



# FOOD FOR THOUGHT

Solutions proven to help restaurants  
overcome their biggest marketing challenges





Restaurants are in the midst of a golden age. In 2019, sales at U.S. eateries are expected to reach \$863 billion, and about 75% of all restaurant operators rate the industry’s business conditions as “excellent” or “good,” according to an April 2019 article in QSR magazine.<sup>1</sup>

While enjoying a substantial bite of this robust environment, quick serve, fast casual and casual dining restaurants also face some major challenges in making the most of their business opportunities.

Keep reading to learn about some of the **exciting products and services Taylor Communications offers** to address the four biggest marketing challenges facing restaurants today — from **attracting new customers** and **improving customer loyalty** to **keeping your best employees** and **increasing operational efficiency**.

<sup>1</sup> Taylor, R. (2019, April) *Restaurant Sales on Pace for \$863 Billion in 2019*. Retrieved from <https://www.qsrmagazine.com/restaurant-operations/restaurant-sales-pace-863-billion-2019>

Challenges

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### Challenge 1

# ATTRACT AND RETAIN GUESTS

Yes, restaurant business is booming. But that doesn't mean everyone will succeed. Competition remains a very real concern, with the vast majority of restaurant operators expecting the competitive environment to "hold steady or become even more intense" in 2019 compared to 2018.<sup>2</sup>

- Create **personalized, omnichannel** customer experiences with direct mail, mobile apps and beyond.
- Boost **customer loyalty** and "buzz."
- Ensure a **consistent brand experience** across locations and channels.
- Drive **cost and production efficiencies**.

<sup>2</sup> 2019 *State of the Restaurant Industry*. Retrieved from <https://www.restaurant.org/research/reports/state-of-restaurant-industry>



SOLUTIONS



① Window Decals



② Wall Murals



③ Table Tents







## Challenge 2

# ENSURE BRAND CONSISTENCY AND COMPLIANCE

Brand consistency instills a sense of trust in your guests, who expect the same high-quality food and service whenever and wherever they interact with your organization. Simply put: Your success depends on consistently fulfilling and exceeding customer expectations.

- Access top talent and technology, including Taylor Communications' nearly **100 certified G7 color experts** and one of only eight G7-certified trainers in the world.
- Work with a **single source** and **online ordering tool** for all your branded materials: signs to stationery, gift cards to employee uniforms.
- Guarantee **brand consistency** across all menus with KLIC RealTime, an innovative tool that lets you digitally manage **menu planning, design and fulfillment** using your existing workflow.
- Tap a fresh revenue source by offering guests the opportunity to purchase branded shirts, mugs, and other apparel and merchandise.
- Rest assured you're in **compliance** with labor law posting requirements, safety signage and more.



# SOLUTIONS



1 Magnetic Signage



2 Menu Boards



3 Gift & Loyalty Cards



STEP 2: Choose your toppings.





### Challenge 3

## IMPROVE EMPLOYEE RETENTION

A good employee is hard to find — nowhere more so than in the restaurant industry. Year after year, surveys, research and on-the-ground experiences confirm that employee retention is one of the biggest obstacles restaurant operators face.

- Identify top job candidates and keep current staff with employee **welcome, training and retention kits**.
- Reward outstanding performance with an easy-to-manage **employee recognition program**.
- Use **innovative technology** to drive successful hiring campaigns, reduce turnover and more.
- Give your workforce access to **mobile ordering** so employees can stay productive and on the go.



SOLUTIONS



1 Employee Uniforms



2 Employee Recognition Awards



3 Promotional Products







#### Challenge 4

## INCREASE SPEED TO MARKET AND EFFICIENCY

Many restaurant operators work with multiple print vendors to provide locations with marketing materials. However, this decentralized approach comes with plenty of risks related to controlling brand, managing production, tracking inventory and spend, and maximizing cost efficiencies, to name a few.

- Use a custom ordering platform to **ensure brand consistency and compliance**.
- Free up key internal resources to focus on what they do best.
- **Enhance speed and efficiency** through our nationwide network of print and fulfillment facilities.
- **Reduce obsolescence** without sacrificing speed through on-demand production.
- Simplify and **automate menu management and distribution** with KLIC RealTime.

Companies that partner with Taylor Communications to centralize production and distribution of marketing materials experience an **average cost savings of 10-20% per year**.



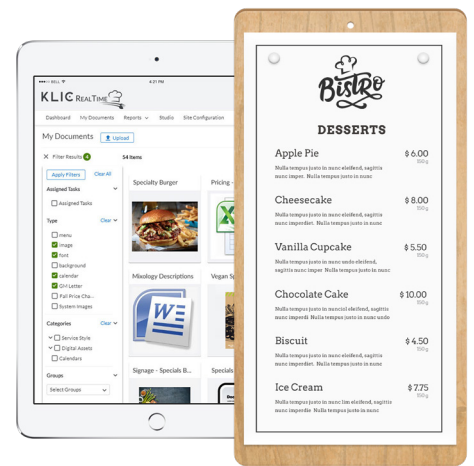
SOLUTIONS



1 Interior Décor



2 Personalized Badges



3 KLIC RealTime for Menus



1

2

3



Case Study

# MARKETING KITS DELIVER FOR PIZZA CHAIN

Situation

A pizzeria chain has expanded its national footprint to include about 160 locations. However, fulfillment and inventory of marketing materials **lacked sophistication**: Local suppliers sent items to corporate headquarters, where a receptionist packaged and shipped items to stores.

Solution

Building on a 25-year relationship, Taylor Communications works with the client to create kits for point-of-purchase materials such as menus, posters, banners, table tents and training materials. We also collaborate with individual locations to create custom, on-brand materials.

Outcomes

Taylor Communications acts as a liaison to ensure franchise owners use marketing materials that **align with corporate messaging** and brand. With one point of contact at Taylor Communications, all of our client’s corporate and franchise personnel have a familiar, **friendly, knowledgeable** individual available to answer questions and keep the program **running smoothly**. The client named Taylor Communications its Retail Support Business Partner of the Year for 2018.







# HUNGRY TO LEARN MORE?

Visit the website below:

[solutions.taylorcommunications.com/restaurant](https://solutions.taylorcommunications.com/restaurant)

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