

Mobile phones are devices that have become an essential part of our daily life. Many people depend on it for their daily food whether it's grocery or going out to restaurants. Consumers use smartphones to decide what to eat based on the reviews of a restaurant and how well known it is. Moreover, how well a restaurant is marketed and promoted impacts a lot on the brand name. But here a question arises how will a restaurant reach to much more customers. SMS marketing is an answer to it!

SMS marketing for restaurants and cafés addresses the ideal channel for connecting with clients. Strangely, contrasted and different businesses, bars, and eateries have been delayed to embrace it. A few of the vast pool of advantages of SMS marketing are mentioned below:

*Brand promotion and advancement:* Advance your brand image with quick and sweet SMS offers. Use SMS short codes for redeemable prizes. Never expect that your clients know what your identity is! Add your brand name and website or contact number towards the end of each text.

*Scheduled reminders for booking updates and scratch-offs:* You can altogether diminish the inconvenience by sending mechanized instant messages with the arrangement and booking updates.

*Attract new clients with new and value for money deals:* Selective eatery offers, 1+1 dinners, student offers, month-to-month challenges, vouchers, and coupons function admirably with restaurant SMS promoting. Ensure you fragment your customers rundown to

elevate the right deals to the right crowd.

*Moment achievement:* The restaurant business is a speedy moving one. Individuals don't contemplate what they're purchasing when their stomach is snarling. Getting them at the opportune time can essentially support deals.

Several SMS marketing tools help restaurants facilitate their marketing campaign and their customers with less hassle and more benefits. We have discussed a few benefits now let's move towards how will one use the tool to attain these advantages.

The following steps are to be taken:

1. Import numbers from your database
2. Add individual recipients if any
3. Filter recipients based on gender, age, work status, etc.
4. Select the concerned and matching recipients to the deal
5. Enter the text message
6. Specify the date and time at which the message is to be sent.
7. Get the details of people who have read the message
8. SMS can help get good customer feedbacks and surveys too.

Using SMS tools is cost-effective. SMS marketing tool has a module of appointment reminder that will assist you with diminishing the number of flake-outs. SMS marketing for eateries is likewise less expensive than printed advertisements and flyers. Direct promoting through SMS is a reasonable technique for most organizations, yet it's especially successful for restaurants. Client

relations can be reinforced, on schedule, with the assistance of restaurant mobile marketing. SMS marketing for cafes and restaurants is more compelling than different types of advertising. Generally, 98% of individuals will peruse a text, however, just 20% will open an email. SMS messages are the ideal way to get in touch and show empathy towards your customers quickly and easily. While emails are buried among unopened newsletters, and social media posts are sandwiched between competing for brand offers and cat memes, mobile messages are direct, personal, and simple to engage with. Thus, SMS performs four to multiple times better compared to different types of promoting.

The Key features of SMS marketing tools that can benefit the restaurants are as follows:

- ✓ Seamless Bulk Messaging
- ✓ Permission-Based Messaging
- ✓ Auto-Reply
- ✓ Text Message Schedule
- ✓ Integration
- ✓ Drip Campaigns
- ✓ Email Syncing
- ✓ Message Personalization
- ✓ Platform and Device Friendly
- ✓ Segmenting Contacts
- ✓ Importing List of Subscribers
- ✓ Allowing Multiple Users
- ✓ High-End Security

Furthermore, it helps you find new customers, expand your community, and make regulars out of your drop-in guests. And the COVID-19 pandemic has made this even more important. Guest expectations have changed, making it more difficult to compete with restaurants that have successfully pivoted and adapted operations to increase safety, contactless experiences, and digital ordering. Moreover, in such a pandemic situation where people are reluctant in getting out of their homes, SMS marketing will help you reach the customer in their beds. They can easily order their desired food from their homes to the restaurant that seems the best on their phones. So, this shows the significance of SMS marketing as it will reach out to more and more people leading to an increase in sales even in these harsh conditions of the whole world where every business is going at loss.

While concluding, one thing can easily be identified that in the present conditions of the world. SMS marketing is the easiest and cost-effective method to reach out to more and more people.