



## Restaurants Increase Traffic & Sales Quick & Easy

### Why Mobile Works

✓ Consumers know what they want, they want to feel appreciated and rewarded for being loyal, and they want a good deal. They will text in to receive discounts, deals or get exclusive updates about what they are interested in, giving you permission to send them information they want, and will share it with their friends!



### SMS Text Statistics

- ✓ There are 246 Million Mobile users in the U.S. today.
- ✓ In May 2010, 160 Million Mobile Users sent a text message to another phone, and 85.5 Million are Mobile Internet users.
- ✓ Over 98% of existing mobile phones owned by US customers are SMS-capable and over 80% of US Mobile users actively use SMS on a regular basis.
- ✓ Texts have a 94% Immediate Open rate.
- ✓ 28 million Americans have unlimited mobile packages on their cell phone service. (2008:Nielson)
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Brilliant Mobile packages start at \$49/month



Another Brilliant Idea offers **Brilliant Mobile**, which provides solutions and services for interactive mobile marketing and commerce that helps drive traffic to Retail, Restaurants, Events & Websites. Standard Carrier rates apply, but Brilliant Mobile does not charge end-user for SMS service. Text **MaryBarnett to 69302** for a Mobile Business Card; Text **BRILLIANTMOBILE to 69302** for a sample SMS. Office: 951-898-3727; <http://www.BrilliantMobile.com>

### How you can use Mobile

- ✓ Offer instant 2-for-1 appetizer or discount coupons to customers who text your keyword to 69302. Put this call-to-action directly on menus and table tents around the restaurant.
- ✓ Your customers can send orders for delivery by texting [your keyword + their order] to 69302 and all orders will be forwarded to a mobile phone for email address of your choice to be processed. This also works well for reservations.
- ✓ Run a weekly giveaway where one lucky text subscriber receives a free dinner for two.
- ✓ Send a text message announcing daily food/wine specials.
- ✓ Send an Instant Message or Mobile coupon for a free item to all subscribers 30 minutes before lunch time.
- ✓ Use our Face Book widget or Online Sign-up Page to build your subscriber list, sending a special promo code in the auto-reply when customers sign up.

### Brilliant Mobile Features

- ✓ **Text 2 Join:** Create a Community that wants updates, deals and discounts to spend more money with you!
- ✓ **Text 2 Receive:** Mobile Coupons, Promo Codes and Mobile Sales will drive traffic to your Retail Location or Online Store
- ✓ **Text 2 Win:** Everybody loves to Win, Increase your opt-in and conversion rates building your database
- ✓ **Text 2 Vote:** Increase participation, gain insights on your ideal customer. 2 way Chat allows you to interact via text!
- ✓ **Text 2 Remind:** Send out auto-reminders for reservations, or to increase attendance at events/parties.
- ✓ **Text 2 Screen:** Create Buzz, Excitement & Build Momentum on Digital Screens in your lobby, club or bar!
- ✓ **Text 2 Go:** Administrator can send texts to target lists from their phone while at the beach = driving sales to store!