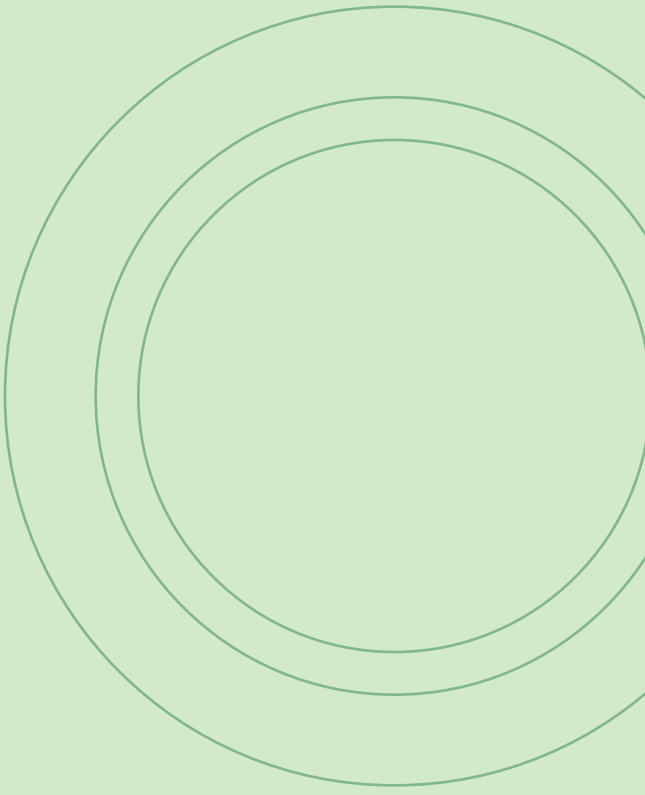
THE RESTAURANT GROWTH PLAYBOOK

The next visit is the one.

A practical guide to turning first visits into regulars.



Better websites. Thoughtful messages.
Rewards worth returning for.

Built for independent restaurants and growing groups.

START WITH THE GUEST

Your next regular already knows you.

They have tasted the food, met your team, and experienced your restaurant. A return visit starts with understanding what would make them come back.

Choose one outcome first.

Do you need more midweek covers, another takeout order, or renewed interest from guests who have not visited recently? Choose one. A campaign with one clear purpose is easier to write, run, and measure.

Look for an invitation, not just a discount.

A seasonal dish, a favorite returning to the menu, a useful ordering reminder, or a reward they are close to earning can all give someone a reason to visit. Only offer what your team can reliably deliver.

Connect the experience.

The message, the website, the offer, and the in person experience should tell the same story. A beautiful email will not help if the menu is outdated or the ordering link is difficult to find.

This is a working guide, not a revenue guarantee.

All examples are illustrative. Results depend on audience size, permissions, offer, capacity, costs, and execution. Adapt the ideas to your restaurant and confirm applicable marketing requirements before sending.

GUEST LIST AUDIT

Find the opportunity in your own data.

Before sending anything, confirm what your restaurant can access and what each contact has agreed to receive.

Available information

Ask your provider about authorized connections or exports. Useful fields may include contact details, last visit, order history, and rewards status. Availability varies by platform and account.

Marketing permission

Separate eligible email and SMS audiences. A purchase is not blanket consent. Keep consent records, suppression lists, and opt out preferences. Do not contact people who have opted out.

Useful segments

Start with recent first time guests, regulars, and guests who have been away longer than your typical return interval. Your restaurant determines what “away” means.

Data hygiene

Remove invalid contacts and duplicates. Keep the data needed for the campaign and protect access. Do not collect payment card numbers or bank information for this work.

Your first worksheet

Provider: _____
Typical time between visits: _____
Eligible email contacts: _____ Eligible SMS contacts: _____
First guest segment to focus on: _____

CAMPAIGN IDEAS

A reason to return. In your own voice.

Use these as starting points for eligible audiences. Include your restaurant identity, required disclosures, and a working unsubscribe or opt out method.

