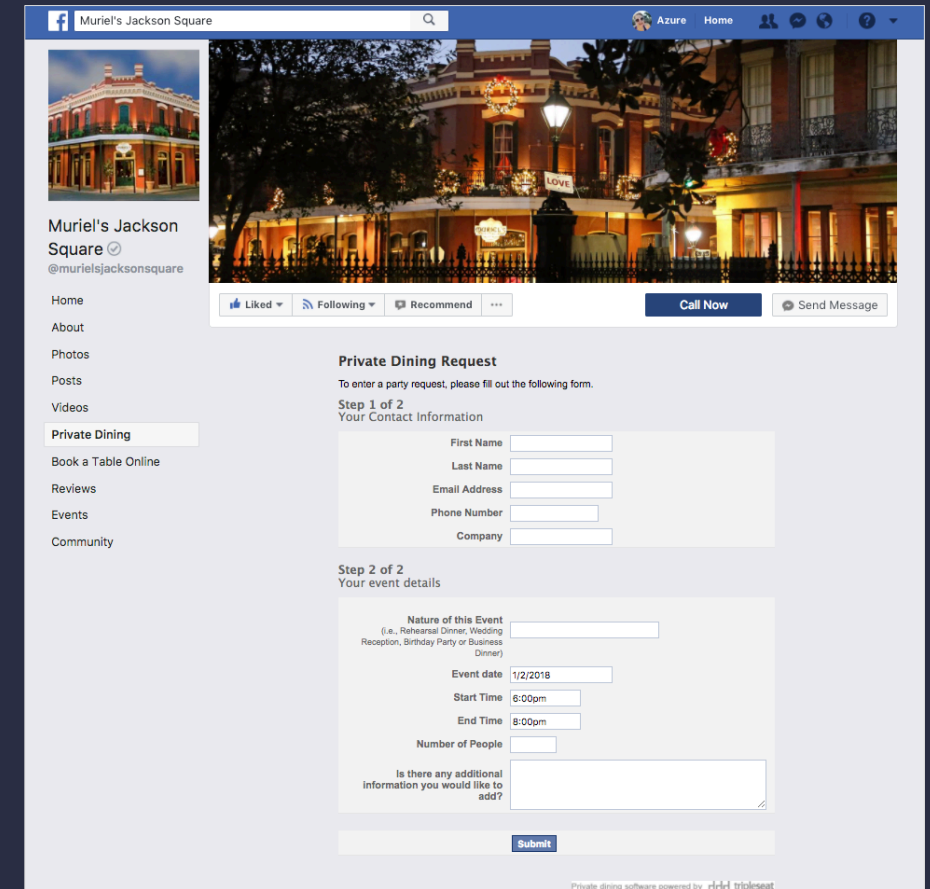
## How to add the Facebook app



# Marketing tools: Tripleseat

## Facebook app benefits

- Facebook is the most popular social network
- Pages have a consistent structure – users know where to find the information they want
- It's listed under the tabs at the top of the page, under your profile photo
- It's like a custom mini-website



The screenshot shows a Facebook page for 'Muriel's Jackson Square' (@murielsjacksonsquare). The page features a profile picture of the building and a cover photo of the same building at night. The left sidebar contains navigation tabs: Home, About, Photos, Posts, Videos, Private Dining (selected), Book a Table Online, Reviews, Events, and Community. The main content area displays a 'Private Dining Request' form. The form is titled 'Private Dining Request' and includes the instruction 'To enter a party request, please fill out the following form.' It is divided into two steps: 'Step 1 of 2: Your Contact Information' and 'Step 2 of 2: Your event details'. Step 1 includes fields for First Name, Last Name, Email Address, Phone Number, and Company. Step 2 includes fields for Nature of this Event (with a dropdown menu), Event date (1/2/2018), Start Time (6:00pm), End Time (8:00pm), Number of People, and a text area for additional information. A 'Submit' button is located at the bottom of the form. The footer of the page states 'Private dining software powered by tripleseat'.

Muriel's Jackson Square

Home About Photos Posts Videos Private Dining Book a Table Online Reviews Events Community

Private Dining Request

To enter a party request, please fill out the following form.

Step 1 of 2  
Your Contact Information

First Name

Last Name

Email Address

Phone Number

Company

Step 2 of 2  
Your event details

Nature of this Event (i.e., Rehearsal Dinner, Wedding Reception, Birthday Party or Business Dinner)

