Growth Strategy

Mad Hatter Restaurant and Bakery

Team Members: Ellie Sheikhzadeh, Xincheng Ge, Wanyu Cheng, Ruxin Cheng, Yunjiao Liu and Chenxi Tao

Agenda

- ❖ Executive Summary
- ❖ 3C Analysis
- ❖ Yelp Analysis
- ❖ Recommendations
  - ➢ 3P Analysis
  - ➢ Marketing/Business Strategies - Offline and Online
    - ■ Future Situation
    - ■ Covid-19
- ❖ Implementations

Executive Summary

Goal

Help Mad Hatter capture a larger share of the market, by focusing on product and market development in a growth strategy

Situation

For having a second branch, we need to create awareness.

Increase awareness and engagement

→ Focus on Baby Boomers and Millennials

Recommendation

- Pittsford as their second location
- Promotions (Specialties, Happy Hour)
- Having brunch on weekends for Pittsford
- Improvement in Product (Snacks and to-go option for Pittsford)
- Covid-19 Offline and Online Strategies
- Keep track on customer feedback on online platforms like Yelp
- Social Media and Email Marketing
- Improve their content (behind the scene, background story)
- Use helpful keywords to improve SEO

Restaurant Industry Trends

Trends to Keep Up With

- **95%** of US adults snack daily, and **70%** do so two or more times per day. Marketing morning snack options can boost sales in the mid-morning hours.

- Morning diners are looking for healthy options that are high in protein. Women opt for healthy meal options that include fresh fruit and natural ingredients.

- "Foodsgramming" is the trendiest subject on social media. Restaurant experiences shared on social media make them feel closer to friends or family. Content and pictures play the main role.

3C Analysis

Customer Analysis

	Rochester City	Pittsford Village
Population	18+ years old (**77.2%**)	18+ years old (**75.7%**)
Household	82.6K, average size **2.3**	734, average size **2.27**
Median Household Income	**$33,399**	**$98,295**
Expenditure On Dining Out / Household	**$2,190.22**	**$5,894.52**

· The population and household structure is quite **similar** to those in Rochester but in smaller scale.

· People in Pittsford have **much higher** household income, thus spend more on dining out.
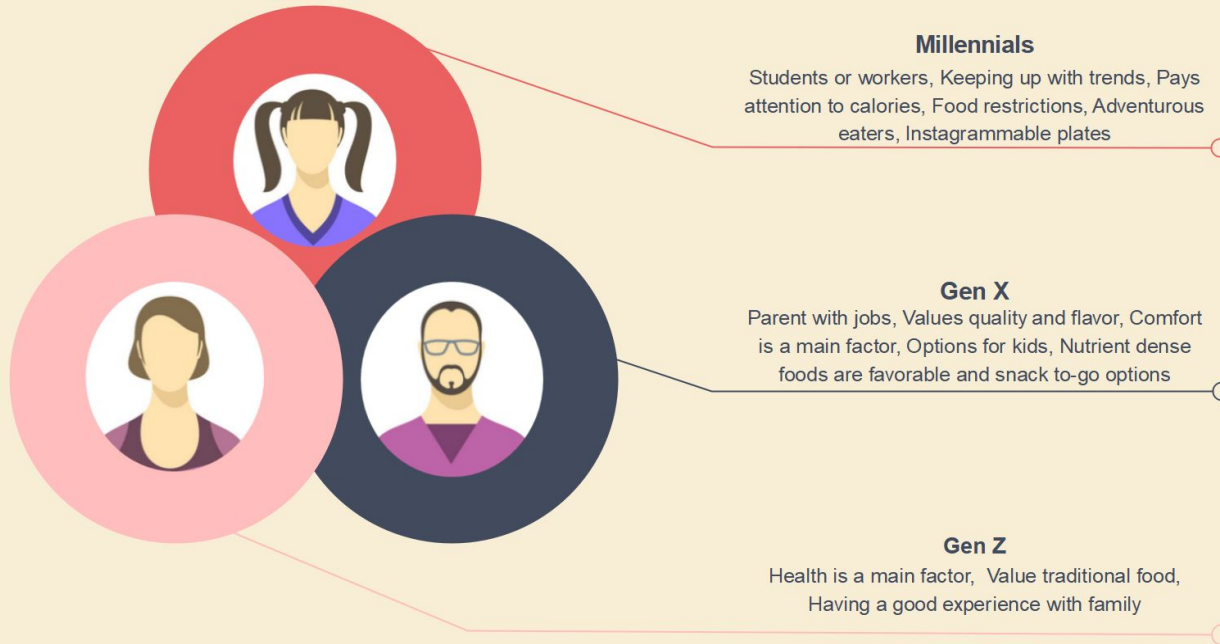
Customer Journey Map

Focusing on the first two stages

Stages of Journey	Awareness	Research	Reservation	Dine In	Review	Return
Digital Channels	Facebook, Instagram	Google Search, Google Maps, Yelp	Online for High-Tea	Look up the address	Yelp, Google Maps, Surveys	Facebook, Instagram Posts
Physical Channels	Pass by Restuarant		Call Concierge	Service		Word of Mouth
Feelings						
Customer Needs	Get an idea of what Mad Hatter Restuarant and bakery represents	Have food restriction options, high quality, good service	Book a table	Having a great dining in experience	Express their opinion	Re-live the experience
Customer Expectations	Good place to spend time with family/ friends	Easily seen in social media posts	Easily accessable with phone call or online	Experiencing what Mad Hatter represents	Being responsive to bad reviews	Loyalty program, Promotions

Feelings scale: Very Happy, Overall Satisfied, Unhappy

Persona of your Customers

Millennials

Students or workers, Keeping up with trends, Pays attention to calories, Food restrictions, Adventurous eaters, Instagrammable plates

Gen X

Parent with jobs, Values quality and flavor, Comfort is a main factor, Options for kids, Nutrient dense foods are favorable and snack to-go options

Gen Z

Health is a main factor, Value traditional food, Having a good experience with family

SWOT Analysis

Strength

- Good food quality
- Downtown location
- Loyal customer base
- Positive online reviews
- Relaxing environment
- Excellent service
- Good reputation
- Unique brand concept
- Stable cash flow

Weakness

- No pickup & delivery through apps
- Short hours of operation
- Limited number of seats
- Inconvenient for parking

Opportunities

- Healthy and green conscious trend (beverages, morning snack)
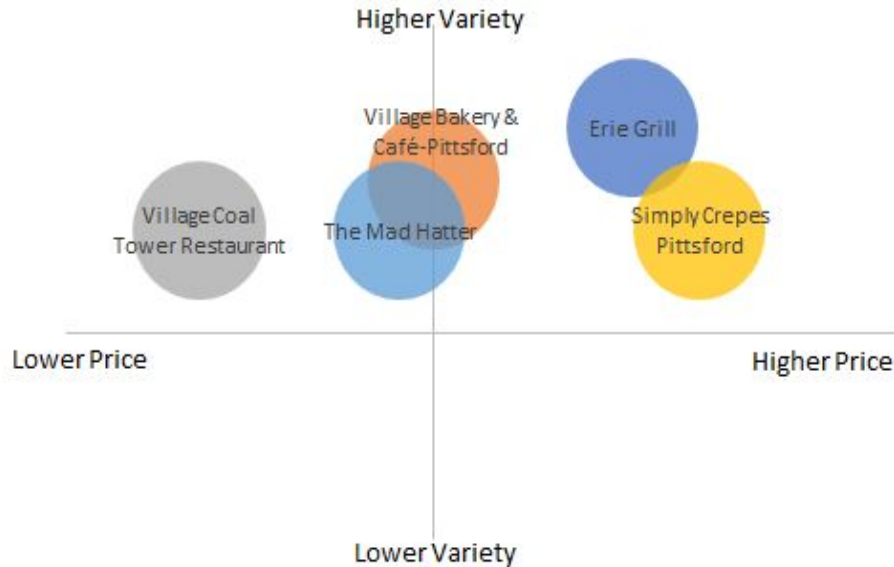- Business of catering
- Email marketing
- Social media promotion
- Gift Card