The welcome back email

Subject: Your favorite might be back on the menu

It has been a little while. We are serving [dish or seasonal special] this week, and thought you might like a reason to stop by. Take a look at the current menu and plan your next visit.

One action: View this week's menu.

The timely SMS

[Restaurant name]: Your next dinner plan? [Dish or event] is here [verified date]. Details and reservations: [your link]. Reply STOP to opt out.

Keep it relevant, identify the sender, respect permitted sending hours, and use your approved messaging platform. This sample is not a complete compliance template.

The rewards reminder

Subject: A little thank you for being a regular

You have [verified benefit or balance] waiting in your rewards account. Here is how to use it on your next visit: [clear instructions and actual terms]. We look forward to seeing you again.

A useful test before you send

Would a guest understand why they received this, what the offer is, how to act, and how to stop messages? If not, revise it. Test every link and confirm the offer with your team.

WEBSITE CHECKLIST

Make the next step the easy one.

Open your restaurant website on your phone. Try each task as if you had never visited before.

- [ ] **Find the menu.**

  Can a guest read the current menu without pinching, downloading a huge file, or guessing where to tap? Include prices and relevant dietary information.

- [ ] **Order or reserve.**

  Put the main action within easy reach. Test the entire journey through your ordering or reservation provider, including any location selector.

- [ ] **Plan a visit.**

  Make hours, address, parking information, and contact details easy to find. Keep holiday and location specific details current.

- [ ] **Stay in touch.**

  Offer a clear reason to join your guest list. Collect permissions separately for the channels you intend to use.

- [ ] **Check the basics.**

  Look for broken links, slow images, unreadable text, inaccessible controls, and confusing error messages. Test on an actual phone, not only a resized desktop.

Make loyalty worth it. For both of you.

A rewards program should be easy for guests to understand and sustainable for your restaurant to honor.

Keep the benefit clear.

Explain what the guest earns, when they can use it, and any exclusions. Consider recognition, early access, or a relevant perk as well as discounts. Complexity makes rewards easy to forget.

Respect existing promises.

If you change programs, review current balances, terms, and customer expectations first. Confirm migration options with your provider before committing to a replacement.

Check the margin before the message.

Estimate the revenue per redeemed offer, less food cost, incremental labor, fees, and the cost of the incentive. Compare that contribution with campaign costs. A full dining room does not automatically mean a profitable campaign.

Illustrative economics, not a forecast

An incremental $40 order minus $18 in variable costs and a $5 incentive leaves $17 before campaign and fixed costs. Twenty genuinely incremental orders would contribute $340 on those assumptions. The key question is how many orders would have happened anyway.

Give the team a simple script.

Make sure staff know how to recognize a member, explain the reward, and resolve an issue. The in person experience is part of the program.

30 DAY ACTION PLAN

Start small.
Learn something useful.

Choose one segment, one reason to return, and one destination. Expand only when you understand the results.

Week 1 · Get the foundations right

Review your data access and permissions. Choose the audience, outcome, and baseline. Audit the landing page and confirm the offer with your team.

Week 2 · Build and test

Write the message in your restaurant's voice. Check mobile display, links, opt outs, audience filters, and redemption instructions. Send only internal tests until everything works.

Week 3 · Launch deliberately

Use an eligible audience at a manageable size. Set a reasonable frequency and follow your platform's rules. Watch replies, complaints, opt outs, and operational impact.

Week 4 · Review and refine

Compare engagement and redemptions with your baseline. Review sales where reliable tracking exists. Change one meaningful element for the next campaign.

Measure what you can actually support

Track delivered messages, meaningful clicks, redemptions, repeat visits where available, and contribution after costs. Use a comparison group where practical. A tracked sale is not automatically an incremental sale.

YOUR NEXT CHAPTER

You bring the experience.

We bring them back.

Lunchpad helps restaurants connect their websites, customer marketing, and rewards into a clearer return path. AI helps find the patterns. Hospitality stays at the heart of the work.

Ready to talk about your restaurant?

sales@lunchpad.ai

lunchpad.ai

Educational resource. No fixed revenue outcome is promised. Provider access and campaign eligibility must be confirmed for your restaurant.