Event date 1/2/2018

Start Time 6:00pm

End Time 8:00pm

Number of People

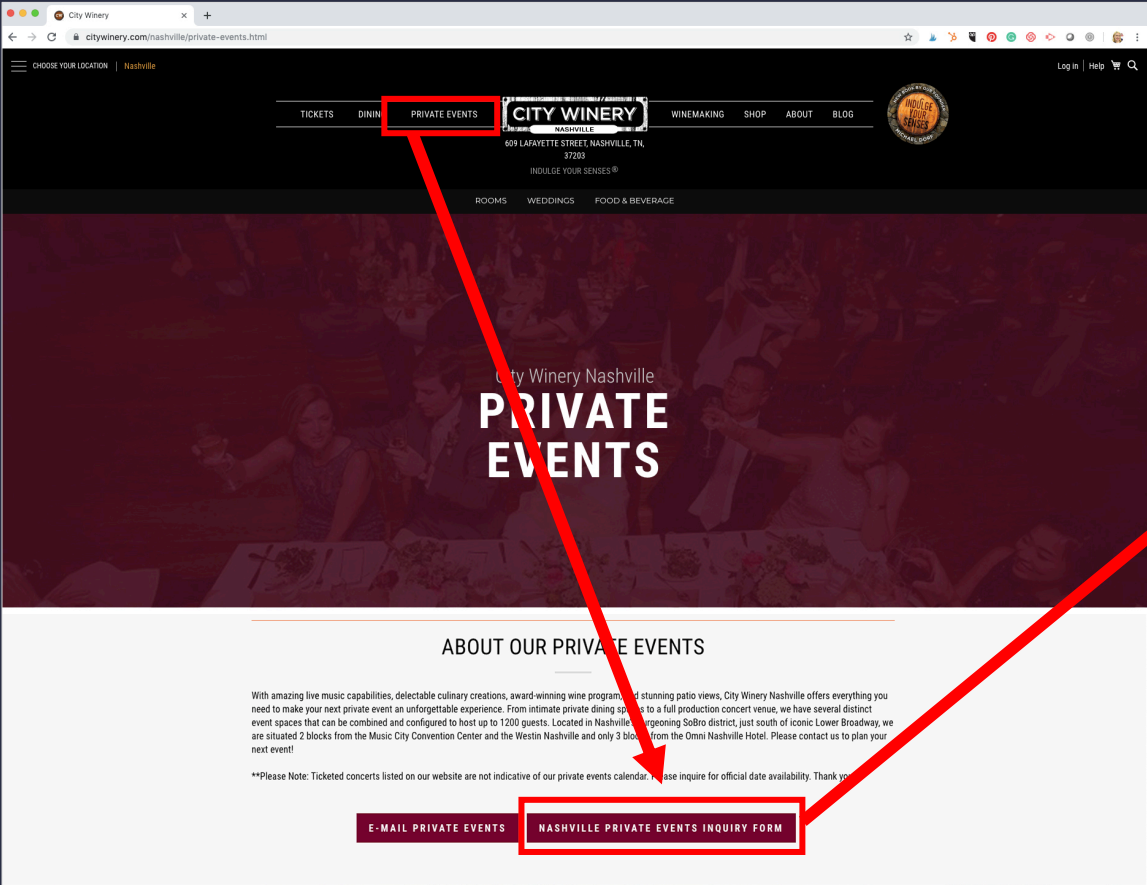
Is there any additional information you would like to add?

Submit

Private dining software powered by tripleseat

# Marketing tools: Tripleseat

## Lead form link

A screenshot of the Tripleseat Nashville Private Event Request form. The form is titled "Nashville Private Event Request" and includes a description of the venue and event options. Below the description, there's a section for "Your Contact Information" with fields for First name, Last name, Email address, Phone number, Company, and Contact Preference. There's also a section for "Your Event Details" with a field for "Nature of this Event (e.g., Birthday Party or Business Dinner)". A red arrow points from the "NASHVILLE PRIVATE EVENTS INQUIRY FORM" button on the City Winery website to this form.

# Marketing tools: Tripleseat

How to find your lead form link

The image shows a laptop displaying the Tripleseat 'Lead Forms' dashboard. The dashboard lists three lead forms with their respective locations, captured leads, and creation dates. A red arrow points from the 'View Live Page' button of the '2017 Holiday Party Lead Form' to a browser window showing the corresponding 'Private Dining Request' form on the Bluewater Restaurant website.

**Tripleseat Lead Forms Dashboard:**

Location(s)	Captured Leads	Created
<b>2017 Holiday Party Lead Form</b> <a href="#">Edit</a> At Your Service Catering BW Hotels & Resorts Bluewater Restaurant Bushwood Country Club Down South BBQ Long Hill Reservation Roadhouse Entertainment	4	Thu, Oct 26, 2017
<b>Down South BBQ Lead Form</b> <a href="#">Edit</a> Down South BBQ	0	Fri, Nov 11, 2011
<b>Holiday Lead</b> <a href="#">Edit</a> At Your Service Catering BW Hotels & Resorts Bluewater Restaurant Bushwood Country Club	1	Wed, Oct 4, 2017

**Private Dining Request Form (Bluewater Restaurant):**

North region - Private Dining

[bluewater.tripleseat.com/party\\_request/35](http://bluewater.tripleseat.com/party_request/35)

Private Dining Request

To enter a party request, please fill out the following form.