Threats

- Economic factors lead to de-escalation of expenditure on food

- Operating cost increases

Perceptual Mapping of Pittsford

Mapping of Restaurants

Higher Variety

Village Bakery & Café-Pittsford

Erie Grill

Village Coal Tower Restaurant

The Mad Hatter

Simply Crepes Pittsford

Lower Price

Higher Price

Lower Variety

There are 4 brunch restaurants in the center of Pittsford: Erie Grill, Village Bakery & Cafe-Pittsford, Village Coal Tower Restaurant, Simply Crepes Pittsford
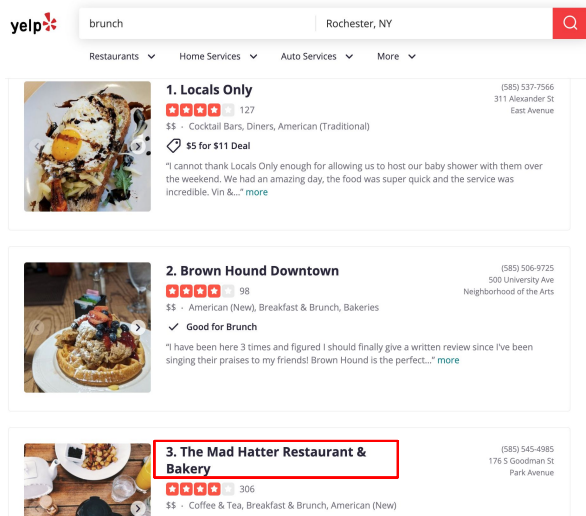
- Price: Product prices set by The Mad Hatter are nearly the average level of prices of Pittsford restaurants;

- Variety:
  - we consider about brunch food variety & amenity(e.g.wifi, parking, delivery) variety;

  - although the product & service variety is below average, The Mad Hatter has its own advantage - food, reputation, and service
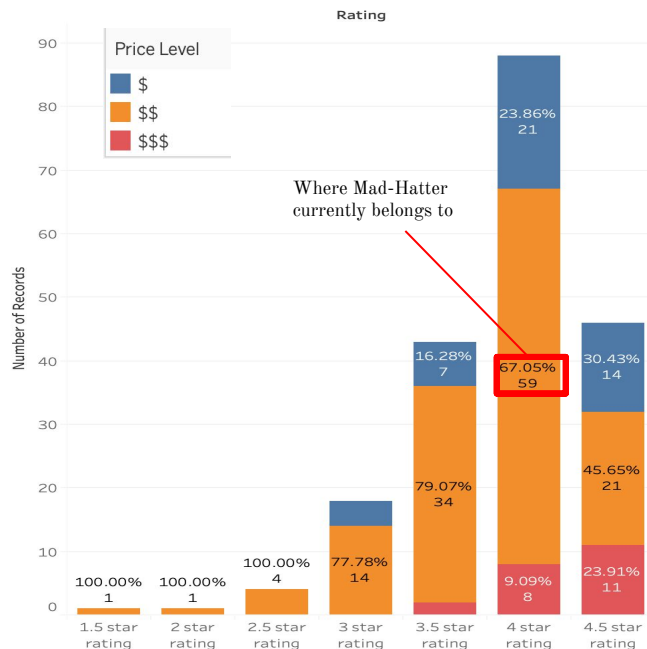
Yelp Comments Analysis

Where Mad Hatter Currently Stands

- Mad-Hatter appears as the 3rd restaurant when searching for brunch in Rochester area
  - 306 reviews, $$, 4 stars rating

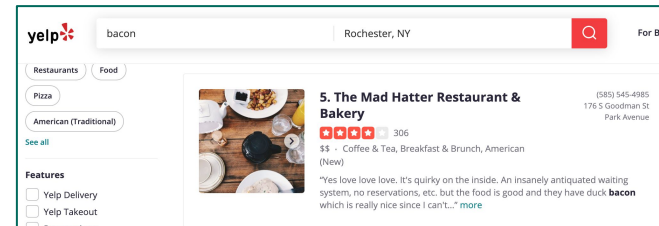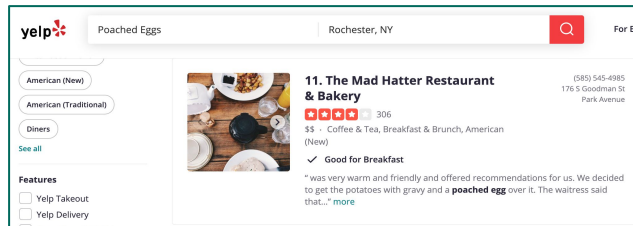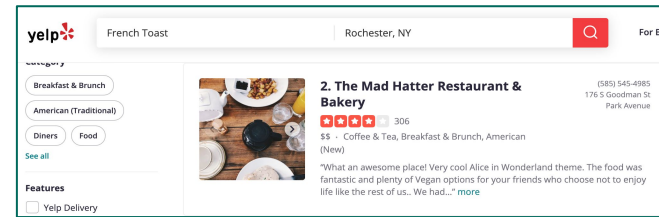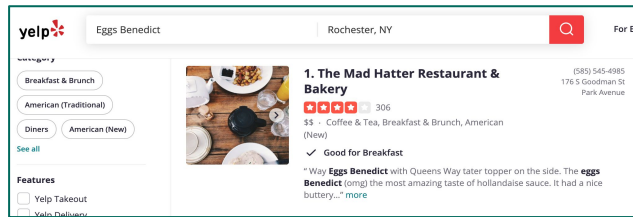201 restaurants in Rochester provide brunch service, with more than 100 reviews
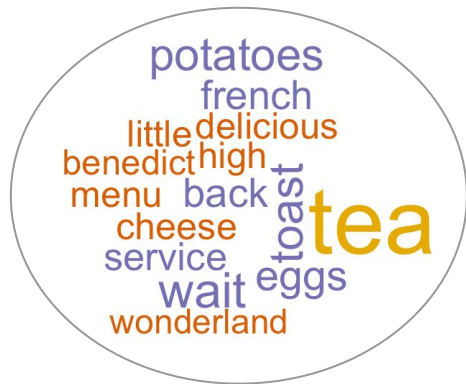
Mad-Hatter's Popular Dishes On Yelp

- **Eggs Benedict**, **French Toast**, **Poached Eggs** and **Bacon** are dishes whose pictures are posted with comments frequently
    - Eggs benedict and french toast are also renowned in Great Rochester area (appears at the top2 position when searching)
    - Although Mad Hatter recognizes poached eggs as their No.1 product, it only appears the 2nd page when searched for "poached eggs" in Rochester
        - Might not attract customers by making poached eggs as signature dish - competition
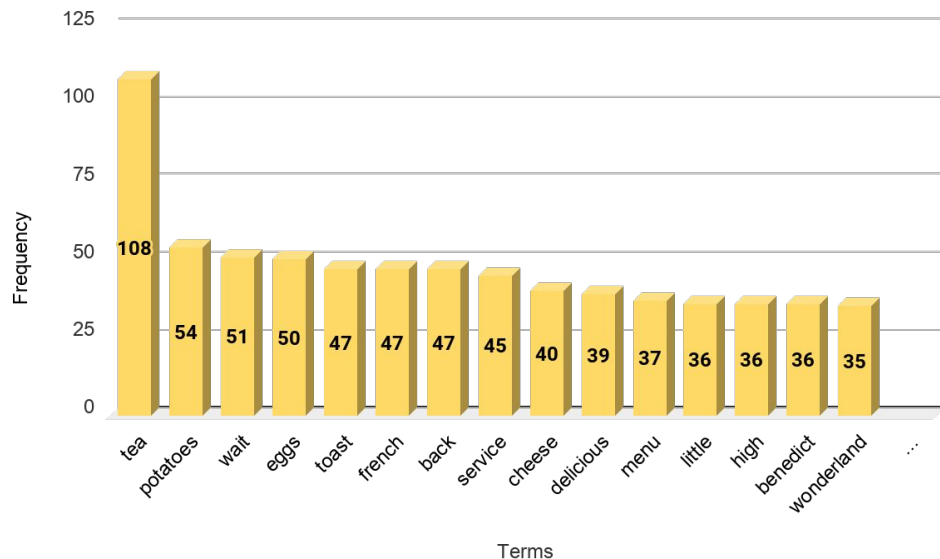

