

## Marketing Set Up

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Supermenu POS has some of the best marketing features, such as Email Marketing, Online Specials, Customer Loyalty, Label Mailing, etc.

Supermenu Online is the integrated extension of Supermenu POS. It focuses on improving customer relation management and marketing aspects of restaurant operations.

The best marketing for restaurants is word of mouth. Restaurants get most of their sales from repeat customers. Therefore, how to make the existing customers happy and let them come back for more business and let them spread the word the most effective way of restaurant marketing.

Supermenu POS and Integrated Online Service evolve around the Mealage concept. It is similar to the airline industry's mileage programs by giving customer reward points based on how much they spend on restaurant orders.

There are different ways of earning Mealage points.

- First, by placing online orders.
- Second, by placing online reservations.
- Third the restaurant may elect to give customers mealage points as store credit under the following situations:
  1. If a customer is not satisfied with the food or service and contacts the restaurant to complaint about it via the online contact page. The restaurant may send apologies to the customer and give some store credits to keep the customer happy and coming back
  2. The customer give praises or constructive comments or suggestions, as an appreciation, the restaurant may give the customer some points too.

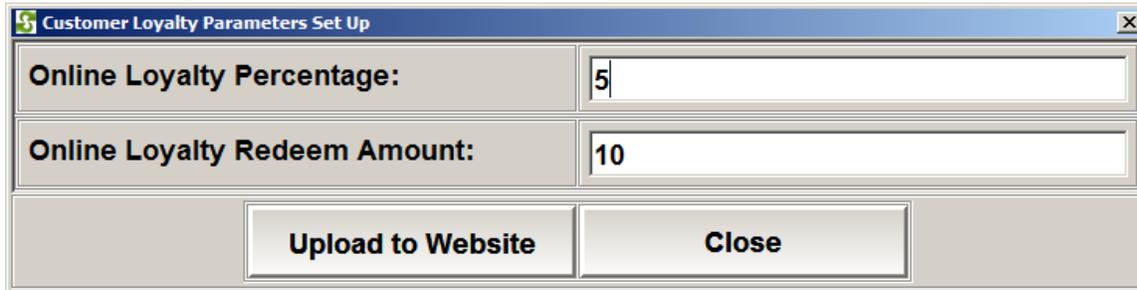
Customers may redeem the reward points in the following ways:

1. Apply the rewards point to online orders as discounts
2. Convert the points into eGift certificate, which is a electronic gift certificate that the customer print it out and use it in the restaurant
3. Give the points to someone else

To Set Up Mealage Loyalty Program, Click on Online Loyalty Program Set Up:

1. Enter the Loyalty Percentage. For example, if the percentage is 5, it mean 5% of all online orders will be credited to the customer's online account

2. Redeem amount is the amount that the customer can redeem from the loyalty rewards. If it is 10, it means the customer can apply \$10 to the next online order if they have at least \$10 credit in their account



Customer Loyalty Parameters Set Up	
Online Loyalty Percentage:	5
Online Loyalty Redeem Amount:	10
<b>Upload to Website</b>	<b>Close</b>

The restaurant can also send out coupons and email specials to the customers.

For email marketing, you need to set up the mail server first. The following is the screen for mail servers. You can set up multiple mail servers if you have many emails to send out each day. The software will alternate the email server account to send emails to ensure staying the daily limits imposed by internet service providers.

The Admin Email address to receive daily reports:	
monterey@couponsez.com	
<b>Save Email</b>	
<hr/>	
<b>SMTP Server Name:</b>	smtpout.secureserver.net
<b>SMTP Server Port:</b>	80
<b>From Email Address:</b>	monterey@couponsez.com
<b>Email Password:</b>	*****
<b>Use SSL Encryption:</b>	<input type="checkbox"/>
<b>Daily Limit:</b>	
<b>Send Interval (Seconds):</b>	

**Save Server    New Server    Delete Server    Test Server    Close**

#### Set up Email Servers:

1. Set up the SMTP server: if you use godaddy, the SMTP server is smtpout.secureserver.net
2. Set up the SMTP port: 80 for godady, 25 is the default for most of the service providers.
3. The from email address: this is the email address that you need to set up with the service provide
4. Password: the password for the email account
5. Use SSL. Some service provider, such as gmail requires SSL
6. Daily limits: most of service provide impose Daily SMTP limits, for example, godady's daily limit is 250, yahoo and gmail are about 100

If you need to send more emails than the daily limits, you can set up multiple email servers.

