

Effective Email Marketing & Social Media

Emily Patterson

Culver Franchising System, Inc

February 16, 2011



PRESENTATION OVERVIEW

- **Social Media Defined**
- **Social Media Myths**
- **Social Media Tools**
 - Each tool explained with examples
 - Why each tool matters
 - How Culver's is using each tool



SOCIAL MEDIA

- **Per Wikipedia:** Social media is content created by people using highly accessible and scalable publishing technologies.
- Social media uses Internet and web-based technologies to transform broadcast media monologues (one to many) into social media dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers.
- It's by the people, for the people
- **Brands and traditional media are no longer in control...but can and do lead the conversation.**

The Culver's logo is written in a blue, cursive script font. The word "Culver's" is written in a fluid, handwritten style with a registered trademark symbol (®) at the end.

COMMON MYTHS ABOUT SOCIAL MEDIA

- It's a fad
- It's for kids
- It's easy for strangers to connect
- There's no business value
- Build it and they'll come (and love it)
- It's free marketing!
- It's all about the number of fans, friends, followers



IT MAKES GOOD BUSINESS SENSE

- Fast implementation and response
- It's on the go – you don't need a computer
- Important as mainstream media
- Creates a branded conversation
- Guests help us get the word out
- It makes marketing plans work harder
- Our guests and future guests expect it
- Builds relationships & sense of community



THE GOOD, THE BAD, THE IRRELEVANT...WHAT WE LEARNED IN 15 MINUTES

6. Top 6 Eats

1. Manny's Pizza – Savanna, IL
2. Vinny's – Galena, IL
3. One Eleven Main – Galena, IL
4. Gobbie's – Galena, IL
5. Culvers – Platteville, WI (I lived off of their fried chicken the entire time I lived there, YUM!)
6. Clarke Crusader Café – Dubuque, IA (my sister's famous grilled cheese sandwiches!)

[Nicole K.'s blog](#)

more power. I weaved skillfully around the road like a fat man navigating an all you can eat buffet. Coming into Culver's (my favorite fast-food,) I yanked on the eBrake, sliding around a corner, stopped, rolled down my window, and said, "I'll take a #5, without tomato, with Pepsi to drink."

["Coffee With Marty" \(blogspot\)](#)



[MichiganCityDDS](#) Most downbeat music in a Michigan City restaurant: CULVERS, by a mile. I am almost in tears!
35 minutes ago from txt

[Twitter](#)



[Nancee in Lafayette on Flickr](#)



[Clifton Darnell Clifton](#) of talyor mi is ready for grill master
June 30 at 10:52pm · Report

[Facebook](#)



Social Media Tools

- Facebook
- Twitter
- Other tools – review sites, blogs, Linked In
- Email Marketing



FACEBOOK: CONNECT WITH FRIENDS, COMPANIES, ETC.



facebook

Finer Fotos by Jen Marie

Wall Info Photos Discussions Reviews

Finer Fotos by Jen Marie + Others Just Finer Fotos by Jen Marie Just Others

Barb Meister Will 8:00am work for you next Tues Feb 15. If not we can find another time after Brent and I get back from our honeymoon. 21 hours ago

Amy Osgood Hey Jen! We still on for Wed at 1:00???? Monday at 1:04pm

Jill Dederich hey! how's Blake's collage print coming along? Monday at 12:26pm

Finer Fotos by Jen Marie Almost there... 20 hours ago

Jill Dederich Yay :) 19 hours ago

Finer Fotos by Jen Marie Here's my new blog! Take a look and keep following us, cool new things coming up! <http://finerfotos.wordpress.com/>

Information

Location: 615 Phillips Blvd. Ste. 104 Sauk City, WI, 53583

About: Take your place...leave your mark...live your life! Finer Fotos offers real life family photography with a bit of a creative twist! From newborn babies to 50th anniversaries, we cover it all, your location or ours!

12 Friends Like This

facebook

Mueller Sports Medicine

Wall Info Photos Discussions Boxes Notes

Mueller Sports Medicine + Others Just Mueller Sports Medicine Just Others

Information

Founded: 1961

About: Mueller Sports Medicine was founded by Curt Mueller. Curt was a registered pharmacist. He coined the term Sports Medicine and had dedicated his life to the health of athletes.