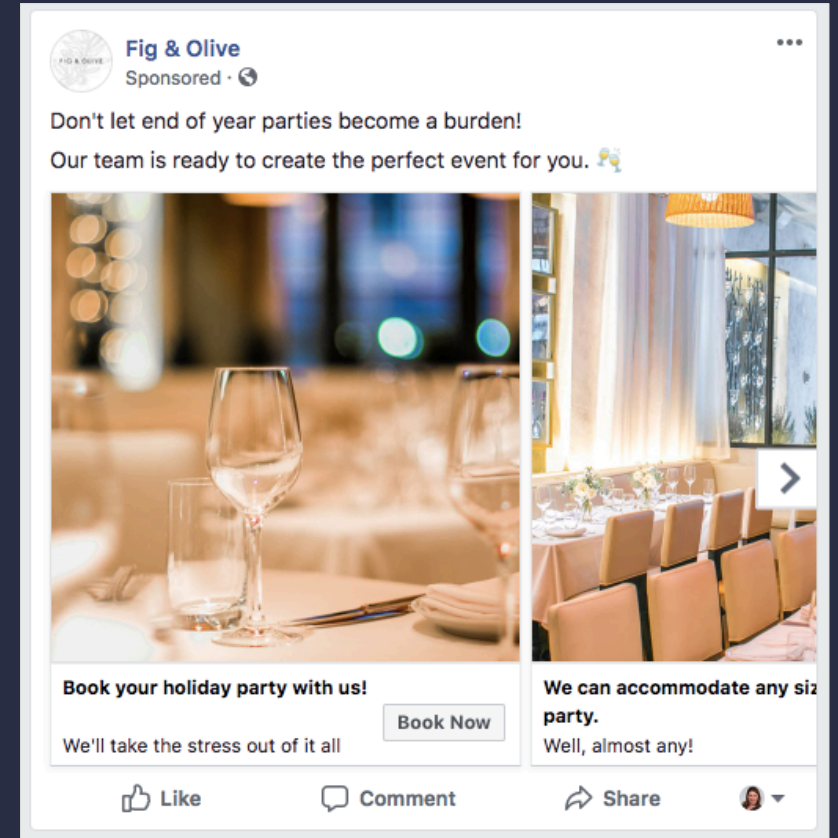
Your Contact Information

First name

# Marketing tools: Tripleseat

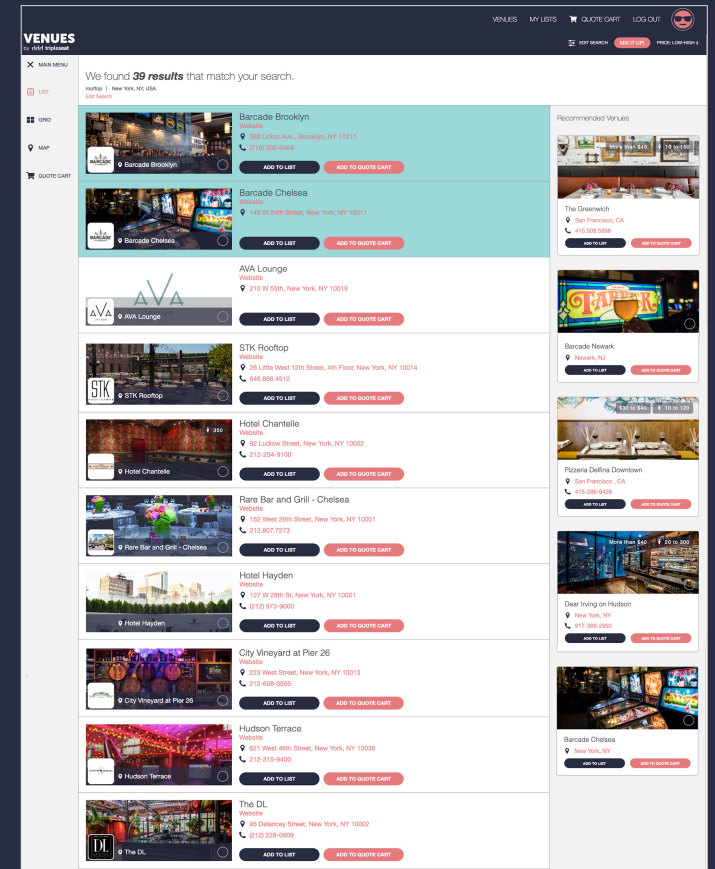
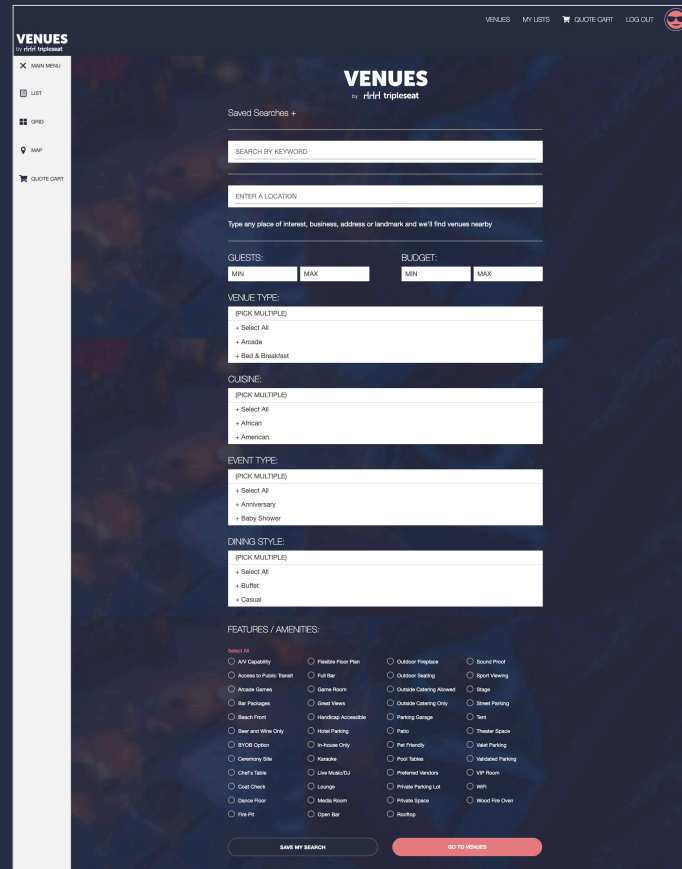
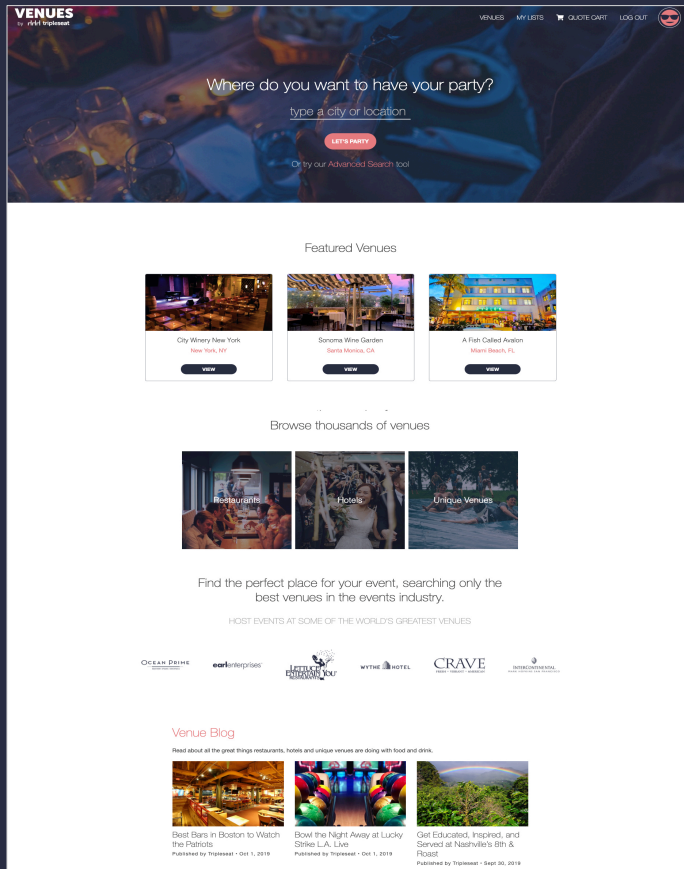
## Lead form link benefits

- Easy to use across platforms and tools
  - Social media posts
  - About sections
  - Social media ads
  - Photo captions
  - Video descriptions
  - Email marketing
  - Website
- Track your leads



