Mobile Marketer's
Restaurants Guide

How Location-Based Advertising Drives Sales

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Market Challenge

While the economy maybe in neutral, quick service restaurant industry is thriving according to Statista [Statista, Revenue of US Restaurant Industry 2002-2018]. – indeed there are record number of new QSRs. So, how do you drive awareness, foot traffic and repeat visits to your QSR given:

- Consumers, ages 25-49, have dropped 44 annual visits per person, per year over the last three years during the crucial lunch-dinner times [NPD Group Food Service Industry Report, May 2014]
- Fresh, made-to-order food is preferred by 94% of American QSR diners according to Zagat [Zagat Fast Casual Restaurant Survey, September 2015]
- Two-fifths (40%) prefer to dine at a QSR with family or friends [4ibid] Diner adoption of technology enabled ordering to speed their time through QSRs
- Increasing reliance by diners on mobile technologies and apps to not only discover QSRs, scan menus, pre-order or download promotional coupons

Solution

Marketron has two proven mobile location advertising services that, coupled with day part services, deliver targeted ads at the very moment consumers are thinking about something to eat. Our location-based services outperform non-location based ads in driving click through rates (CTR) and foot traffic.

GeoFencing

Deliver ads to consumers searching for QSR using geo-fencing around specific locations – like your restaurant locations. You determine how large you want to set the geo-fence to capture meaningful foot traffic. Only diners within the defined areas will be served the ads.

GeoRetargeting

Deliver ads to consumers that have frequented your restaurant locations in the past. It's real-world retargeting based on actual behavior.

Use these solutions to:
- Generate awareness of your brand and locations
- Tease trial
- Promote special menus, pricing options
- Drive higher POS spend

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Campaign Thought Starters

There are many ways you can target likely diners at the moment they are considering eating. Here are just a few campaign thought starters for inspiration –our team is here to help you brain storm others:

- Target specific diner types within geo locations to find your desired diner –e.g., health conscious diner, family diners, etc.
- Retarget diners who have visited one of QSR locations in the past and/or potential diners who have viewed/clicked on your mobile ads
- Use mobile video in 10-, 15- and 30-second spots to drive brand awareness and trial –e.g. a video of family enjoying family time at your restaurant location
- Leverage contextual location data such as weather, time of year to showcase new menu options – e.g., healthy salads featuring garden bounty during hot, summer days
- Include interactive and location information in ads – e.g., include an "order now and it'll be ready when you arrive" CTA in your ad with map to the nearest location in the ad unit

Of course all of these strategies should be executed with thoughtful creatives that understand the stress that prospective clients and/or referrers may experience during this stressful time.

Case Studies

Timing: 1 month

Market Size: Medium – Mobile, AL

Background: Shrimp Basket wanted to build awareness of their new menu item and drive traffic to their restaurants.

Solution: Shrimp Basket ran a LBA campaign telling users to click on their banners to view their menu. They targeted a 4 mile radius around their 2 locations and linked them directly to their menu.

Impact: 200K impressions
889 clicks
.44% CTR

Timing: 3 months

Market Size: Large – Houston, TX

Background: Wing Stop wanted to increase sales and build awareness of their new online ordering feature.

Solution: Wing Stop used LBA to target a 5 mile radius around multiple Houston locations enticing users to click now to order wings and more online.

Impact: 800K impressions
4,179 clicks
.52% CTR