3 Friends Like This

Breanna Ballweg Ryan Patterson Tierney Ballweg

557 People Like This

Ibrahim Hassan Mueller Cancun Peter Miller

Arlene Edelstein Krausz Deb Johnson Nes Matt McClain

Favorite Pages

4 Pages See All

Mueller Sports Medicine Mueller Collars at the National Championship! January 14 at 9:08am · Share

5 people like this.

Mueller Sports Medicine The packaging has changed but Stickum is still helping improve your grip! December 29, 2010 at 5:51pm · Share

Dave Beal likes this.

Chip Mares I used A LOT of this when I played football. December 29, 2010 at 6:00pm

Mueller Sports Medicine Does anybody recognize "That Sticky Stuff"? It's Mueller Stickum -- helping you hold onto anything you value!

Bud Light Playbook - "Sticky Stuff" www.youtube.com Bud Light 2010 TV commercial created by DDB Chicago

facebook

Culver's

Wall Info Connect Poll eGift Culver's TV

Share: Post Photo Link Video

Write something...

Culver's + Others Just Culver's Just Others

Linda Ragle Davis We want a Culvers in the Rio Grande Valley in far South Texas. Come on down!!!! about an hour ago · Like · Comment

Jamie Anderson Paityn lovin' her some Culvers ;) about an hour ago · Like · Comment

Culver's She definitely looks like she's loving her Culver's, Thanko for sharing! 26 minutes ago · Like

Karen Houghton Culvers has the best burgers. YUM!! 19 minutes ago · Like

Kevin Cook Ate at Culver's last night! Best burger on the market! 18 minutes ago · Like

Write a comment...

Cheyenne Doyle I now love the veggie burger!!!!!! about an hour ago · Like · Comment

Cheyenne Doyle likes this.

Write a comment...

Irresistible taste. Irresistible price.

SnackPak Meals 8 COMPLETE MEALS UNDER \$4

Subscribe via SMS

Information

About: The OFFICIAL fan page of Culver's Restaurants.

Home: <http://culvers.com/>

Facebook: <http://culvers.com/facebook>





Years to reach 50 million users





If facebook were a country

- Most populated countries:

1. China

2. India

3. United states

4. Indonesia

5. Brazil

FACEBOOK



WHY FACEBOOK MATTERS



- Engaged guests choose to connect with Culver's
- Provides a central place for guests to experience Culver's
- Strengthens reach of marketing efforts
- Offers consumer insights
- Platform for sharing richer brand story



FACEBOOK DISPLAY ADS

- In the U.S., more online ads are seen on Facebook than any other site on the Web
 - 297 billion online display ads
 - accounted for 23 percent of all ad impressions (the number of times an ad is displayed) according to ComScore
- Reach your target guests
- Choose your audience by location, age and interests
- Test simple image and text-based ads and use what works



TWITTER: REAL-TIME CONNECTIONS SHORT AND SWEET



8 COMPLETE MEALS UNDER \$4

Culver's Deluxe Single
Mushroom & Swiss ButterBurger®
Culver's Bacon Deluxe Single
Original ButterBurger® Cheese
2-Piece Chicken Tenders
Cheddar or Swiss ButterBurger®
Original ButterBurger®
Chili Cheese Dog

Includes small Drink, Cut Fries and a small drink. RT participating Culver's restaurants

Culvers.com
Culvers.com/facebook

twitter Home Profile Find People Settings Help Sign out

Culver's culvers

Following Lists

Also followed by @edgemultisport, @UnionTheater, @dan_orth, and 10+ others

Happy Sandwich Day! Growing up, were you a square or triangle-cut sandwich kid?
26 minutes ago via HootSuite

U win our #TwoForTues-that may b the youngest Tweeter we've met!
RT @kbedalov: my 3rd grade son @dbedalov is the biggest Butterburger lover
about 2 hours ago via HootSuite

Wordscramble Wednesday (for a Value Basket): ectelaber hscainwd ayd hwit a luvcr'se efbe otp strao canwdsdih
about 2 hours ago via HootSuite

Thanks to everyone who has reviewed the Culver's iPhone app. Great feedback! <http://ht.ly/32G1G>
about 19 hours ago via HootSuite

Scoopie Says: Don't forget to vote, tweeps!
about 21 hours ago via HootSuite

Congrats to the Giants on their 2010 World Series victory!
about 22 hours ago via HootSuite

Name Culver's Restaurants
Location 18 states & growing!
Web <http://www.culver...>
Bio Amanda and Heather from Culver's tweeting about our famous ButterBurgers, fresh Frozen Custard and the people who love them.