#### Set up Customers emails

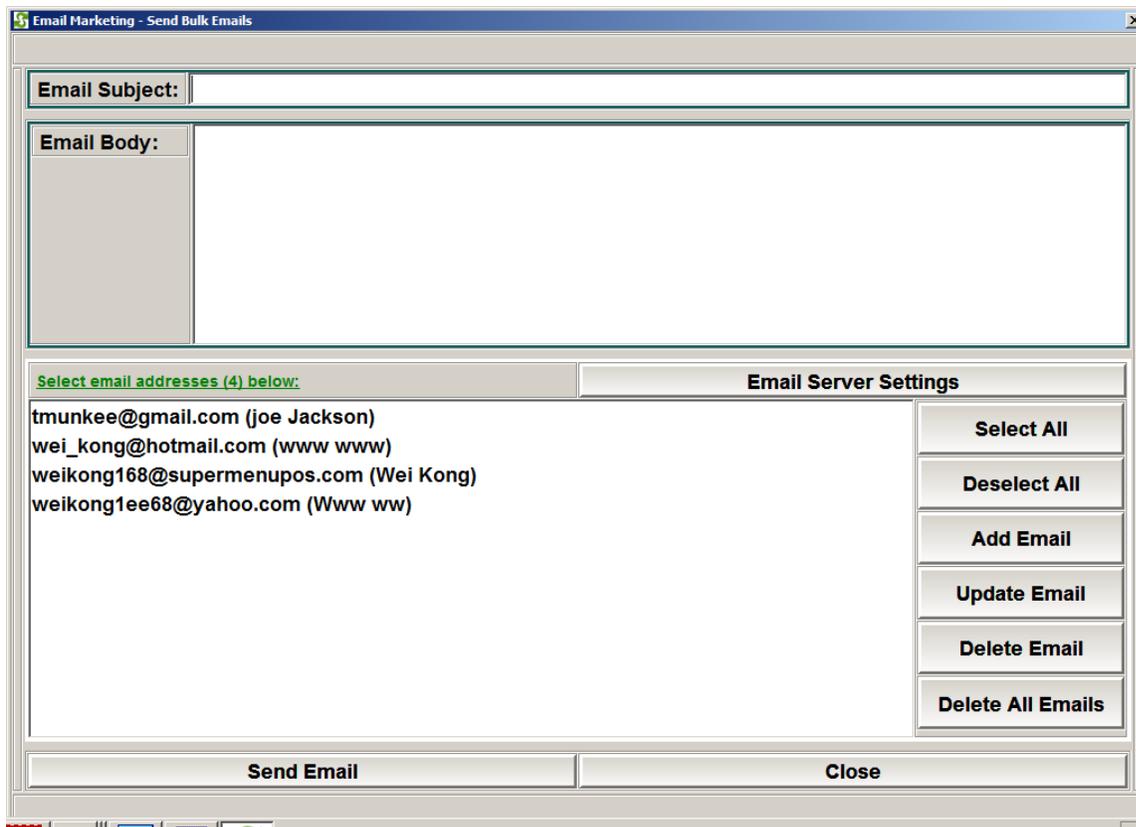
1. The online ordering website will provide the page for customer to sign up
2. You can enter the customers information including email and text via the POS

3. You can manage the emails by going to Customer Email Set Up

Send Emails and Text Messages:

1. Click on Sent Bulk Emails or Send Text Message
2. You can enter the subject and content of the email, the content can be text or html, for text messages, the maximum number of characters is 140
3. You will need to select the email addresses to send the email or text message

4.



Set Up Coupons:

1. Click on Coupon Set up
2. Enter the name, description, coupon code, percentage, discount amount, expiration date,
3. You can send the coupon directly to the customers via email or text messages
4. To redeem the coupon, click on Coupons button on the discount screen:
5. Find the matching coupon and apply it to the order

**Coupon Set Up**

Active Coupons

Coupon Name: [Yellow Highlighted Field]

Coupon Code: [Empty Field]

Coupon Description: [Empty Field]

Coupon Restrictions: [Empty Field]

Coupon Amount Off: [Empty Field]

Is the Coupon Percentage-Off coupon?

Minimum Order Amount to qualify: [Empty Field]

Coupon Expiration Date (YYYY/MM/DD): 2011 / 12 / 27

Save Delete Deactivate

Send Text Send Email Close

Create Coupon

How to Redeem eGift:

Discount / Adjustment						
10% Off	15% Off	20% Off	25% Off			
30% Off	40% Off	50% Off	100% Off			
\$1 Off	\$2 Off	\$3 Off	\$4 Off			
\$5 Off	\$10 Off	\$15 Off	\$20 Off			
\$25 Off	\$50 Off	eGift	Coupons			
Buy One Get One Free			Buy One Get Second 50% Off			
Note:						<input type="checkbox"/> Percentage(%)
-	1	2	3	4	5	Clear
6	7	8	9	0	.	
OK		Remove		Close		

1. Click on the eGift Button on the discount screen:
2. Enter the eGift number
3. The system will go to the website to verify the eGift and its status.
4. IF the eGift is valid and not used, apply the eGift to the order