

Restaurant Marketing Using Chatbots

Wondering if chatbots can be used by a restaurant?

Spoiler alert: they can. And a good restaurant chatbot strategy is the key to full bellies and happy diners (it doesn't hurt if your food is great, either).

Gone are the days of sending broad direct mail out to the masses and hoping it converts, now there's a digital, trackable, and redeemable way to engage with your community... and get them fed!

In this case study we'll be digging into exactly what worked for our clients, and how you can duplicate the easy setup for your own business with [restaurants and Messenger Marketing](#).

Let's start with the results from four months of deploying this restaurant's Facebook bot:

- 3,846 subscribers
- \$16,715.43 in total sales
- \$2,504.31 in ad spend

We'd say this is pretty dang ideal, isn't it?

Here's how we got there...

3-Step Restaurant Chatbot Strategy

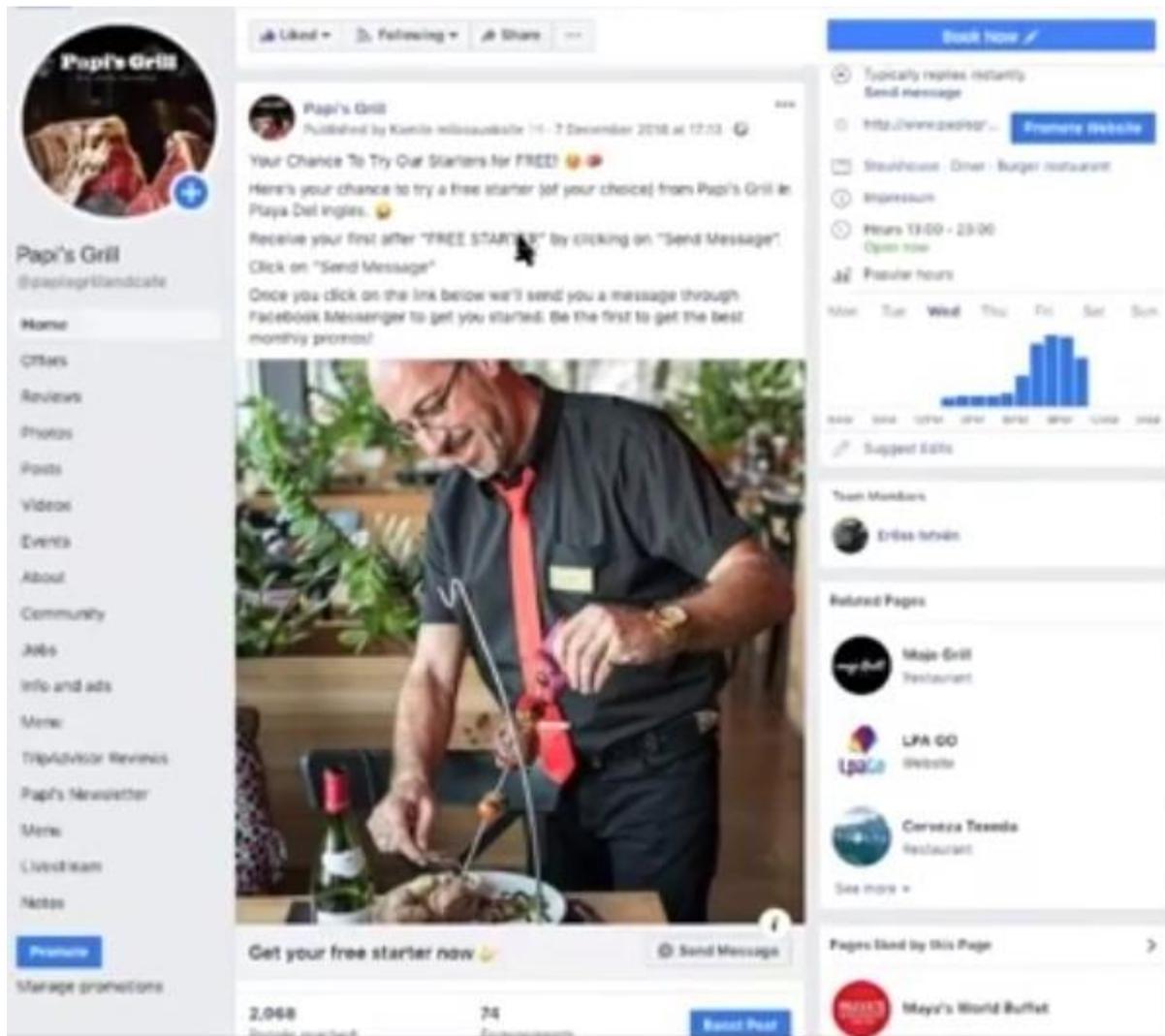
Campaign Objective

This one is simple, and a goal for most restaurants: we wanted to target residences in the surrounding areas and give them a reason to come into the restaurant.

Our offer is to get free starter. This offer will be redeemed through Facebook Messenger, the customer inputs the check total so that the sales are tracked through a Google Sheet.

Restaurant Chatbot Strategy Step 1: Create Segmented Facebook Ads

Our Facebook ad is the first thing that the customers see telling them about the offer:



This ad was really simple and eye catching, showing delicious food. The ad copy was very clear on how to get the free starter offer and expectations.