*Source: Yelp profiles

Most Frequent Terms In MH's Yelp Comments

Frequency of 102 (⅓ of all) comments that Mad-Hatter had on Yelp

- Among collected Yelp comments, "**tea**" is mentioned 108 times
- Some frequently commented dishes/ingredients are:
    - **potatoes**
    - **eggs/benedict eggs**
    - **french toast**
    - **Cheese**

Summary Based On Yelp Customer Reviews

➜ **Among 270 restaurants with brunch service in Rochester, only 52% are above 4-star rating with more than 100 reviews**
  - ◆ Mad-Hatter's online perception image is overall exceeding half of brunch places
  - ◆ Average number of reviews for 4-star, $$ restaurants is 157.1 (Mad-Hatter=306)

➜ **The major topics customers are discussing in reviews include wait time, service and menu**
  - ◆ Wait time described to be long (mostly 30 minutes), but worthwhile - Online reservation can reduce the wait time
  - ◆ Focusing on High Tea service and menu rather than breakfast

➜ **Comments towards dishes such as benedict eggs, french toast, as well as potato/cheese products, are most frequently reported in customer reviews**
  - ◆ Promote more on these items
  - ◆ Introduce new dishes or snacks including these ingredients

➜ **Various menu options and wonderland theme (e.g. how the entree is named) attract customers**

*See Appendix - Yelp Analysis for data backed details

Recommendations

3P Analysis

- **Place:** Future branch location
- **Product:** Services for second branch and improvements in menu
- **Promotion:** Future promotions for current and second branch

Covid-19 Marketing Strategies

- **Offline:** Promotion, product and preparation for customer return
- **Online:** Website, social media, keywords

Future Business/Marketing Strategies

- **Offline:** Focusing on your operations, staffing and others
- **Online:** Social Media, Email marketing and keywords

Restaurant Site Selection

- **Town - Pittsford**
  An active commerce hub with a variety of shopping opportunities within the Village, along Schoen Place, in Northfield Commons or down the Monroe Avenue corridor and Pittsford Plaza.
  Population: 1,699   **Growth:** 8.01%↑

- **Corridor - Erie Canal**
  Nestled along New York State's acclaimed **Erie Canal**, the shops and eateries in this area are connected by a **picturesque towpath**. It's a happy mix of visitors and hometown folks.
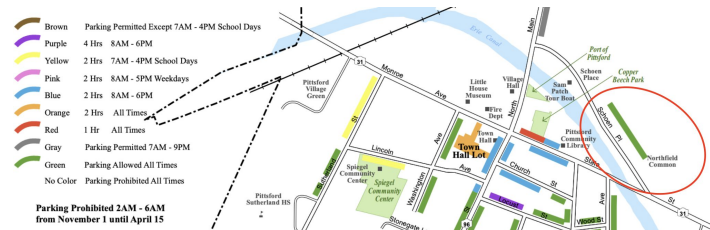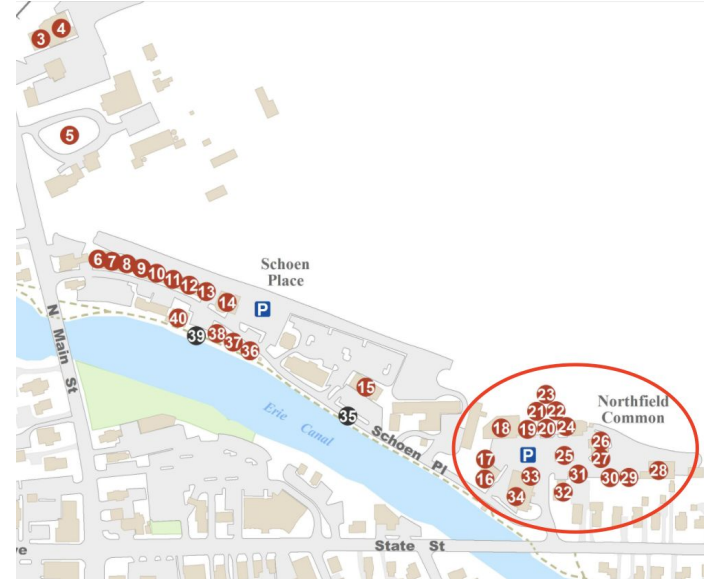 **Dining:** 12 restaurants   **Shopping:** 22 stores

- **Site - Northfield Common**
  Complementary nature of neighborhood:
  near Erie Canal Towpath with an agglomeration of businesses and dining places, but no brunch-focused restaurant yet
  Parking: allowed all times in the neighboring green area

Estimated Restaurant Size

The restaurant in Rochester has around 60 dining spots. Recommendation for Pittsford: **40** spots

Estimated restaurant size: **1000** sqft
- Space for patrons (*60%*): **15** sqft/customer $\times$ 40 $=$ 600 sqft
- Space for kitchen storage and prep (*40%*) : 400 sqft

❏ Close to Rochester
❏ Much smaller population
❏ Serve for both Rochester & Pittsford locals
❏ Higher purchasing power
❏ Huge traffic flow
❏ Products with uniqueness and variety

Suggestions for Menu, Plate and New Product

Menu

- Getting rid of $ sign
- Have menu in descending order
- Have seperate menu for specialties
- Have calories, high protien and keto diet mentioned

Plate

- Adding more portion to the sides
- Paying attention to appearance - e.g cut fruits

New Products

- Offer more drink varieties - e.g protein shakes
- Offer snack options for mid-morning
- Seasonal baked goods

Potential Promotions to Increase Engagement

✅ Having a grand opening for your second branch, having micro-influencers for advertising

Brunch/Dinner

- Holiday Promotions
- Chef's Specials
- Support local events, charities and community services
- Sponsor a local sports team

Bakery/High Tea

- "Happy Hour" one day of the week- for coffee/tea or alcoholic options
- Loyalty card for coffee to-go

Covid-19 Marketing Strategies
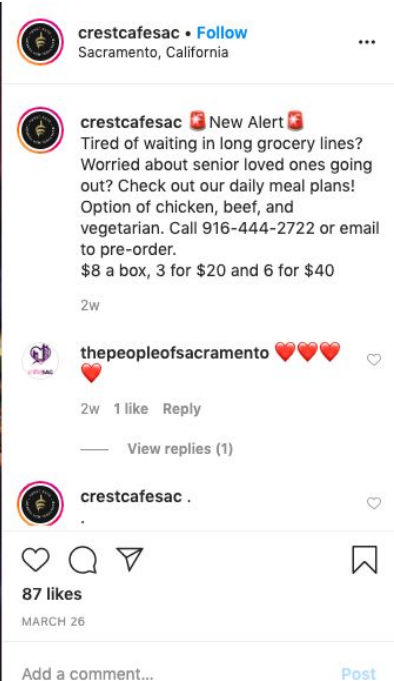
Offline & Operation

Promotion
- Meals4Meds: attach small print ads introducing restaurant with delivery
- Gift Card
- Proactive: Work with other local restaurants and influencers

Product
- Consider Working with Delivery Platforms (e.g. UberEats, Grubhub)
- Special Combo /Meal Plan (e.g. Brunch + Soup)
- Family Discount

Preparation for return
- Referral Discount
- Special Event

crestcafesac • Follow
Sacramento, California

crestcafesac 🚨 New Alert 🚨
Tired of waiting in long grocery lines?
Worried about senior loved ones going
out? Check out our daily meal plans!
Option of chicken, beef, and
vegetarian. Call 916-444-2722 or email
to pre-order.
$8 a box, 3 for $20 and 6 for $40
2w

thepeopleofsacramento ❤️❤️❤️
❤️
2w 1 like Reply
      View replies (1)

crestcafesac .
.