# Marketing tools: Tripleseat

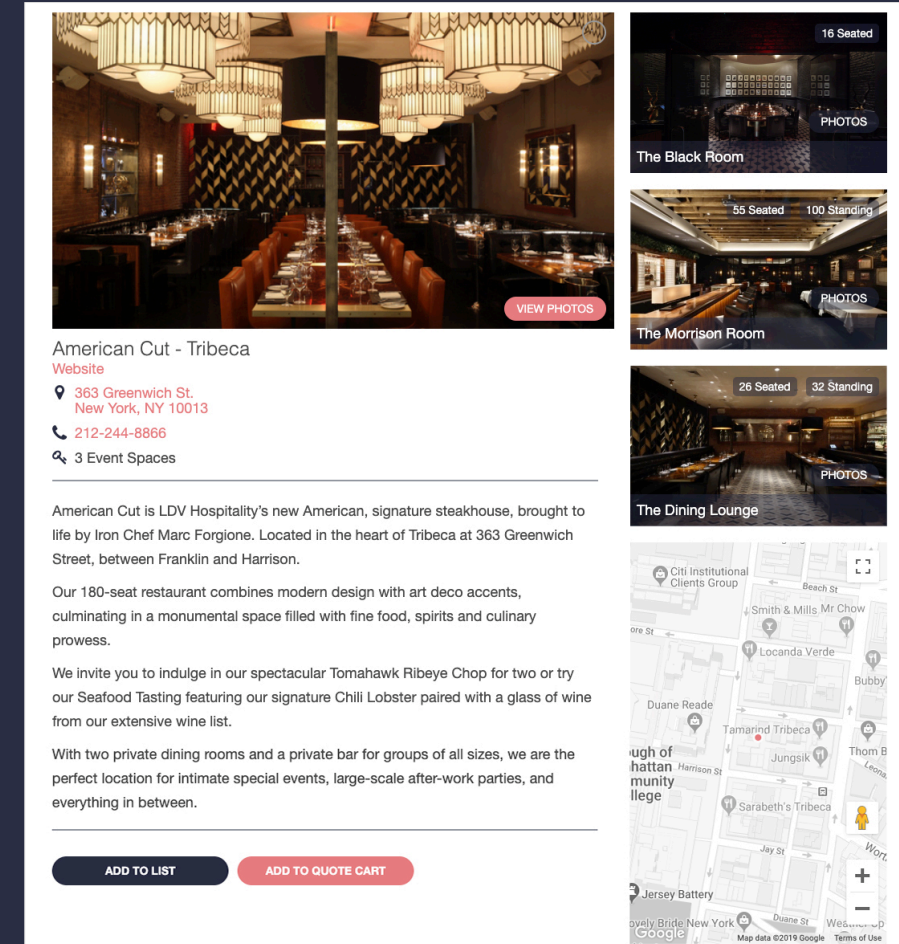
## VENUES by Tripleseat



# Marketing tools: Tripleseat

## How to create your VENUES by Tripleseat listing

- Contact information
- Address
- Event package description
- Cover photo
- Event space photos
- Link to your website
- Fill out categories and amenities



A screenshot of a restaurant listing for American Cut - Tribeca on the Tripleseat platform. The main image shows a long, narrow dining room with dark wood paneling and large, cylindrical pendant lights. Below the image is a 'VIEW PHOTOS' button. To the right of the main image are three smaller photos of different event spaces: 'The Black Room' (16 Seated), 'The Morrison Room' (55 Seated, 100 Standing), and 'The Dining Lounge' (26 Seated, 32 Standing). Each of these smaller photos has a 'PHOTOS' button. Below the main image, the restaurant's name 'American Cut - Tribeca' is displayed, followed by a 'Website' link, the address '363 Greenwich St. New York, NY 10013', the phone number '212-244-8866', and '3 Event Spaces'. A description follows: 'American Cut is LDV Hospitality's new American, signature steakhouse, brought to life by Iron Chef Marc Forgione. Located in the heart of Tribeca at 363 Greenwich Street, between Franklin and Harrison. Our 180-seat restaurant combines modern design with art deco accents, culminating in a monumental space filled with fine food, spirits and culinary prowess. We invite you to indulge in our spectacular Tomahawk Ribeye Chop for two or try our Seafood Tasting featuring our signature Chili Lobster paired with a glass of wine from our extensive wine list. With two private dining rooms and a private bar for groups of all sizes, we are the perfect location for intimate special events, large-scale after-work parties, and everything in between.' At the bottom are two buttons: 'ADD TO LIST' and 'ADD TO QUOTE CART'. On the right side of the listing is a map showing the restaurant's location in Tribeca, New York, with various landmarks and streets labeled.

American Cut - Tribeca

Website

363 Greenwich St.  
New York, NY 10013

212-244-8866

3 Event Spaces

American Cut is LDV Hospitality's new American, signature steakhouse, brought to life by Iron Chef Marc Forgione. Located in the heart of Tribeca at 363 Greenwich Street, between Franklin and Harrison.

Our 180-seat restaurant combines modern design with art deco accents, culminating in a monumental space filled with fine food, spirits and culinary prowess.

We invite you to indulge in our spectacular Tomahawk Ribeye Chop for two or try our Seafood Tasting featuring our signature Chili Lobster paired with a glass of wine from our extensive wine list.

With two private dining rooms and a private bar for groups of all sizes, we are the perfect location for intimate special events, large-scale after-work parties, and everything in between.

ADD TO LIST

ADD TO QUOTE CART

The Black Room 16 Seated PHOTOS

The Morrison Room 55 Seated 100 Standing PHOTOS

The Dining Lounge 26 Seated 32 Standing PHOTOS

Map showing location in Tribeca, New York.

# Marketing tools: Tripleseat

## VENUES by Tripleseat benefits

**16,000+**

monthly pageviews for  
VENUES by Tripleseat listings

Source: Tripleseat

**49%**

of event planners use the Internet to  
locate venues for their events

Source: Capterra, [blog.capterra.com/14-event-management-statistics-every-event-planner-needs-to-know](http://blog.capterra.com/14-event-management-statistics-every-event-planner-needs-to-know)

**36%**

of event planners spend most of their  
budget on the venue.