Our targeting was simple. We targeted everyone within the city limits, and different age groups and gender.

Here you can see our different ad sets. We spent \$216.76 and got 208 comments at an average \$1.04 cost per comment. With the lowest being .63 cents cost per comment.

Restaurant Chatbot Strategy Step 2: Build Your Facebook Comments Growth Tool in ManyChat

Once the user comments on the post it triggers the Facebook Comments Growth Tool to start our opt-in process to deliver the offer:

Choose Widget Type

Overlay Widgets



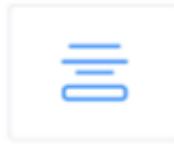
Bar



Slide-In



Modal



Page Takeover

Embeddable Widgets



Button



Box

Other Growth Tools



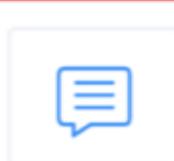
Landing Page



Messenger
Ref URL



Facebook Ads
JSON



Facebook
Comments

Here is our auto-response for the user to get them to become a subscriber by commenting:

When the user comments with **STARTER** – that is our Keyword that subscribers them to our Opt-In Offer Sequence. We included two different spelling in the case of ‘fat fingers!’:

We track redemptions by applying a tag when they enter the check total – saving that to a [custom field](#) to pull into our Google Sheet.

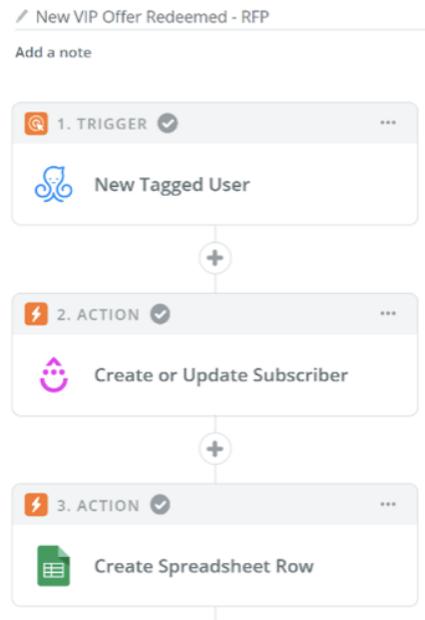
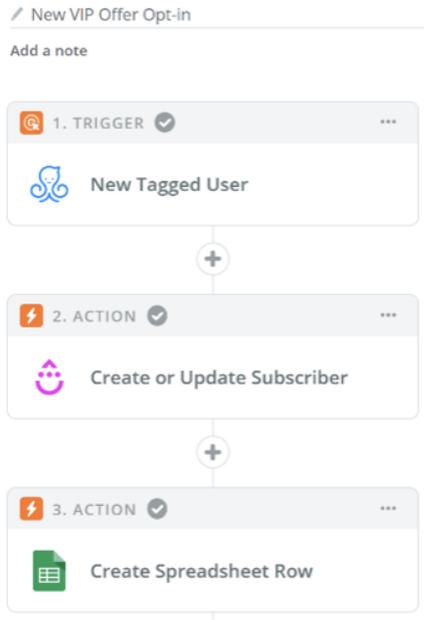
This allows us to track how much they spend – which is where people struggle the most when using [chatbots for restaurants](#). They will then receive a ‘Thank you’ message and to stay tuned for the next offer.