87 likes
MARCH 26

Add a comment...   Post

Example: Crest Cafe's Combo

Covid-19 Marketing Strategies - Cont.

Online Marketing

Website/Facebook
- Update with Compelling Content
- Meals4Meds Campaign
- Behind-the-scene Storytelling
  e.g. How Mad Hatter started?

Instagram
- Promote GF/Vegetarian/Vegan Meals
- Short Food Tutorial Video
  e.g. How to cook a poached egg - emphasis
  on popular brunch items
- Meals4Meds: Live/ Short Videos Stories
  behind Medical Personnels

SEO
- Optimize Presence with Keywords

Example: Crest Cafe's E-gift Card Initiative

Future Situation - Offline Strategies

- Staffing/HR
  - Add incentives for positive feedback from customers
  - Make them feel they are part of the Mad-Hatter family ➡ Feel welcome
  - Train to be highly responsive for customers
  - Hire a local photographer for high quality pictures

- Operations
  - Adding brunch hours on weekends, switching to lunch and dinner options on weekdays
  - To-go option for beverages, snacks and bakery

- Other
  - Adding samples for catering service and new pastries
  - Free wifi to gather customer information ➡ Emails for e-newsletter
  - Engage with local food bloggers
  - Having creative coffee cup designs that represents the brand
  - Connection with local farms to promote organic and local ingredients
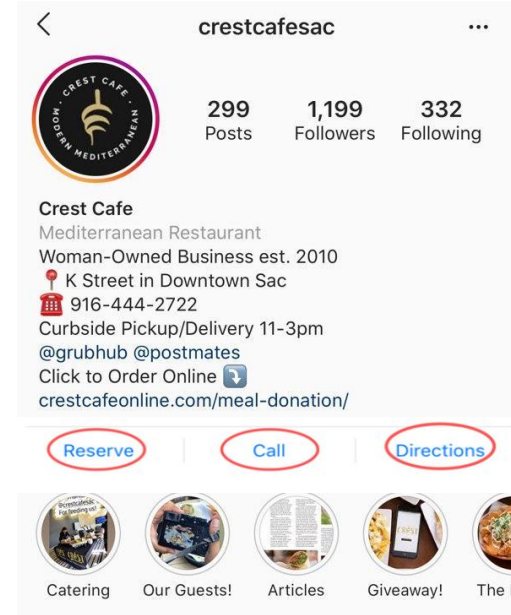
Instagram Analysis

✅ Focusing on Instagram(Engaging) and Facebook(Geo Targeting) - Consistent

- Eliminate repetitive information on bio
- More of a restaurant and bakery than tea room
- Add a description of a background story - family owned business
- Add call in action options : Order here for online
- Add highlights to show your services and specialties, food trends, customers reposting, - Bakery, High Tea, Brunch and Catering
- Add engaging hashtag specific for you : Tag us #madhatterrestaurant

madhatterrochester

280 Posts 1,689 Followers 94 Following

Mad Hatter Restaurant & Bakery
Tea Room
Full service restaurant & bakery serving breakfast & lunch in the Park Ave District of Rochester, NY.
Venmo
@themadhatter-Rochester-ny
www.madhatterrestaurantandbakery.com
176 South Goodman St, Rochester, New York

V.S

crestcafesac

299 Posts 1,199 Followers 332 Following

Crest Cafe
Mediterranean Restaurant
Woman-Owned Business est. 2010
📍 K Street in Downtown Sac
☎️ 916-444-2722
Curbside Pickup/Delivery 11-3pm
@grubhub @postmates
Click to Order Online ⬇️
crestcafeonline.com/meal-donation/

Reserve | Call | Directions

Catering Our Guests! Articles Giveaway! The F

Example of a successful local restaurant

Important Factors for Social Media

- **Posting :** Best timing for posting on Instagram: 10am-3pm on Wednesday and weekends - high engagement on Saturdays
- **Content :** How it all started - Mission, Vision - Story behind High-Tea, Stories about the teacup in front of the restaurant, Supporting community events as your key value,
- **Videos :** Showing the "behind the scenes" to customers - e.g connecting with local farmer or vendor- Cooking tutorials, Interview staff and chef
- **Photos :** Food and bakery, ambiance, Exclusives - e.g Holiday specials, Happy Hour, Chef's Special -Tag or use #yelproc, #eatliveroc, #rocfoodies to go viral
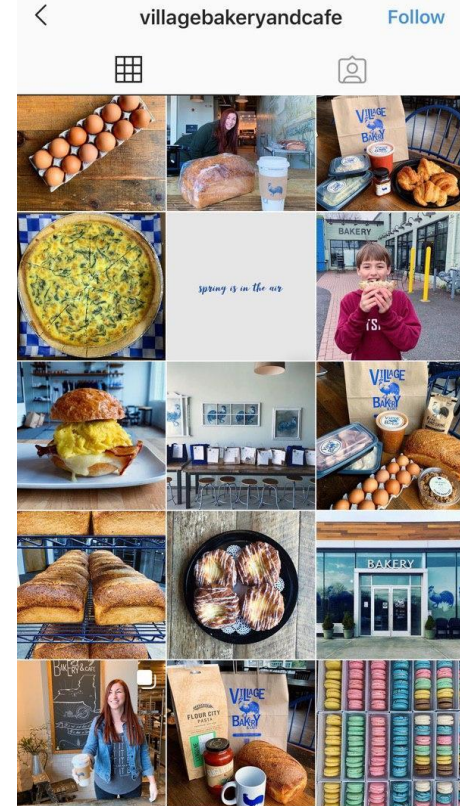
A Local Rochester Bakery and Cafe's Instagram

Email Marketing

- Taking advantage of MailChimp (free) to inform customers with specials, events or discounts
- Adding a call to action to follow on social media or make reservations
- Personalize the email by mentioning their name
- Surveys to keep up with customers expectations
- Send birthday Emails

Tell Us All About It!

We hope you enjoyed your meal and experience at ░░ ░░░░.

To ensure we are doing everything we can to provide you with the best service, food and overall experience, please take a moment to give us your feedback. Your opinion is very valuable to us and we appreciate your thoughts.

TAKE SURVEY ▶

Thank you, we look forward to dining with you again.

The Wooded Barrel

Our Fall Menu Is Here

Fall means comfort food and getting ready for feasts and celebration. Here at The Wooded Table we're ready to bring in the season with hearty dishes that invoke a wide variety of natural ingredients and flavors. Dishes, such as Bumble Pork, grilled pork medallions braised in an orange honey glaze with cranberries and bacon over polenta, will satiate your taste buds and fill your soul. Come in and try one of our fall signature dishes and bring the family.

Click the button below to set up a reservation through our online reservation tool, or give us a call at (555) 555-5555 and we'll be happy to book your table.

MAKE A RESERVATION

BEACHTOWN CEDAR FLAT IRON
Meant to be shared! This is a huge piece of fresh Pacific Coast Line Caught Salmon marinated in pomegranate juice, lemon and sea salt, then pressed and char grilled, served on a cedar plank. This dish easily serves up to four. Healthy, hearty and delicious.

