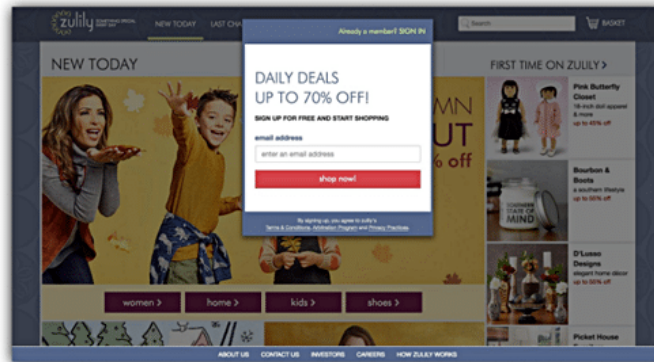


40. Set-up an email sales machine

The goal is to stay on top of your customers' mind. Come up with creative ways to get customers to give their email addresses (like having a birthday club or setting up a blog).

You can use this email list to update customers on your latest menu additions, promos, blog posts, upcoming events, holiday specials, and a whole lot more.



[Growing Digits tweets](#) about the Email Marketing for Ecommerce.

41. Reward loyal customers

Give your customers a good reason to keep coming back to your restaurant: rewards. Come up with loyalty program installed to your Point of Sales (POS) System that will record what customers purchase so they can collect points and rewards.

If your customers know that they will get something in return for always eating at your place, then they will not only keep coming back, they might invite their friends to visit your place too.



An article written by [Miles Hobson](#) about [Customer Loyalty: Don't Use Gimmicks, Provide A Real Reason To Return \[Infographic\]](#)

In winning loyal customers, [Nicole Kelly](#) of the [Restaurant & Catering Industry Association](#), says we can **make guests feel special** by remembering their birthdays (you can search it on Facebook) or their favourite dish or wine style – this will **drive loyalty and repeat visitation**.