The image shows a chatbot configuration interface. On the left, there are analytics: 'Opened by' with an eye icon, a count of 80, and a completion rate of 100.0%; 'Clicked by' with a hand icon, a count of 0, and a completion rate of 0%. Below this is a purple button labeled '905 Responses'. The chatbot's message is: 'How much was your check? Please enter a whole number only.' Below the message is a green dashed box labeled 'Free keyboard input'. At the bottom, there is a grey message bubble: 'Thank you for your business. Stay tuned for your next VIP offer!'. On the right, the configuration panel includes: 'Reply Type' set to 'Number'; 'Retry message if the answer is invalid' set to 'Please enter a number. Use digits only.'; '"Skip" button text' set to 'No skip button'; 'Save Response to a Custom Field' set to '# Check Total'; and 'Actions on successful input' with a yellow button labeled 'Perform Actions' and 'Tag: New VIP Offer -'.

Restaurant Chatbot Strategy Step 3: Set Up Your Zapier Integration

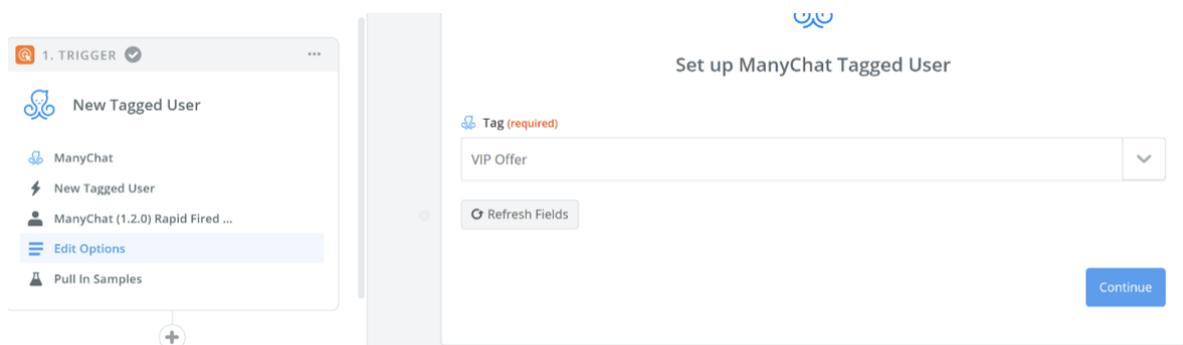
Zapier has endless cool, fun, and [unusual Zaps to learn about](#). One of them being the [ManyChat and Zapier](#). We used this integration as a way to connect our subscribers from ManyChat to Drip to Google Sheets.

Our Opt-In & Redeemed Zaps are two very simple 3-step processes.



Opt-In Zap

Our opt-in zap starts with a ‘New Tagged User’ from ManyChat. Our first tag is applied when the user successfully inputs their email address.



Next is ‘Create or Update Subscriber’ in Drip. We are storing the email address to send them later broadcasts through Drip.