100% NATURAL

→ Follow Us 🐦 f

SEO - Search Marketing

"46% of all Google searches are seeking local information"

➕ **Increase:** The ranking of homepage, the number of backlinks

➕ **Invest on:** Keywords search

The new homepage is on **page 6** on Google	The previous one is on **Page 1**

meta description

SEO - Search Marketing

✅ **Improve Website Indexation:** Be top result on many different searches

More websites **link to** the homepage

More **keywords** appears on the homepage

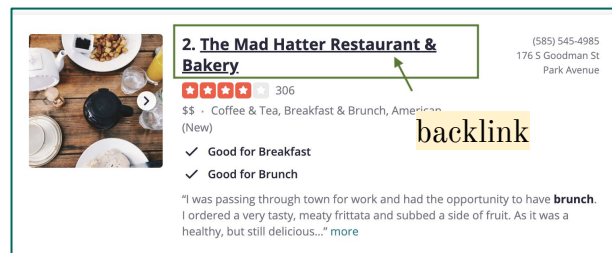Improve **meta description** content

More **images** with detailed file name and descriptive ALT text

Keep **link freshness** with updated new backlinks

Remove the previous webpage from Google

Link it to the new homepage

meta description

backlink

Good: Eggs-Benedict-MadHatter-Brunch.jpg

Bad: 7f5ki898k8.jpg

Keywords Search

Keywords Suggestions: ⟶

Menu:

- Benedicts, gluten-free, vegan, mimosas

Service:

- Caterers, Book catering in Rochester
- Party & Event Planning
- High Tea, Afternoon Tea, Tea Place Rochester NY
- Rochester Restaurant Delivery

Branding:

- Sunday Brunch, Themed Restaurant

www.owlhouserochester.com ▾

The Owl House

The Owl House Rochester is a fine dining experience. Located in Rochester, NY, it serves exquisite food to omnivores, vegetarians and vegans alike as well as ...

www.voulasgreeksweets.com ▾

Voula's Greek Sweets

Voula's Greek Sweets in Rochester, NY is a homey & welcoming vegetarian & vegan greek restaurant & bakery. Click for info on brunch, lunch, dinner ...

www.yelp.com › search › find_desc=bottomle... ▾

Top 10 Best Bottomless Mimosa Brunch in Rochester, NY ...

Reviews on Bottomless Mimosa Brunch in Rochester, NY - The Frog Pond, ROUX, Ox and Stone, Blu Wolf Bistro, Silk District Pub, Nosh, The Mad Hatter ...

rocwiki.org › Vegan_Dining_Guide ▾

Vegan Dining Guide - Rochester Wiki

Mad Hatter Tea Room & Cafe: Breakfast place with a few vegan options clearly ... vegetable, and noodle dishes: https://www.allmenus.com/ny/rochester/23513- ...

Restaurants · Entirely Vegan · Some Vegan Options

Implementation

Timeline

Find Potential Site in Pittsford

Staffing, Supplies

⭐ **Summer Festivals**

| Spring/Summer '20 | Fall/Winter '20 | Spring/Summer '21 | Fall/Winter '21 | Spring/Summer '22 |

Covid-19 Marketing Strategies

Secure Capital, Costs, and Business Model

Grand Opening, To-go Option, Dinner Option

Social Media, Email Marketing, Content Improvement (Consistent and always updating and keeping track)

Measure Social Media Objectives

- **Likes:** Volume
- **Comments:** Volume
- **Engagement:** IG Business Insight
- **Reach:** IG Business Insight
- **Hashtag Shared:** Quality

- **Likes:** Volume
- **Comments:** Volume
- **Engagement:** FB Insight
- **Reach:** FB Insight
- **Hashtag Shared:** Quality

- **Website visit:** Google for Business
- **Direction:** Google for Business
- **Call:** Google for Business

- **Reviews:** Yelp for Business
- **Rating:** Yelp for Business

- **CTA:** Google Analytics

Growth Strategy

Mad Hatter Restaurant and Bakery

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Appendix

Restaurant Industry Trends

- About half of consumers who dine out for breakfast do so a few times a month or less, which far fewer (about 25%) make it a weekly or daily routine. Dining out for lunch and dinner is a more common part of a weekly routine, with over a third of consumers dining out for lunch or dinner at least once a week.

Base: 1,964 internet users aged 18+ who have dined out in the past three months						
"How frequently have you have dined out for each of the following occasions in the past three months?"						
	Daily	**A few times a week**	**Once a week**	**A few times a month**	**Once a month or less**	**I have not dined out for this occasion**
	%	**%**	**%**	**%**	**%**	**%**
Breakfast	5	9	11	19	31	25
Brunch	2	6	7	13	26	47
Lunch	5	16	14	33	22	9
Dinner	4	17	20	34	19	5
Any snack NET	5	8	6	12	15	54
Mid-morning snack	4	5	5	9	13	65
Afternoon snack	4	7	5	12	15	58
Dessert	3	6	6	14	23	49
Happy hour	2	5	7	12	18	55
Late night	3	5	5	11	18	58

Offer dinner service in second branch, starting hour from 11 am with brunch, lunch and dinner options

Source: Mintel "Restaurant Breakfast and Brunch Trends" - July 2018

Restaurant Industry Trends

"Which of the following areas do you want restaurants to concentrate on in 2020? - NET - Any rank"

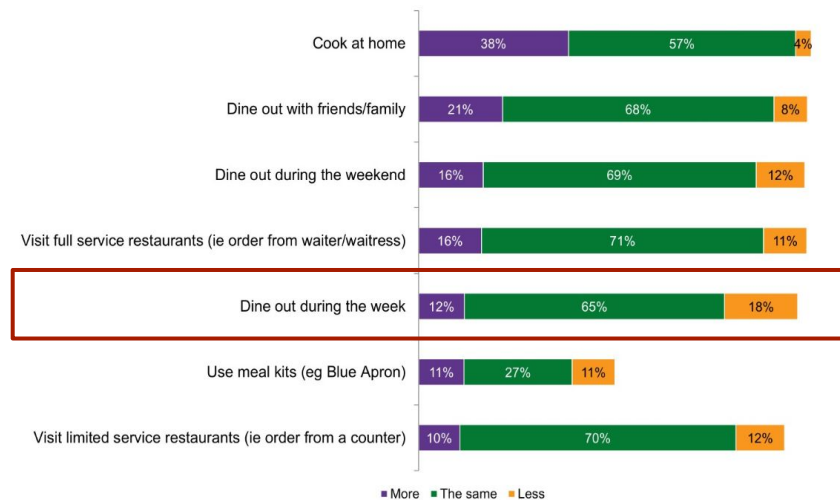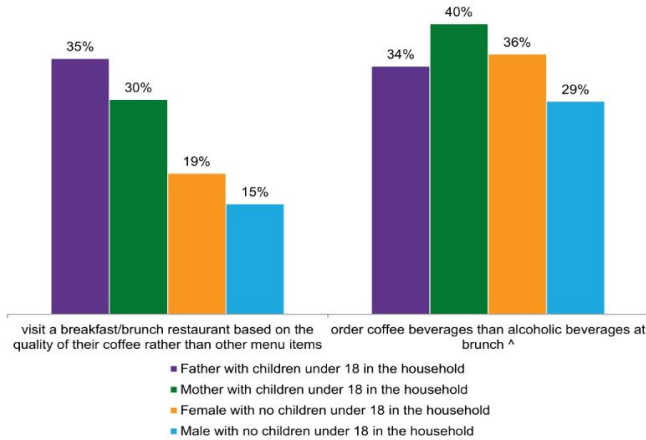|	
Eliminating artificial ingredients and preservatives	45%
More authentic international cuisines	35%
Personalization options (eg diet-specific, ingredient substitutions)	34%
Offering more convenient to-go options	31%
More delivery options	23%
Offering more plant-based entrees	21%
On-premise entertainment and games (eg live music)	15%

"Are you planning to do more, the same, or less of the following in 2020 compared to 2019?"

