

Toast Email Marketing Guide

A comprehensive guide for sending one-time marketing emails through Toast's Email Marketing platform for Northside 10.

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Accessing Email Marketing

Step 1: Log into Toast

1. Go to <https://pos.toasttab.com>
2. Enter your Northside 10 credentials
3. You'll land on the Toast Dashboard

Step 2: Navigate to Email Marketing

1. From the left sidebar, click on **Marketing**
2. Select **Email Marketing** from the submenu
3. You'll see your Email Marketing dashboard with past campaigns and performance metrics

Note: You need appropriate permissions to access Email Marketing. Contact your Toast administrator if you don't see this option.

Creating a New Email Campaign

Step 1: Start a New Campaign

1. Click the **Create Email** or **New Campaign** button (typically in the top right)
2. Select **One-Time Email** (not automated/triggered)

Step 2: Name Your Campaign

1. Enter a descriptive internal name for your campaign
 - o Example: "January 2026 - Valentine's Day Promotion"
 - o Example: "Weekly Special - Raw Bar Wednesday"
2. This name is for internal tracking only and won't be visible to customers

Step 3: Choose a Template

Toast offers several template options:

Template Type	Best For

Blank	Full creative control
Promotional	Sales, discounts, special offers
Event	Special events, holiday celebrations
Newsletter	Regular updates, menu changes
Announcement	New menu items, hours changes

Select a template that matches your campaign goal, or start from scratch.

Designing Your Email

Email Header Settings

1. **From Name:** Set to "Northside 10" (or your preferred sender name)
2. **From Email:** Your restaurant's email address
3. **Subject Line:** Create a compelling subject line
 - o Keep it under 50 characters for mobile
 - o Use action words and create urgency
 - o Examples:
 - ".Raw Bar Wednesday is BACK!"
 - "Your Table Awaits - Reserve Now"
 - "New Brunch Specials This Weekend"
4. **Preview Text:** The text that appears after the subject line in inbox
 - o Expand on the subject line
 - o 90-100 characters recommended

Email Body Design

Using the Drag-and-Drop Editor

1. **Logo/Header Image**
 - o Drag an image block to the top
 - o Upload the Northside 10 logo
 - o Recommended size: 600px wide
2. **Hero Image**
 - o Use high-quality food photography
 - o Recommended size: 600px x 300px
 - o Keep file size under 1MB for fast loading
3. **Text Blocks**
 - o Keep paragraphs short (2-3 sentences)
 - o Use headers to break up content
 - o Maintain brand voice (warm, inviting, southern hospitality)
4. **Call-to-Action (CTA) Buttons**

- Make buttons prominent and clear
- Use action-oriented text:
 - "Reserve Your Table"
 - "Order Online Now"
 - "View Full Menu"
- Link to appropriate pages:
 - Reservations: https://www.opentable.com/r/northside-10-reservations-alexandria?restref=1164220&lang=en-US&ot_source=Restaurant%20website
 - Online Ordering: <https://order.toasttab.com/online/northside10>
 - Website: <https://thenorthside10.com>

5. Footer

- Include restaurant address: 10 E Glebe Road, Alexandria, VA
- Phone number: (703) 888-0032
- Social media links
- Unsubscribe link (automatically added by Toast)

Brand Guidelines

Maintain consistency with Northside 10's brand:

Element	Specification
Primary Color	Crimson Red (#A41034)
Secondary Color	Warm Gold (#D4A84B)
Background	Soft White (#FAF9F6)
Text Color	Charcoal (#2C2C2C)
Font	Clean, readable sans-serif

Selecting Your Audience

Step 1: Choose Your Recipients

Toast provides several audience options:

All Subscribers

- Sends to everyone who has opted into marketing emails
- Best for major announcements or universal promotions

Segmented Audiences

Create targeted segments based on:

1. Visit Frequency

- Frequent guests (visited 5+ times)
- Occasional guests (visited 2-4 times)
- New guests (visited once)

- Lapsed guests (haven't visited in 60+ days)

2. Order History

- Online ordering customers
- Dine-in customers
- Catering customers

3. Spending Habits

- High spenders (average check over \$X)
- Rewards members

4. Custom Segments

- Create based on specific criteria
- Combine multiple filters

Step 2: Estimate Your Reach

- Toast will show the estimated number of recipients
- Review this number to ensure it aligns with your expectations
- Larger audiences = more impact but less personalization

Step 3: Exclude Segments (Optional)

- Exclude recent purchasers from discount emails
 - Exclude guests who received an email recently (prevent fatigue)
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Scheduling & Sending

Option 1: Send Immediately

1. Click **Send Now**
2. Confirm your recipient count
3. Review your email one more time
4. Click **Confirm & Send**

Option 2: Schedule for Later

1. Click **Schedule**
2. Select date and time
3. Consider optimal send times:

Day	Best Time	Notes
Tuesday	10 AM - 12 PM	Mid-week planning
Wednesday	10 AM - 12 PM	Raw Bar promotion day
Thursday	11 AM - 1 PM	Weekend planning begins
Friday	10 AM - 12 PM	Weekend reservation push

