

# Engagement on the GO

## 5 easy ways to make your marketing more mobile

Use of smartphones and mobile devices has grown at a rapid pace over the past couple years. Just look around your restaurant, or the next time you go to a mall, airport, or when you're just walking down the street: Everyone, it seems, is looking down at an iPhone, Android, or another mobile device.

Recently, the [Pew Internet Project](#) found that 83% of American adults own a cell phone, and 42% of those people own a Blackberry, iPhone, or similar smartphone. The study also found that 87% of smartphone users access the internet or email on their device, including two-thirds who do it daily.

That means restaurants like yours need to be able to engage with customers wherever they are. Here are 5 easy ways to take your marketing efforts more mobile.

### 1. Keep Your Emails Short and Simple

If you've ever read an email on a smartphone, then you know that the more that's included in it, the harder it is to read. So keep your emails simple. Your subject lines should be short, and your most significant call to action should be visible and close to the top. In general, it's a good idea to keep your email design simple and light on text, with a click-through to your website or Facebook Page for the reader to find out more.

### 2. Grow Your Mailing List

You should never miss an opportunity to grow your mailing list. Take advantage of options like [Constant Contact's Text-to-Join feature](#). It makes list signup as simple as sending a text message. Put a sign at your cash register, on your tables, or somewhere else in your place of business, to let customers know this option exists. You can also have your wait staff alert diners about this option. To sweeten the deal, send a special offer or coupon to customers who sign up via



text message. Another way to sign people up is to use Constant Contact's [QuickView app for the iPhone and iPod Touch](#), and then you can collect more than just the person's email address.

### 3. Check in to Location-Based Services

Encourage people to check in on location-based services like Foursquare, Gowalla, or Where. This lets you know who your regular customers are and how often they visit you. It also lets your diners share info and tips with each other about your restaurant (such as favorite dishes, drinks, or members of the wait staff). These services even allow you to add a unique special offer (like a free dessert after three check-ins), which can encourage your regular customers to check in more often, and share the reward they receive for doing so.

### 4. Encourage Reviews

Social consumers like to share their thoughts about everything, so why not encourage that behavior while people are right there in your restaurant? Post a sign that says, "How'd we do? Let us know!" You can even

direct them to sites like Yelp, Where, Google Places, or TripAdvisor, where you're trying to build a stronger presence. Make sure you post your Twitter handle, so customers can include it in reviews and follow you for updates. Stay on top of customer reviews that have already been posted about your business by using a service like [NutshellMail](#).

### 5. Build Your Fan Base

Your socially active customers probably have a Facebook or Twitter app already loaded on their smartphones. A sign, poster, or table card encouraging them to connect with you on those sites or another site you use, can drive significant growth in your network — and will expand your visibility to the networks' of your new followers. Be sure to give them a good (and fun) reason to fan or follow.

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**With mobile devices, your customers are always on and ready to engage with you. Use this to your advantage and tailor your marketing efforts for those customers that are on the go.**

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