	More	The same	Less
Cook at home	38%	57%	4%
Dine out with friends/family	21%	68%	8%
Dine out during the weekend	16%	69%	12%
Visit full service restaurants (ie order from waiter/waitress)	16%	71%	11%
Dine out during the week	12%	65%	18%
Use meal kits (eg Blue Apron)	11%	27%	11%
Visit limited service restaurants (ie order from a counter)	10%	70%	12%

■ More ■ The same ■ Less

- Focus second branch on to-go options

- People will dine out less in weekdays, offer brunch option on weekend only for second branch

Source: Mintel "Dining out in 2020" - December 2019

Restaurant Industry Trends

"Which of the following statements about breakfast and brunch do you agree with? Please select all that apply. I would rather…"

visit a breakfast/brunch restaurant based on the quality of their coffee rather than other menu items

order coffee beverages than alcoholic beverages at brunch ^

- Father with children under 18 in the household
- Mother with children under 18 in the household
- Female with no children under 18 in the household
- Male with no children under 18 in the household

- As the customers are mainly females, should have a good variety of coffee and alcoholic beverages

"Which of the following would you like to see more of on breakfast/brunch menus? Please select all that apply."

46% +13% | 59% +8% | 67% +5% | 72% +4% | 76%

Seasonal fresh fruit | High protein dishes | Portable options (eg smoothies, breakfast sandwiches) | Non-traditional breakfast/brunch foods (eg burgers, pizza) | Donuts

- Seasonal fruits brings more higher reach ⟶ based on reviews ⟶ increase portion and quality

Customer Analysis

"Which of the following locations have you purchased breakfast or brunch from in the past three months?"
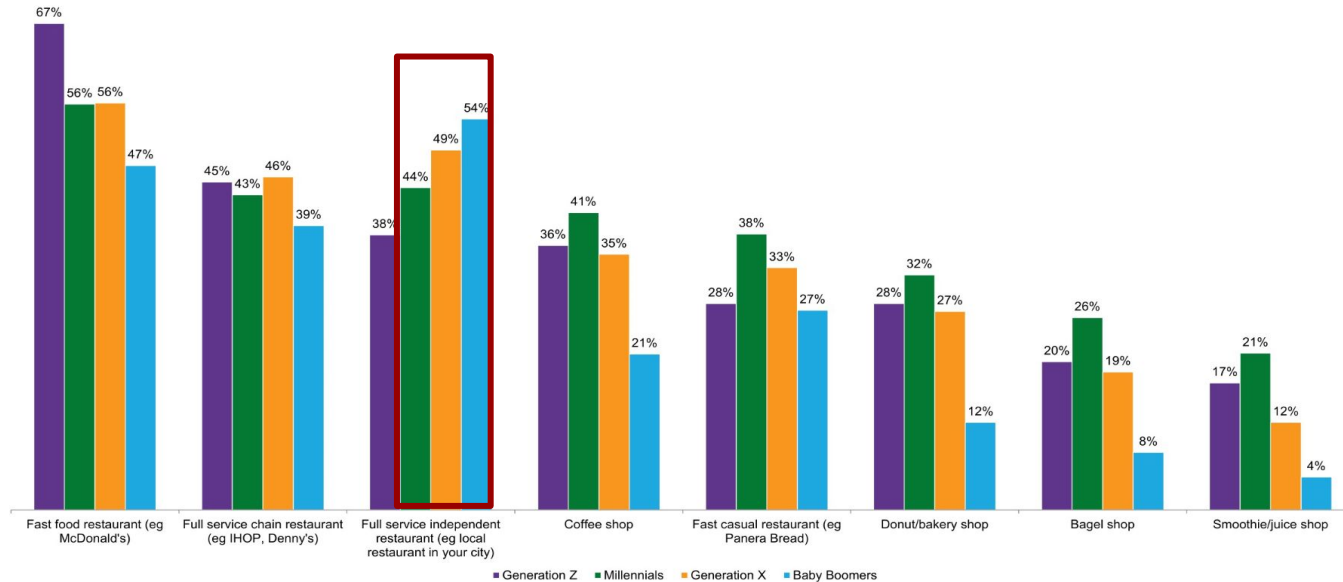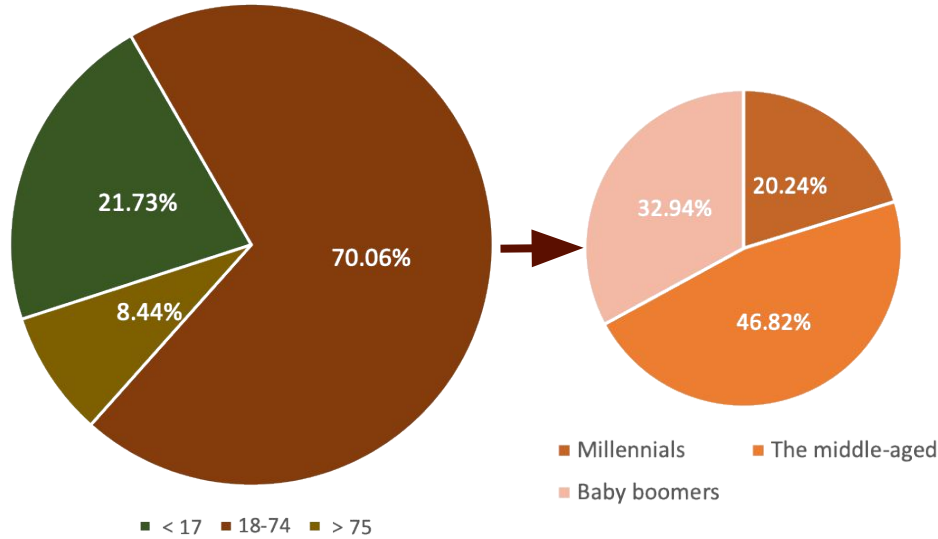

- We are considered a full service independent restaurant, thus our main customers are : Baby Boomers, Gen X and Millennials (ages 24 and up)
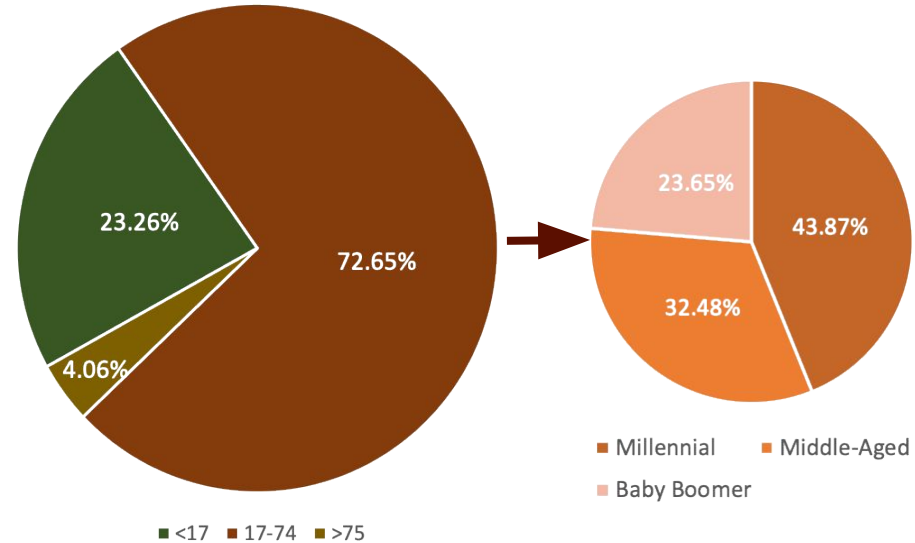
Customer Analysis

Yelp Analysis -Long Wait Time Mentioned In Comments

Co-occurred Terms	Index
"long"	6.58
"30"	4.17
"worth"	2.5
"always"	1.42

EXAMPLE POST

★★★★☆ 2/17/2020

Delicious food. Long wait. Any of the Benedicts, The Hatter Plate, and the Brie and Pair paninis are excellent. My fiancé also recommends the fresh squeezed mimosas.