2,058 **5,606** **349**
following followers listed

Tweets 2,759

Favorites

Actions
message culvers
block culvers
report for spam

You both follow
View all...

Following
View all...

More than **25 million** people use Twitter




WHY TWITTER MATTERS



- Facilitates conversation with guests
- Strengthens relationship with guests
- Another opportunity to highlight personal elements of the Culver's brand
- Major resource for a huge group of connected people
- Helps get messages out – people share news and search for information



REVIEW SITES: SHARE RECOMMENDATIONS



Search for (e.g. taco, salon, Max's)

Near (Address, Neighborhood, City, State or Zip)

Now in the UK!

Welcome About Me Write a Review Find Reviews Invite Friends Messaging Talk Events
Member Search | Account | Log In

Yelp Chicago

Best of Yelp Chicago Restaurants

Browsing: Chicago » Restaurants

1. **Alinea**

★★★★★ 308

Category: American (N)

This review is for the experienced last Nov. Afterthoughts: Outstanding! Well-worth the expense to dine here. My full review and photos found here: <http://foodfinder.bl...> Tips: - or two in advance to book a reservation, especially on the weekend. - If you can't get a reservation placed on the waiting list. This ended up w

Other Cities | [San Francisco](#) | [New York](#) | [San Jose](#) | [Los Angeles](#) | [Palo Alto](#) | [Oakland](#) | [More »](#)

CHOWHOUND

FOR THOSE WHO LIVE TO EAT

SPECIAL COVERAGE: [Caramelize or Sweat?](#) [Quick Dinner](#) [Subscribe to Our Newsletters](#) [Healthy Lentil Soup](#)
[LOGIN](#) | [SIGN UP](#)

[CHOW](#) [CHOWHOUND](#) [RECIPES](#) [RESTAURANTS & BARS](#) [STORIES](#) [VIDEO](#) [BLOG](#) [MYCHOW](#)

MIDWEST

Tips for Dining, Eating, and Food Shopping in OH, IN, IL, MI, WI, MN, IA, MO, KS, OK, ND, SD and NE

Search this board


RESULTS WILL BE LIMITED TO THE LAST YEAR AND SORTED NEWEST FIRST.

Viewing 1-50 of 13,944 topics

Topic	Posts	Last Post Date Started
STICKY TOPICS		
Chowhound Posting Etiquette <small>The Chowhound Team</small>	0	<small>The Chowhound Team on Mar 03, 2007</small>
TUESDAY, JANUARY 12, 2010		
MSP - Is Barrio Overrated? <small>mplsmike</small>	5	<small>drew13000 5 minutes ago</small>
Jfood returns to Craftsman (MSP) - Another great meal <small>jfood</small>	0	<small>jfood 17 minutes ago</small>
Steak in MSP <small>dmcjc2007</small>	2	<small>soupkitten 20 minutes ago</small>
El Paraiso--Mexican (South Bend, IN) <small>Bada Bing</small>	1	<small>nextasy 29 minutes ago</small>
Seafood (but not "white tablecloth") near Downtown Indy <small>clowner1</small>	3	<small>nextasy 33 minutes ago</small>

On CNET: Is your software up-to-date?

ENTERTAINMENT




Join the **Live Chat** with **Kerr Smith**

Jan. 14th at 11am PST

Join The Chat!

GW lifeUNEXPECTED



THE BEST OF CHOWHOUND

✉ Sent weekly



BLOGS: TURN CITIZENS IN TO EXPERTS

The screenshot shows the Phoenix New Times Phoenix Food Blog website. At the top, there is a navigation bar with categories: NEWS, BLOGS, RESTAURANTS, BARS / CLUBS, CALENDAR, MUSIC, MOVIES, ARTS, BEST OF, CLASSIFIEDS, PROMOTIONS, SEARCH, and THE ADS. A banner for 'store MORE' and 'LOWE'S' is also visible. The main content area features a 'CHOW BELLA' header and a featured article titled 'Culver's Brings ButterBurgers to CenPho' by Michele Laudig. The article includes a photo of a Culver's ButterBurger and a drink. To the left, there are two 'NEW RESTAURANT ALERT' boxes. To the right, there is a search bar, a 'Weekly E-Mail Blasts' sidebar, and a 'Most' section with recent entries. At the bottom, there is a 'Reader's Picks' section and a 'Top Recommendations' section.

