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Yo Mama so dumb... An intro

“The consumer isn’t a moron; she’s your wife.” - David Ogilvy

I’ll admit I had Mr. Ogilvy’s quote wrong in my head. Up in this crowded maze of insanity I call a brain, it went something like this: “Don’t insult the consumer. She’s your mother and she’s smarter than you.” Maybe Freud was right (I love you mom). Either way, the intent is the same. Consumers are people, and if you think of them as such you should start to feel a little embarrassed by your thoughts on marketing.

We use words like “target market” or “target audience”, and “email blasts” in marketing conversation. However, these people aren’t targets, they’re real humans. If marketing is, in fact, a practice of communications, then our brands should start interacting more like humans. That means instead of “marketing to” we need to start “communicating with” people. Now those words seem pretty aggressive. Would you want someone to blast your mom? Would you like to be a target?

Let’s put the kebash on “blasting” when it comes to email marketing. Blasting is rude. It’s intrusive and it’s inhumane. Only when you stop thinking of blasting as a method of communication can you start to find ways to create effective, successful email marketing initiatives. In the end, you want happy people in your restaurant. Speaking with your fans is one way to start creating that happiness. The best way to engage in that happy conversation is via email marketing.

So, stop blasting my mama and start communicating.

Ps. My mama carries a .357 (no joke) and she may blast you back. Just fair warning and another reason to knock it off.

Email is dead... slash not at all

Marketing people and media moguls always seem to be buzzing about the hottest new social app or website. “You have to be using it,” they say. “It’s a game changer for brands,” they cry. Although their exclamations may have merit, there is still a media that’s low cost, easy to use and, you ready for it?, still extremely effective. Of course I’m singing the praises of email marketing.

Email marketing has been around for quite some time now. Oddly enough a lot of marketers rarely touch it, or if they do it’s so half-assed and a side thought that it’d be better if they just left well alone. Jumping to the restaurant industry, one notoriously behind the times on technology, and you’ll see a real lack of understanding, perception of value and usage.

Emails get more response than the social media giant, Facebook. They get high visibility, and studies have shown their conversion rates to be 40x more than Facebook and Twitter (source: Kissmetrics.) You can deliver a fully designed brand experience, and they’re extremely low cost compared to other forms of marketing. Yet, you still see an image plopped into a message and blasted to a list that hasn’t heard from the sender in months. It’s like kicking in the door on a person you knew 20 years ago and yelling “Gimme 10 bucks and Ill give you a dollar” in their face. Not very polite or effective, is it?

There is a right way to leverage this marketing tactic to your advantage, and it isn’t as complicated as one may think. Understanding the fundamentals of what it takes to launch a true email marketing effort, then investing the small amount of time to make it happen will mean worlds to your restaurant’s traffic, new and repeat.

I didn’t pen this tome to sell you on using email marketing; you either are or you aren’t. This is for the people who already have sipped the delicious, sugary Kool-Aid. It was written for both designers, PR pros and marketers looking to learn the right way to market restaurants using email. It’s especially written for restaurateurs, or directors of marketing for restaurant companies, who want to launch a successful email marketing strategy for their restaurant brands.

How to use this book

This book was written with two intentions: to help you “see the light” and to help you actually do the work of planning and implementing a successful email marketing initiative. That means throughout the book, not only will you learn the ins and outs of what makes email marketing so powerful, you will also be prompted to complete tasks that work towards the end result of having an email marketing effort in place and working.

Throughout this book's pages you will see these tasks noted with an icon. In addition to the task icons, you will notice two other icons. Those icons denote a helpful tip and warning.

Tips are simply extra bits of information to help you out. The warnings are there to help steer you away from common pitfalls. Each of the three icons has its own design so you can quickly and easily identify them. Here's what they look like:



GET'R DONE



A LIL TIPSY



WHOA, NELLY!

At the end of this book you'll find links to more resources for you to hone your email marketing skills. There are plenty of websites out there dedicated to the craft of email marketing. Additionally you'll find most email service providers will have loads of resources and help documentation.

Ya Dig?

Liking the way this baby sounds? Yeah! Well there's plenty more where that came from when *Stop Blasting My Mama* hits the shelves. Until then, checkout www.gritsandgrids.com for daily restaurant brand inspiration. Also, subscribe to our email list to make sure you get notified of publication!

Finally, please share the book's website on your social media sites. It's beautiful people just like you that help make dreams come true.

Now, get back to your restauranting and marketing and stuff!