- The larger the index number is, the more likely that the corresponding term co-occurs with "**wait time**" in the same Yelp comment

- "long", "30", "always" tends to appear near the word "wait", indicating:
  - customers often report Mad-Hatter's wait time, mostly around 30 minutes

- While wait time is expected and long, some customers regard waiting to be worthwhile
  - Still, since index of "long" is larger than that of "worth", more people include "wait" in their comments to complain or report the long wait time

Yelp Analysis -Breakfast Service Least Likely to be Commented

Co-occurred Terms	Index
"tea"	5.16
"brunch"	1.73
"breakfast"	0.92

EXAMPLE POST

★★★★★ 2/16/2020

Yes love love love. It's quirky on the inside. An insanely antiquated waiting system, no reservations, etc. but the food is good and they have duck bacon which is really nice since I can't eat regular bacon. The tea service is so cute!

- The larger the index number is, the more likely that the corresponding term co-occurs with "**service**" in the same Yelp comment

- Among 3 main segments that Mad-Hatter is operating:
  - High tea segment is most likely to occur with "service" → most comments about service relate to high tea segment
  - Only a few customers talk about their breakfast service experience

*Source: Yelp comments
https://www.yelp.com/biz/the-mad-hatter-restaurant-and-bakery-rochester

Yelp Analysis-Customers Mainly Discuss Menu of High Tea

Co-occurred Terms	Index
"tea"	4.4
"options"	2.25
"theme"	2
"brunch"	≈ 0
"breakfast"	≈ 0

- The larger the index number is, the more likely that the corresponding term co-occurs with "**menu**" in the same Yelp comment

- limited discussion or introduction on brunch / breakfast menu

- The posts about menu frequently discuss about the option variety and how it reflects the theme of wonderland

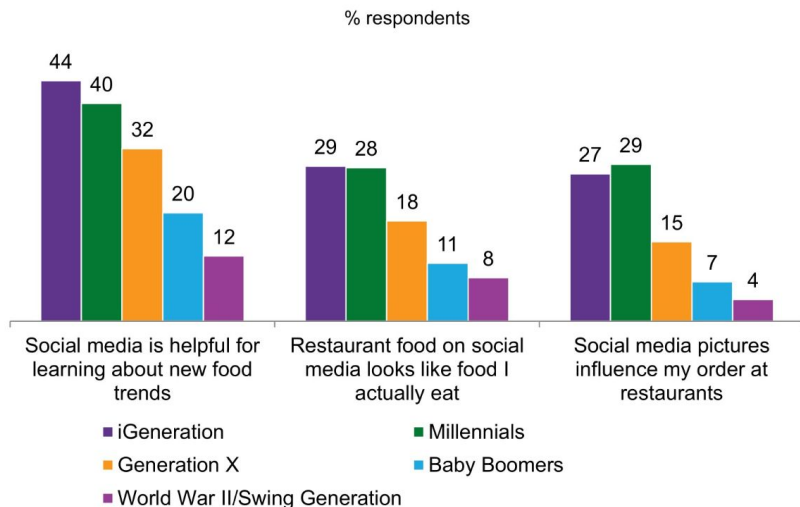**EXAMPLE POST**

★★★★★ 12/31/2019

WOW! Great food and good staff. This is an amazing secret spot in Rochester. I am sorry I am only in the area a few times a year. Proper tea service and great tea menu to boot!

*Source: Yelp comments
https://www.yelp.com/biz/the-mad-hatter-restaurant-and-bakery-rochester

Social Media Importance

"Which of the following statements about social media do you agree with? Please select all that apply."

% respondents

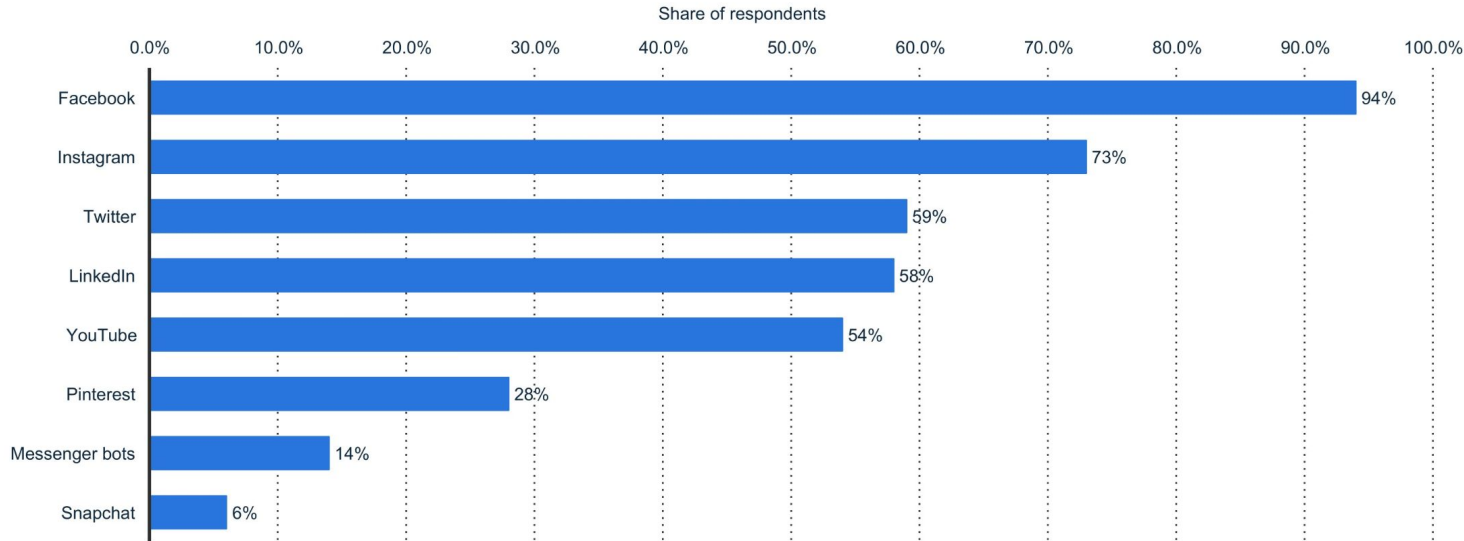
- iGeneration
- Millennials
- Generation X
- Baby Boomers
- World War II/Swing Generation

"Which of the following activities do you do on each of these social media sites? Please select all that apply."

% respondents

- iGeneration
- Younger Millennials
- Older Millennials
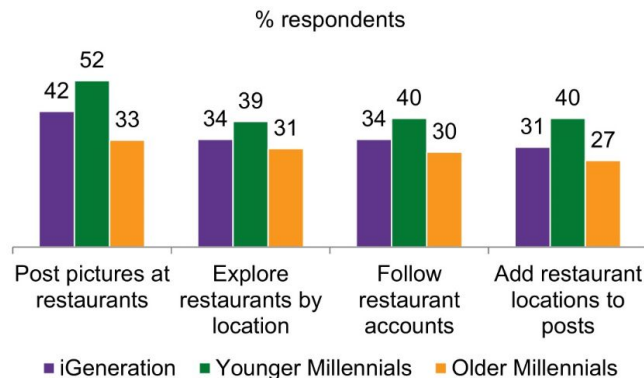
Social Media - Platforms