PHOENIX New Times Phoenix Food Blog

store MORE GET ORGANIZED FOR LESS LOWE'S

NEWS BLOGS RESTAURANTS BARS / CLUBS CALENDAR MUSIC MOVIES ARTS BEST OF CLASSIFIEDS PROMOTIONS SEARCH THE ADS


WE EAT CHOW BELLA

Culver's Brings ButterBurgers to CenPho

By Michele Laudig in Chow Bella, New Restaurant Alert, News Mon., Jan. 11 2010 @ 3:15PM

NEW RESTAURANT ALERT
The Main Ingredient Ale House & Cafe Opens Tonight

NEW RESTAURANT ALERT
New Stealthy Table Covert Dinners Roll In Phoenix



It was tempting enough to take frequent jaunts to the East Valley when Wisconsin-based **Culver's** debuted in Mesa a couple years ago, but now the

Weekly E-Mail Blasts
Weekly Music Promotions Dining Events
Subscribe E-Mail Address Go

Most
Recent Commented Viewed
Lee Zierter's Knife Skills Workshop - Part One
The Main Ingredient Ale House & Cafe Opens Tonight
Just Desserts: Bread Pudding at Texaz Grill
Monday Night Martha: Big House Fantasy Soup
The Dhaba in Tempe Brings on the Style
More Recent Entries...

Reader's Picks
BARS RESTAURANTS MEMBERS
Top Recommendations
A short list of Phoenix's most popular hot spots.

store MORE

WHY BLOGS/REVIEW SITES MATTER

- There are over 200,000,000 blogs (more than the combined population of England, France and Italy)
- Third party credibility – 78% of people trust peer reviews
- Review sites are popular for helping decision making – especially with restaurants
- Bloggers often have large networks on twitter
- Many bloggers are hungry for content





LINKED IN

- Re-connect with past and present colleagues quickly
- Networking
 - Discover inside connections when you're looking for a job or new business opportunity
 - Get answers from industry experts



EMAIL MARKETING

- Keep in touch with your guests - at their home or office, wherever they read their email.
- This is not spam. It is “permission based” eMail that your guests ask for. Unless they fill out a signup slip or join via your website, guests will not (and may not!) be added to your membership database.



WHY EMAIL MARKETING MATTERS

- Increase the frequency of your guests' visits.
- Ability to communicate news – new items, promotions, etc.
- Reward your loyal guests & drive incremental visits
- Brand marketing strengthens top of mind awareness, resulting in additional undiscounted visits
- Targeted ability to improve product mix and customer satisfaction
- 2-way dialogue strengthens loyalty and reduce competition
- Email surveys save time and money
- Increased retention = less spending on acquisition marketing



SOCIAL MEDIA RISKS

- Not listening or not RESPONDING QUICKLY
- Not encouraging and taking part in conversations
- Not being relevant or interesting
- Sharing inappropriate or inconsistent content
- Not remembering everything is shareable
- Not knowing unwritten social rules
 - Be patient, inclusive, transparent, tactful & alert; don't try to be funny; go where the traffic is; give as much as possible; ease your way in; grow organically; add value



Additional tools

- Videos: YouTube
- Photos: Flickr, Picasa, Snapfish
- Stories: Vimeo, sevenload
- Conversations: Skype, Ustream, Justin.tv
- Create Content: Wikipedia, wetpaint
- Organize content: Delicious, StumbleUpon
- Share info: Digg, mixx



HOW CAN YOU GET INVOLVED?



FAMILIARIZE YOURSELF WITH SOCIAL MEDIA

- Create personal accounts
 - Explore blogs, review sites, etc.
 - Be transparent
- Follow competitors on Facebook/Twitter
- Start by listening and observing
- Make sure your content is relevant and interesting
- Commit to monitor the conversation and update content daily (and sometimes hourly)
- Keep in mind that content is shareable and lives forever
- Understand where your guests are spending their time



SOCIAL MEDIA FACTS

- It's here to stay
- It's for everyone
- There's a strong business value
- It takes time and consistent effort
- Key is to create a message and opportunities to connect that are relevant and valued by community