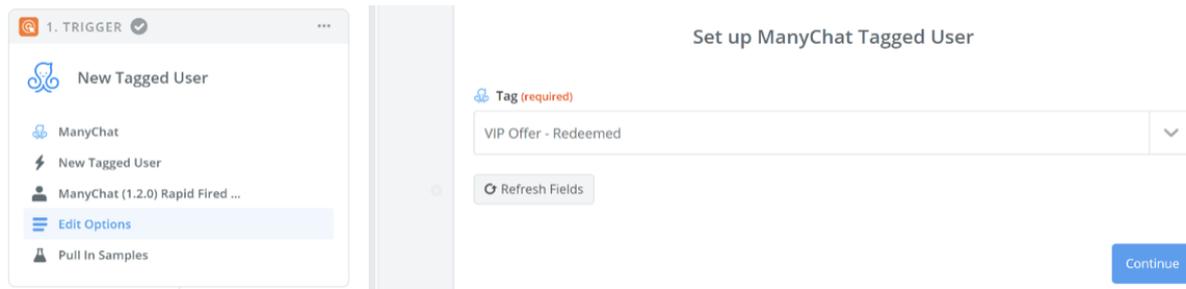
In Drip, we are also creating a custom audience for Facebook, which is populating a ‘Lookalike Audience’ so we can target more people who look like the current customers.

Our final step in our Opt-In Zap is our Google Sheet. We are also storing information on an Opt-In worksheet to collect totals of number of opt-ins.

Redeemed Zap

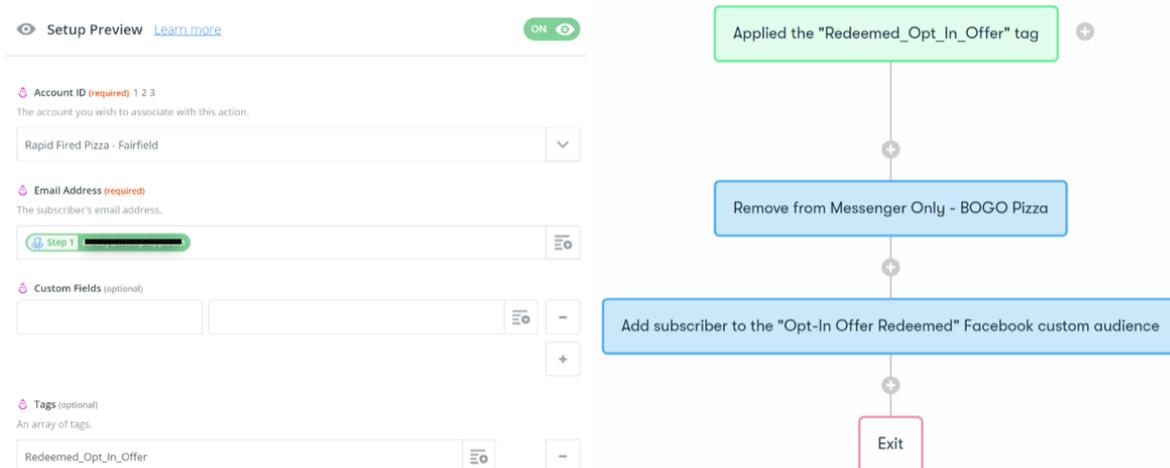
This will have the same three steps, but we are collecting slightly different information so we can track the money spent with our redeemed offer.

First up is 'New Tagged User' from ManyChat. Our redeemed tag is applied when the user successfully inputs the check total that was shown above.



Next is 'Create or Update Subscriber' in Drip. In Drip we are also creating a custom audience for Facebook, which is populating a 'Lookalike Audience' so we can target more people who look like the current customers.

When the redeemed tag is applied in Drip we are triggering a workflow. Here is what our Zap and Drip Workflows look like:



The final step in the Redeemed Zap is adding to the Google Sheet. In this, we want to track how much they are spending.

Restaurant Chatbot Strategy Results

It's incredibly important to track your results to find out how much your restaurant chatbot strategy is bringing into your restaurant and see how you can continue investing to get your ads in front of similar audiences.

For us, since the end of February we have generated \$16,715.43 in total sales for our clients just through a simple 3-step messenger chatbot, and built up a subscriber list of 3,846.