Source: Bizzabo, [welcome.bizzabo.com/event-professionals-of-tomorrow-report](http://welcome.bizzabo.com/event-professionals-of-tomorrow-report)

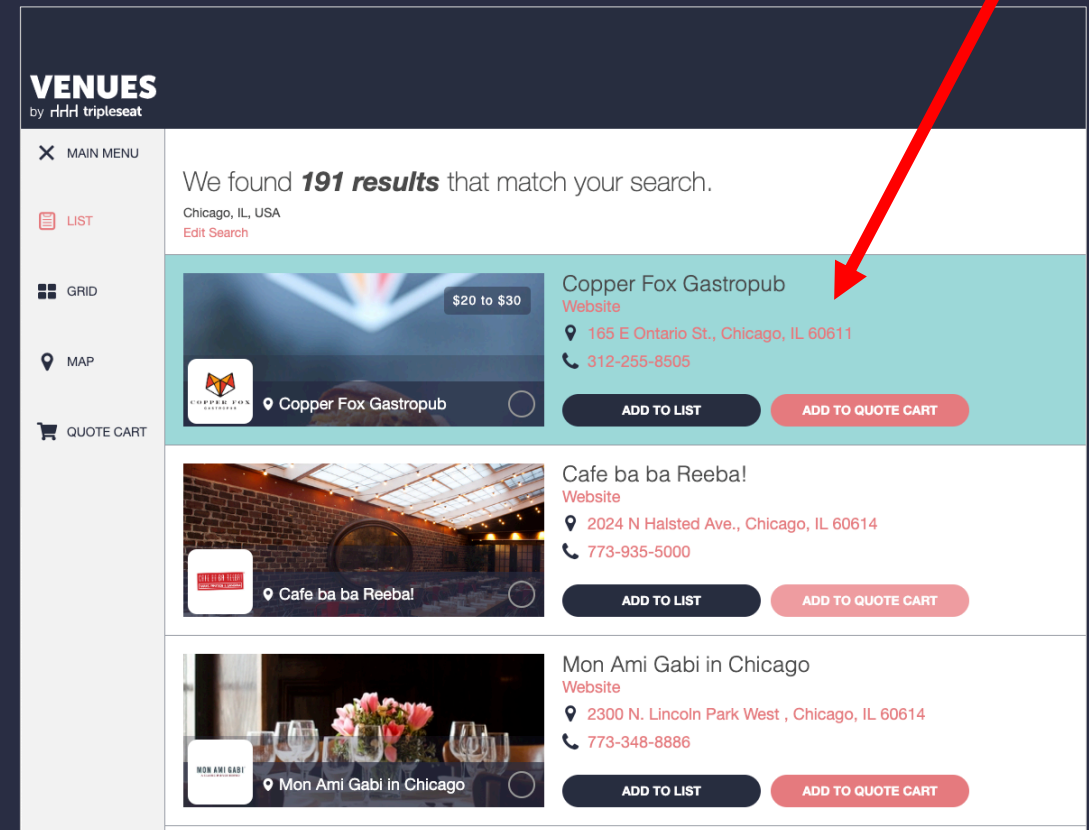


# Marketing tools: Tripleseat

## VENUES by Tripleseat sponsored listings

Plus Marketing Package: \$50 per month

- Highlight and promote your venue at the moment that event planners conduct searches in your market.
- Picture listing appears at the top of the location search results
- Listing rotates among other sponsored listings and is immune to filters
- Spotlight blog post on your venue written by professional writers

