

SYNERGIZE IT PRODUCTS FOR PUBS, BARS AND RESTAURANTS

Restaurants, bars and gastro pubs are big business and with many, more traditional establishments struggling to compete with new, contemporary, super-stylish venues, competitive, direct promotion is now more relevant than ever.

Walk into any pub or bar today and you will see people using their mobile phones – talking, taking pictures, playing games, sending a text. You can guarantee that 99.9% of the people in that establishment have got a mobile phone. As a bar owner or manager you simply have to take advantage of mobile marketing and the opportunities it presents. It is the present and future of global communication.

Synergize IT's portfolio of products provide a range of mobile marketing services that provide you with dynamic, direct access to your customers and you can even promote to them as they stand right in front of you at the bar! The service allows you to generate a real-time presence with your clientele and opens up a highly productive channel of communication that will help build customer loyalty and generate a fully functional, targeted database.

You can also encourage potential advertisers by offering them access to your database in order to promote products, special offers and events:



OTHER FEATURES/USES:

- Send a message to 'All the single ladies' telling them that tonight is ladies night and there are three tables inside with a bottle of iced champagne in the middle, waiting to be filled
- Run a contest where people that subscribe to your texting list can win a £20 bar tab or a free private party during a sports game of their choice

- Send out a message to subscribers on an evening offering free starters to anyone that shows their promotional code by 10pm
- Put a message on the big screen saying "text the word 'tequila'" to this number for a free shot
- One of your advertisers has offered a superb prize. Send a message to everyone on your list saying that tonight's quiz prize is extra special
- Send a message to everyone on your list saying that a famous singer has just walked into the bar and will be performing an impromptu gig in 30 minutes
- Build a mobile database for future communications and promotions

