



OptiTable Direct Email Marketing



Quick Compose Email Templates

1. Recruit from Channels (Social Media Booking Guest)

2. Smart Diners (Booking thru Restaurant own Online Booking)

3. Loyalty Followers (Repeat Guest for Last Year)

4. JETSO Seekers

5. Cross Over (weekday guest)

6. Cross Over (weekend guest)

7. Special Dates

3 Simple Steps To Go



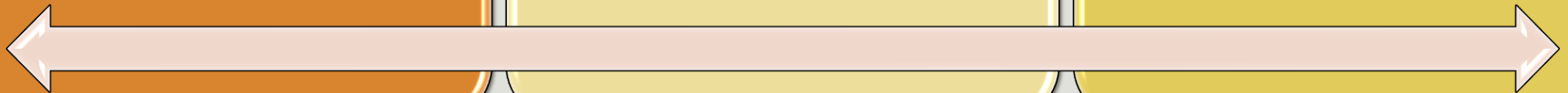
1. Select Target Customer
from OptiTable CRM



2. Select Date Range to
Collect Data



3. Prepare e-Flyer or
e-Voucher for promotion



1. Collect Data from Daily Reservations

OptiTable Management Panel / Marketing Message

2023-03-25 06:29:06

Cafe Elements (Testing) Hello, admin Logout

Quick Compose

Search Criteria

Loyalty Followers
Recruit from Channels
Smart Diners
Loyalty Followers
JETSO Seekers
Cross Over Weekdays
Cross Over Weekends and Public Holiday
Special Dates

Visit the restaurant more than twice

Guest visited within
1 month

Frequency & Monetary: ☒
Visit Frequency:
2

Pending record
☐ Included pending reservation

Guest type:
☒ All ☐ Non-profile ☐ Profile

Promotion Code
No Promotion Code

Visited period:
☒ Breakfast ☒ Lunch ☒ Dinner

Visited weekday:
☒ Monday ☒ Tuesday ☒ Wednesday ☒ Thursday ☒ Friday ☒ Saturday

Reservation Channel:
☒ All ☒ Phone ☒ Web ☒ Call Center ☒ Booking Agent ☒ Quandoo

Select Target Customer Group by Quick Compose Default Templates

Guest Info. (Total Guest Count: 7)

Guest Name	Area code	Phone #	Email	Influence Value
Mr. OptiTable	852	68955967	ab	0 (0)
Mr. Cheung, Raymond	852	62883232	a	0 (0)
Mr. Cheung, KF	852	98765432	ab	0 (0)
Ms. Wong, E	852	90001111	abc	0 (0)
Mr. Cheung, Raymond	852	23973290	abc	0 (0)
Mr. Yap, Henful Yap	852	08116045475	abc@g	0 (0)
Mr. Pang, Henful	852	819628258	abc@gmail	0 (0)

☐ Export details report

Template List

Email **SMS**

April Temptation @Cafe Elements

Compose Email

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2. Select Date Range to Collect Data

The screenshot displays the OptiTable Marketing Message interface. The left sidebar contains navigation links: Dashboard, Reservation, Guest, Deposit, Promotion Setup, Marketing Message (selected), Messaging, Restaurant Setup, Corporate Setup, and Administration. The 'Marketing Message' section is active, showing the 'Quick Compose' interface. The 'Search Criteria' section includes a dropdown for 'Loyalty Followers' and a description: 'Visit the restaurant more than twice in 3 months in any meal period. Basically, this is the Cash Cow Group'. The 'Target Guest List Filter' section shows a 'List Name' of 'cafe_elements_testing_email_loyalty_followers_03250629'. A dropdown menu for 'Guest visited within' is open, showing options: 3 months (selected), 1 month, 2 months, 6 months, 9 months, 1 year, and Date Range. A red callout bubble with the text 'Use Default or Select Date Range to Collect Data' points to the '3 months' option. The background features a calendar view with months from JAN to DEC, divided into quarters Q1, Q2, Q3, and Q4. The 'Template List' section at the bottom shows a dropdown for 'Email' and 'SMS' buttons, with a text input field containing 'April Temptation @Cafe Elements'.

OptiTable
Updatable Management Panel / Marketing Message
Cafe Elements (Testing) Hello,admin

Quick Compose

Search Criteria

Loyalty Followers Visit the restaurant more than twice in 3 months in any meal period. Basically, this is the Cash Cow Group

Target Guest List Filter

List Name
cafe_elements_testing_email_loyalty_followers_03250629

Guest visited within
3 months
1 month
2 months
3 months
6 months
9 months
1 year
Date Range

Use Default or Select Date Range to Collect Data

Q1 Q2 Q3 Q4

Template List

Email SMS

April Temptation @Cafe Elements

3. Prepare Your own e-Flyer or e-Voucher



OptiTable Direct Email Pricing Model



1. Annual Subscription
HK\$2,400

** (with HK\$200 credit apply to account to net off monthly transaction fee)*



2. Monthly Transaction Fee

Email

HK\$0.1 (On Flat Rate)

SMS

HK\$0.35-HK\$0.5 (On Tier Basis)



3. One-off Set up and
Training Fee
HK\$3,000





Easy To Use

Direct Email Config & Set Up



<https://youtu.be/Dh3N-Rf54rw>

Direct Email Quick Compose



<https://youtu.be/V9IEISLKeHg>

Direct Email Reporting



https://youtu.be/U_ZUkxwiOM8



Thank you

Contact Us Now!!