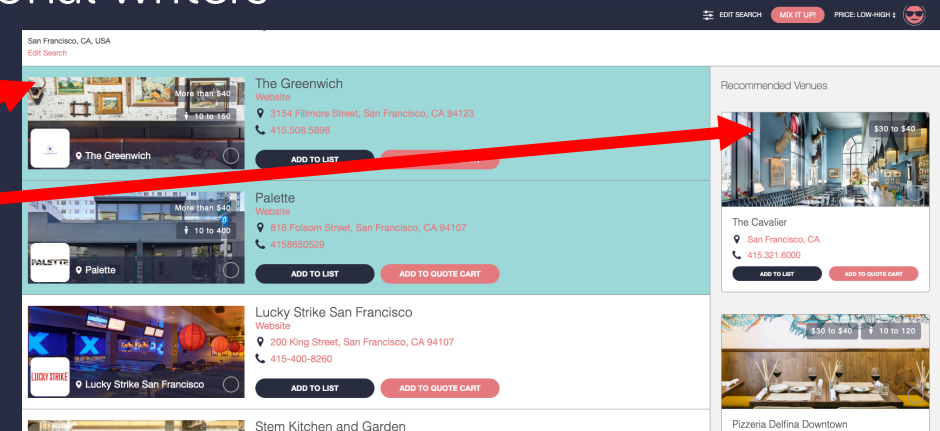


# Marketing tools: Tripleseat

## VENUES by Tripleseat sponsored listings

### Premium Marketing Package: \$80 per month

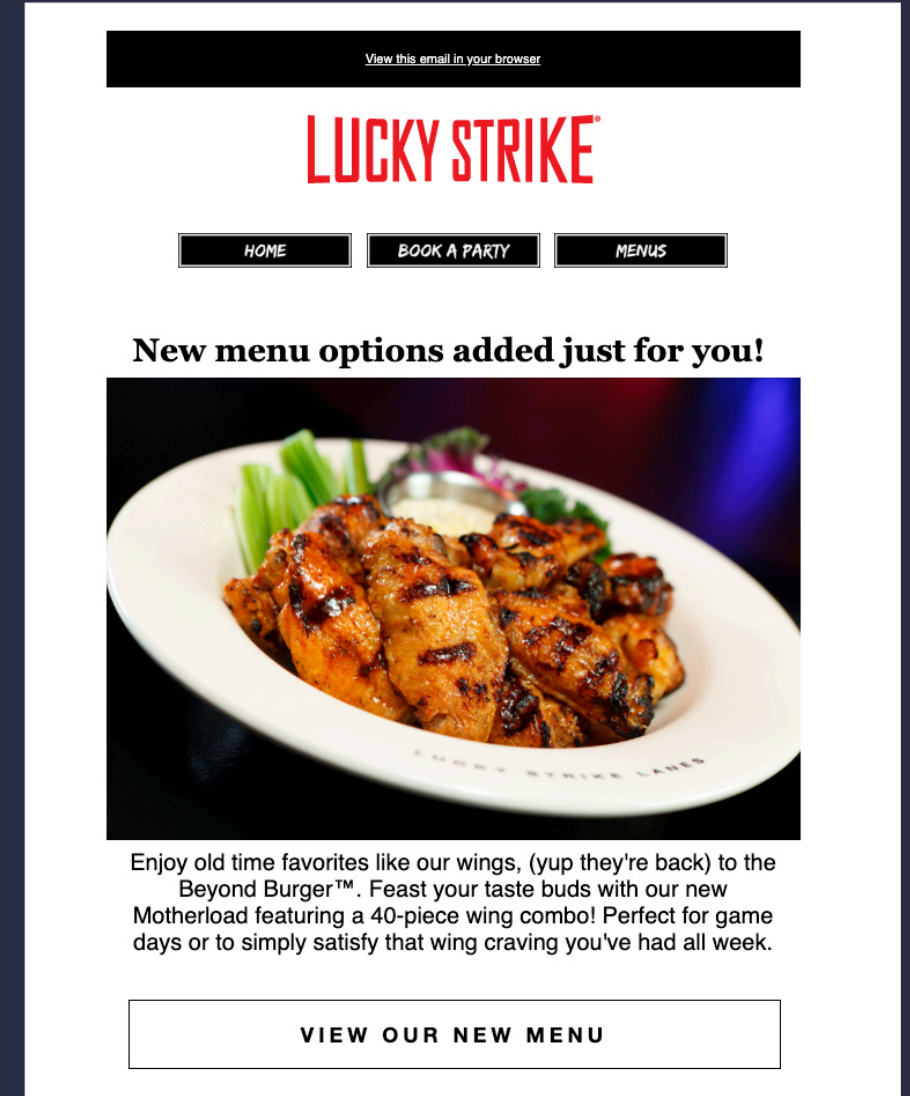
- Rotating picture listing appears on homepage of Tripleseat VENUES
  - Picture listing appears at the top of the location search results
  - Listing rotates among other sponsored listings and is immune to filters
  - Picture listing appears on the right side of the search results and does not disappear
  - Disruptive listing appears among the natural listings on every page of search results in your metro area
- Define up to 10 competitors you want to target when planners are submitting RFPs
  - Highlight special deals and promotions with custom taglines.
  - Choose 2 metro areas outside your area to appear on search
  - Spotlight blog post on your venue written by professional writers



# Marketing tools: Email

## How to create a great email

- Compelling subject line
- 1-3 pieces of content
- Use images
- Link to your lead form or private events page
- Segment your lists to get better results (VIP list, holiday booking list)
- Send at least once or twice a month



# Marketing tools: Email

Tripleseat partners  
[tripleseat.com/marketplace](https://tripleseat.com/marketplace)

*Constant Contact*® 

fishbowl

 **mailchimp**



# Marketing tools: Email

## Email benefits

**72%**

of consumers still prefer email as the primary way of communicating with businesses

Source: Magemail

**\$44**

ROI for every \$1 spent on email marketing

Source: Campaign Monitor

Emails sent

**2x** a month

get a higher open rate than emails from businesses that communicate less

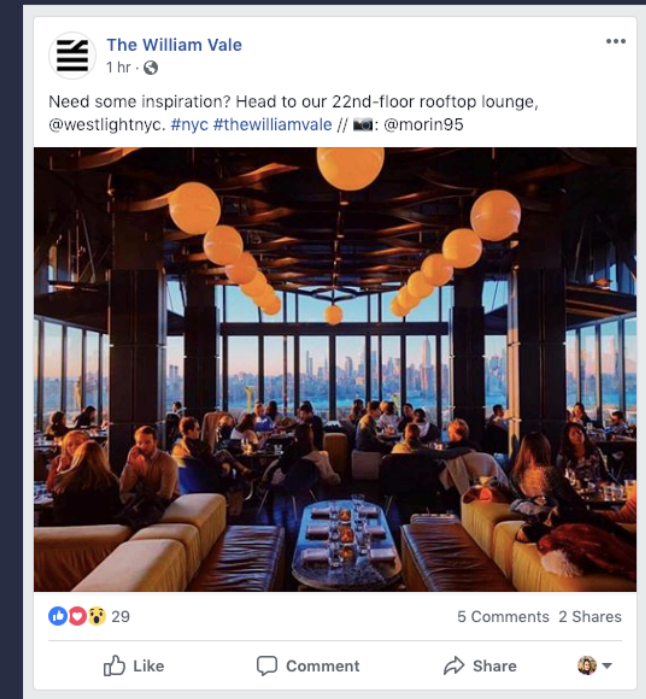
Source: Database Marketing Institute



# Marketing tools: Social media

## Facebook

- Remind followers about private events
- Use images and video
- Go Live!
- Link to your lead form or private events page
- Use Facebook ads and audience targeting to get better results
- Post at least once a day



