

# guest::link

Guest Engagement Platform

GuestEngine builds a database of your customers and then gives you the tools to market to them through: E-mail, Mobile (Text Messaging) and Social Media from one easy-to-use platform: Guest::Link.

It may sound complex, but it is easier and more cost effective than you think.



## What we do

GuestEngine helps you build a guest database so you can market to them by "inviting them back".

## How we do it

GuestEngine collects customer data through:

- Online sign-up forms (corporate website & Facebook)
- Comment Cards
- Feedback Surveys
- Ballots & Contests

## We are a one-stop-shop

GuestEngine provides marketing tools in one web-based platform:

- E-mail marketing
- Mobile marketing (SMS/text messaging)
- Social media marketing
- Guest database (CRM) building
- Reporting & analytics

## What our clients say

"GuestEngine is a *complete* marketing program. There isn't an easier-to-use, turn-key restaurant marketing tool available today. In recent years, GuestEngine has revolutionized how we communicate with our guests."

- *Shoeless Joe's Sports Grill*

"GuestEngine has successfully helped us attack all four ways to increase sales: frequency, upselling, larger groups and new traffic. Not *getting it* is the worst reason for a restaurant to shy away from social media. You'll never hear a winner say *let's wait and see*. We would rather learn as we go and lead, instead of learning from the rest and playing catch up. GuestEngine not only helps us *get it*, they help us get real results and real sales."

- *East Side Mario's*

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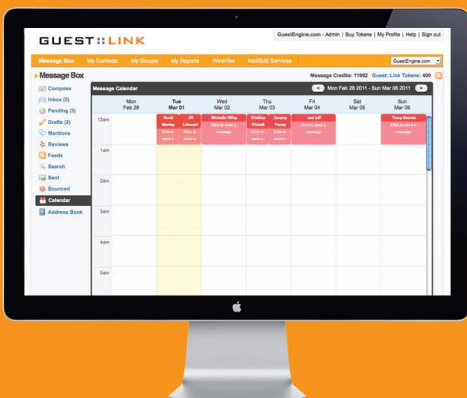
The easy-to-use platform that lets you build your guest database and market to them via e-mail, mobile (text messaging) and social media.



Create a campaign in Guest::Link and simultaneously **send it** to mobile phones, Facebook, Twitter, e-mail, etc.



**Reports** help you monitor your marketing efforts.



**Set it and Forget it.** Pre-schedule marketing campaigns using Guest::Link's calendar.

While you run your business, Guest::Link automates your marketing with "Set-it and Forget-it" tools.

## Reach Customers on Multiple Platforms

Guest::Link allows you to maintain & update multiple social networks using one tool. Type a message once and send to multiple channels with one click. Communicate with Guests via:

- e-mail
- mobile (SMS/text messaging)
- social media

## Brand Monitoring & Sentiment Analysis

Read & respond to what people are saying about your restaurant across the internet & social media, including:

- twitter
- Facebook
- blogs
- restaurant review sites

## Powerful Tracking & Analysis

Measure the effectiveness of your social media & e-mail campaigns. Easily track the success of your marketing efforts using comprehensive reports.

## Message Scheduling & Auto-responders

Guest::Link's calendar tool lets you create marketing campaigns in seconds. Pre-schedule automated messages for:

- sign-ups (welcome offers)
- birthday offers
- anniversary specials
- seasonal promotions
- special events
- any other message

## Marketing for Multiple Locations

Guest::Link allows you to easily manage marketing campaigns for multi-location restaurants while still maintaining central/local databases. This is ideal for multi-unit chains or franchisors/franchisees.