4. Set timezone (Eastern Time for Alexandria, VA)
5. Click **Schedule Email**

Pre-Send Checklist

Before sending, verify:

- Subject line is compelling and typo-free
- Preview text complements the subject
- All images load correctly
- All links work and go to correct pages
- CTA buttons are prominent and functional
- Mobile preview looks good
- Unsubscribe link is present
- Restaurant contact info is accurate
- Send a test email to yourself first

Sending a Test Email

1. Click **Send Test or Preview**
 2. Enter your email address
 3. Check the email on both desktop and mobile
 4. Verify all links and images
 5. Have a colleague review if possible
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Tracking Performance

Key Metrics to Monitor

After sending, track these metrics in Toast's Email Marketing dashboard:

Metric	Good Benchmark	What It Means
Open Rate	20-25%	% of recipients who opened
Click Rate	2-5%	% who clicked a link
Unsubscribe Rate	<0.5%	% who unsubscribed
Bounce Rate	<2%	% of undeliverable emails

Accessing Reports

1. Go to **Marketing → Email Marketing**
2. Click on the campaign name
3. View detailed analytics:
 - Opens over time
 - Click heatmap
 - Device breakdown
 - Geographic data

Using Data for Future Campaigns

- **High open rate, low click rate:** Improve CTA and content
- **Low open rate:** Test different subject lines

- **High unsubscribes:** Reduce frequency or improve relevance
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Best Practices

Content Tips

1. **Keep it concise** - Respect your guests' time
2. **One clear CTA** - Don't overwhelm with options
3. **Use quality images** - Food photography matters
4. **Create urgency** - "This weekend only" or "Limited availability"
5. **Personalize when possible** - Use guest names if available

Frequency Guidelines

Campaign Type	Recommended Frequency
Weekly specials	Once per week
Promotions	2-3 per month
Events	As needed
Newsletters	Monthly

Warning: Sending too frequently leads to unsubscribes. Space campaigns at least 3-4 days apart.

Subject Line Formulas That Work

1. **Question:** "Ready for the Best Brunch in Alexandria?"
2. **Urgency:** "Last Chance: Valentine's Day Reservations"
3. **Benefit:** "Your Next Dinner is On Us (Almost)"
4. **Curiosity:** "We've Got Something New for You..."
5. **Emoji + Clear Value:** "牡蛎 \$1 Oysters Every Wednesday"

Mobile Optimization

- 60%+ of emails are opened on mobile
 - Use single-column layouts
 - Make buttons at least 44px tall
 - Keep subject lines short
 - Test on multiple devices
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Troubleshooting

Common Issues & Solutions

"I can't find Email Marketing in my dashboard"

- **Solution:** Contact your Toast administrator to grant Email Marketing permissions

"My images aren't displaying"

- **Solution:**
 - Ensure images are under 1MB
 - Use supported formats (JPG, PNG, GIF)

- Check image URLs are publicly accessible

"My email went to spam"

- **Solution:**

- Avoid spam trigger words ("FREE", "ACT NOW", excessive caps)
- Maintain a clean email list
- Include physical address and unsubscribe link
- Authenticate your domain with Toast

"Low open rates"

- **Solution:**

- A/B test subject lines
- Send at optimal times
- Clean your email list of inactive subscribers
- Make sure "From" name is recognizable

"High unsubscribe rate"

- **Solution:**

- Reduce sending frequency
- Improve content relevance
- Segment your audience better
- Survey unsubscribers for feedback

Getting Help

- **Toast Support:** Available through your Toast dashboard
 - **Toast Community:** community.toasttab.com
 - **Account Manager:** Contact your dedicated Toast rep
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Quick Reference Card

Essential Links for Emails

Purpose	URL
Online Ordering	https://order.toasttab.com/online/northside10
Reservations (OpenTable)	https://www.opentable.com/r/northside-10-reservations-alexandria?restref=1164220&lang=en-US&ot_source=Restaurant%20website
Main Website	https://thenorthside10.com
Menus	https://thenorthside10.com/menus
Gift Cards	https://thenorthside10.com/giftcards
Catering	https://thenorthside10.com/catering

Restaurant Info

- **Address:** 10 E Glebe Road, Alexandria, VA 22305
- **Phone:** (703) 888-0032

- **Hours:** Check website for current hours
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Campaign Ideas

Weekly Specials

- **Monday:** \$10 Burger promotion
- **Tuesday:** Southern Fried Chicken & BBQ Ribs
- **Wednesday:** Raw Bar Specials
- **Thursday:** Taco Thursday
- **Weekend:** Brunch specials

Seasonal Campaigns

- Valentine's Day dinner reservations
- Mother's Day brunch
- Father's Day specials
- Holiday catering
- New Year's Eve celebration

Engagement Campaigns

- Birthday rewards
- Anniversary of first visit
- "We miss you" for lapsed guests
- Loyalty program updates

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For questions about this guide, contact your marketing team or Toast support.