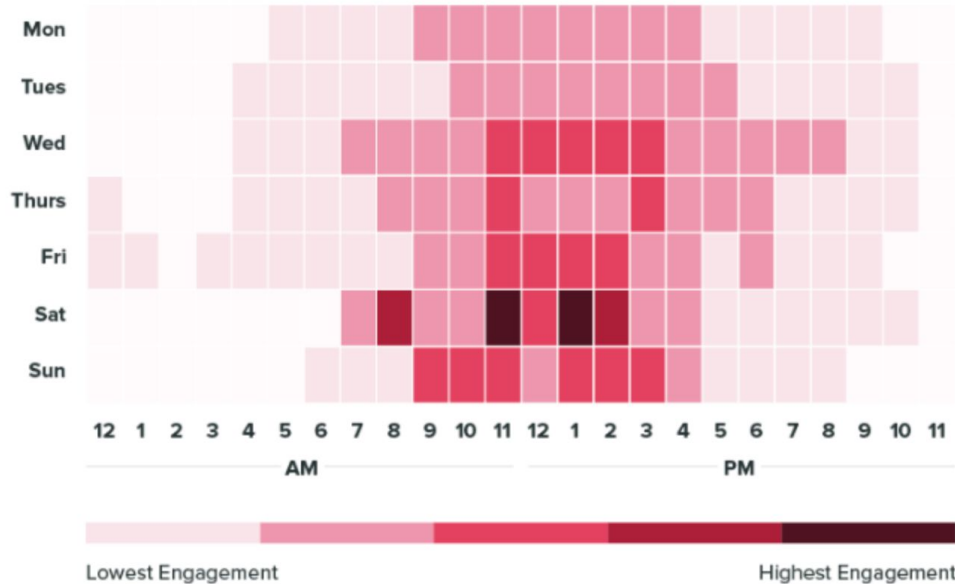## Leading social media platforms used by marketers worldwide as of January 2019

Social media platforms used by marketers worldwide 2019

Share of respondents

Platform	Share
Facebook	94%
Instagram	73%
Twitter	59%
LinkedIn	58%
YouTube	54%
Pinterest	28%
Messenger bots	14%
Snapchat	6%

Social Media - Timing
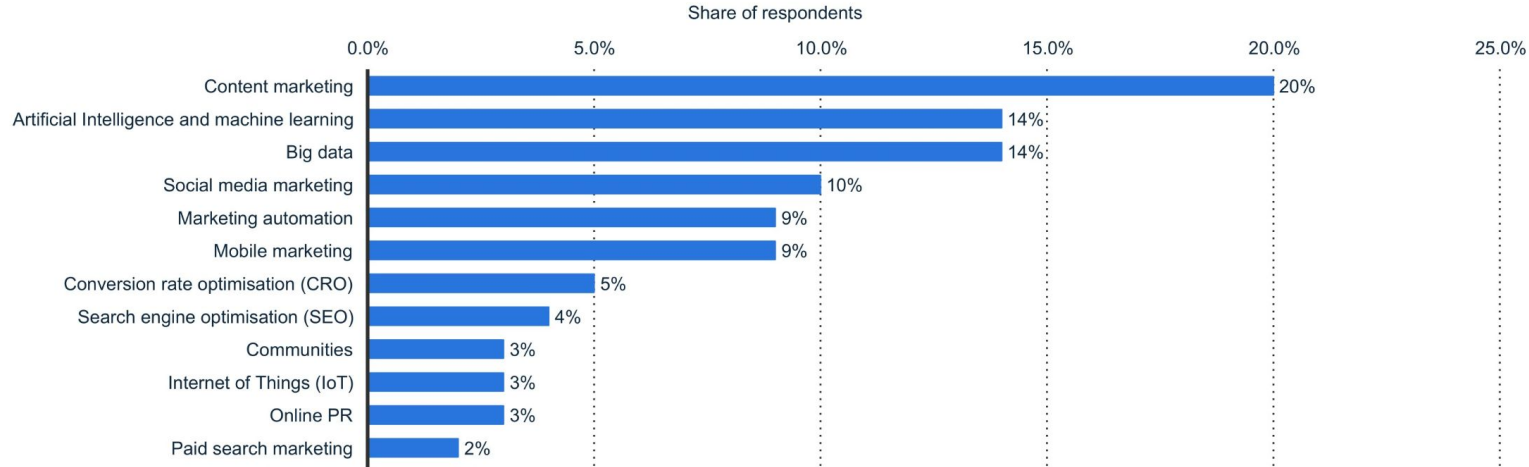

Instagram Consumer Goods Engagement

Take advantage of Saturdays and times during 10 am - 3pm

Social Media - Content

Most effective digital marketing techniques according to marketers worldwide in 2018

Most effective digital marketing techniques 2018

Share of respondents

| Technique	Share
Content marketing	20%
Artificial Intelligence and machine learning	14%
Big data	14%
Social media marketing	10%
Marketing automation	9%
Mobile marketing	9%
Conversion rate optimisation (CRO)	5%
Search engine optimisation (SEO)	4%
Communities	3%
Internet of Things (IoT)	3%
Online PR	3%
Paid search marketing	2%

Email Marketing

Leading ways consumers prefer to be contacted by brands in the United States as of July 2019

U.S. consumers preference to being contacted by brands in 2019
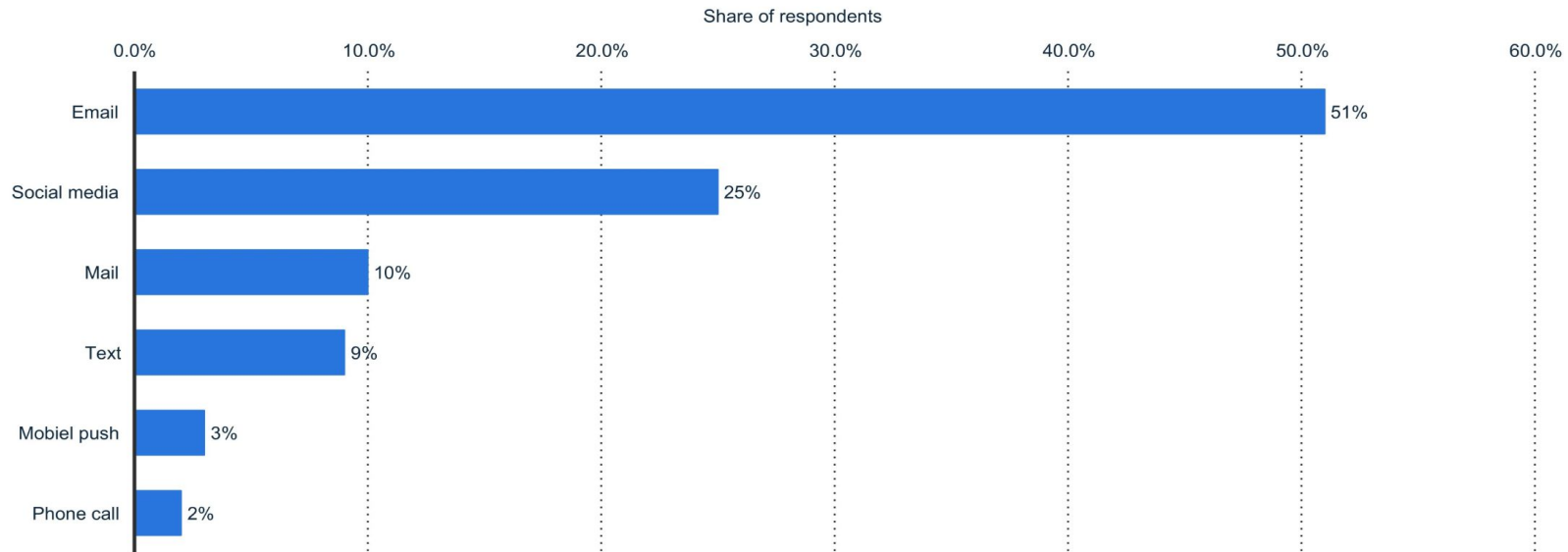
Source: Statista "Social Media Marketing"