# Marketing tools: Social media

## Instagram

- Remind followers about private events
- Use images and video
- Post Instagram stories
- Link to your lead form in your bio
- Use Instagram ads and audience targeting to get better results
- Post at least once a day



# Marketing tools: Social media



Twitter

- Connect with journalists and bloggers



LinkedIn

- Connect with industry professionals and corporate event planners



Pinterest

- Connect with prospects



# Marketing tools: Social media

# Create and schedule great social media content

- Photos
  - Adobe Spark
  - Canva
  - Easil
  - PicMonkey
  - PicStitch
- Video
  - Adobe Premiere Rush
  - Boomerang from Instagram
  - Facebook Live
  - Instagram Live
  - Magisto
  - Quik
  - Videohance
  - Wave



# Social media benefits

of diners in the United States have a social media account

**74%** of diners that have engaged with a restaurant on social media will visit or order from the venue

of diners that have engaged with a restaurant on social media will visit or order from the venue

**45%** of diners have tried a restaurant because of a social media post from the venue

of diners have tried a restaurant because of a social media post from the venue

[illegible]

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  - Tripleseat tools
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  - Social media
- Measuring and tracking success
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# Measuring and tracking success

## Tripleseat

- Create a lead form for each marketing tool
- Lead report
- Leads by source
- Lead details report
- Lead conversions report



# Measuring and tracking success

## Email

- Opens
- Clicks
- Subject lines
- Topics
- Content types
- Date and time



# Measuring and tracking success

## Social media

- Engagement
- Comments
- Post reactions/likes
- Clicks



# Measuring and tracking success

## Tips

- Keep an eye on everything daily/weekly
- Measure monthly
- Save stats in a spreadsheet
- Create and review your stats monthly
- Determine what worked and what didn't
- Make changes based on findings

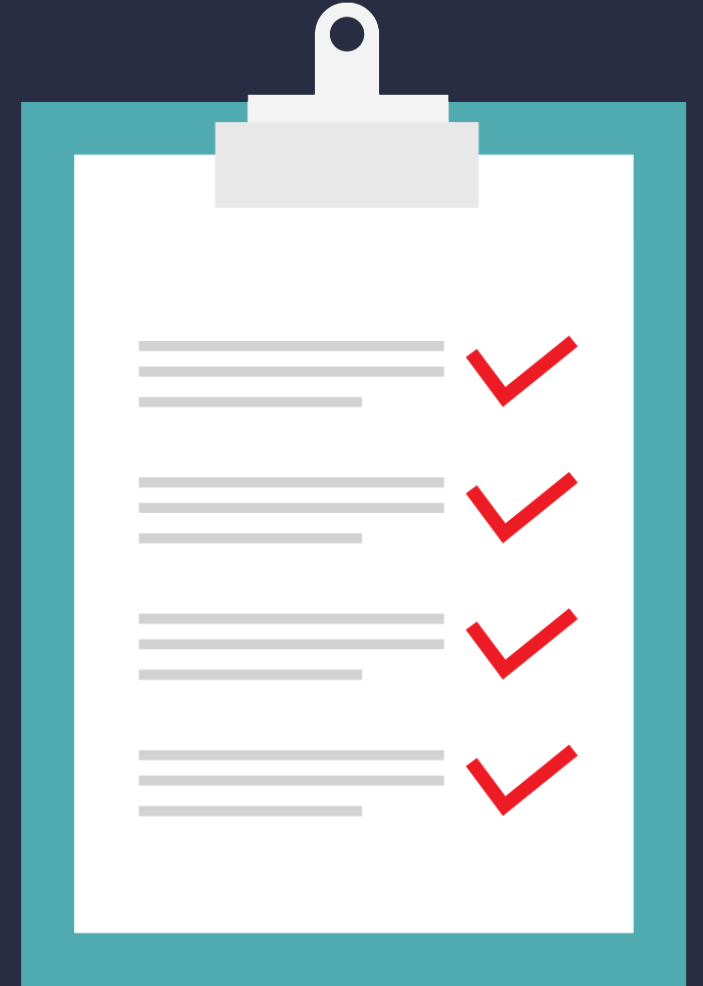


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# Next steps

- Use Tripleseat's marketing tools
- Send at least one email a month
- Post to Facebook or Instagram 3 to 5 times a week
- Measure your results monthly
- Make changes based on results



# Tripleseat Support

Help hours

8 am-8 pm EST

Monday-Friday

978.716.2862

support@tripleseat.com

