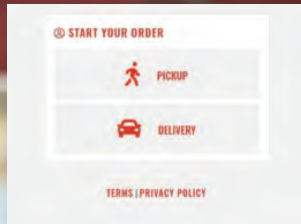


# Promote Effectively. Grow Your Audience.



## Set-and-Forget Messaging Done Right.

## Dynamic Intelligent Marketing Engine (DIME) Guide

Grow Your Audience with  
Drip Marketing Campaigns and  
Intelligent Automated Messages.



# Dynamic Intelligent Marketing Engine (DIME) Guide

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The Dynamic Intelligent Marketing Engine (DIME) in your Engage Internet Marketing System allows you to create “set and forget” intelligent email marketing rules and then sit back and let the system automatically send the right message, to the right customer, at the right time. We have created a number of Default DIME Messages and Rules which you can leverage today to get immediate value from your Internet Marketing System. We encourage you to start with these default messages and then explore options to create new Intelligent Automated messages.

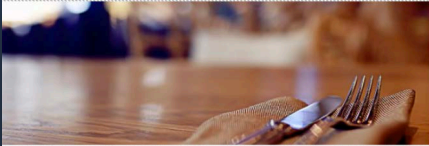
This guide was created as a simple way for you to review the default DIME messages, allowing you to decide which messages you would like to enable and also decide if you want to make any simple changes to the default rules or message body (images or copy). Please note that all DIME messages are sent with a header and footer customized for your restaurant (messages are shown without a Header and Footer).

# Automated Drip Marketing

Keep customers engaged with an email sent every month to any subscribers who have not received any other emails.

## View Our Menu

Links to menu page on your website



**Full Menu from SITE\_NAME**

SUBSCRIBER\_FIRST\_NAME,


Whether you're dining in or ordering takeout we have the perfect dish for you. Check out our latest menu. We look forward to serving you!

[VIEW OUR MENU →](#)

VISIT US ONLINE AT [www.SITE\\_DOMAIN](http://www.SITE_DOMAIN)

## Our Story

Links to the About or Home page on your website



**SITE\_NAME Story**

**About Us:**

At SITE\_NAME we're committed to providing our guests with an amazing experience! Our menu is dotted with delicious dishes and incredible drink specials. It is our goal to make you a lifetime, loyal customer and we strive to keep you coming back for the tastiest dishes and friendliest service around.

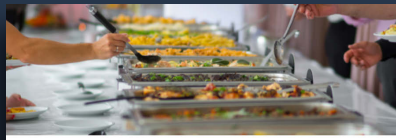
Discover why everyone says that SITE\_NAME is the place to be!

[LEARN MORE →](#)

VISIT US ONLINE AT [www.SITE\\_DOMAIN](http://www.SITE_DOMAIN)

## Did You Know We Offer Catering?

Links to Catering Inquiries form on your website



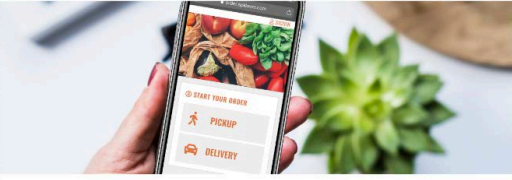
**Catering from SITE\_NAME**

**Did you know SITE\_NAME offers Catering Services?**

We'd love to help make your next event a success! With different options and menus to feed a crowd, click below for the start to a delicious event.

[CATERING INFO →](#)

VISIT US ONLINE AT [www.SITE\\_DOMAIN](http://www.SITE_DOMAIN)



**Order Online from SITE\_NAME**

**Place your online order today!**

Skip the leftovers this week and place your online order with us directly from our website!

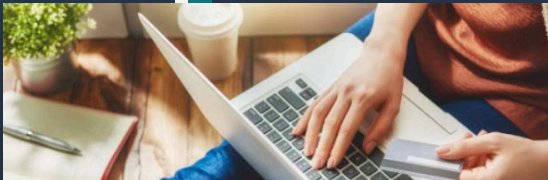
Seriously, kick your feet up and relax. We are doing the cooking for you and your family one night this week!

[PLACE YOUR ORDER NOW →](#)

VISIT US ONLINE AT [www.SITE\\_DOMAIN](http://www.SITE_DOMAIN)

## Place Your Online Order Today

Links to online orders



**Gift Cards from SITE\_NAME**

**The eGift Card**

Here's a way to kill two birds with one stone! Support your local restaurant and give someone the gift of dining! eGift cards are the perfect gift for all occasions. Head to our online store to purchase an eGift Card today!

[PURCHASE NOW →](#)

VISIT US ONLINE AT [www.SITE\\_DOMAIN](http://www.SITE_DOMAIN)

## Buy Gift Cards

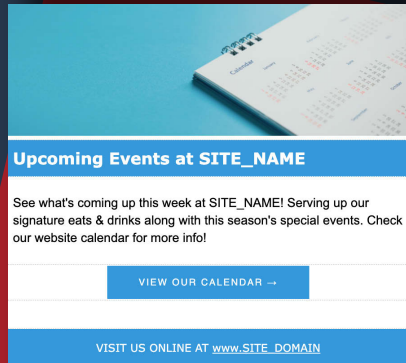
Links to Gift Cards in eCommerce Store

# Automated Drip Marketing

Keep customers engaged with an email sent every month to any subscribers who have not received any other emails.

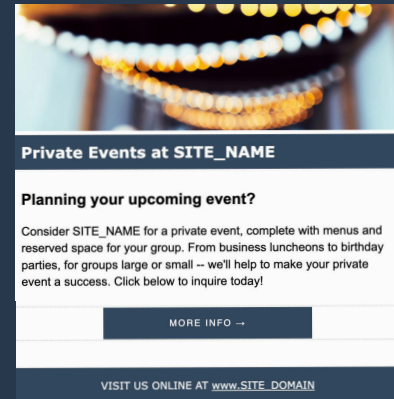
## Check Out Our Upcoming Events

Links to your Website Events Calendar



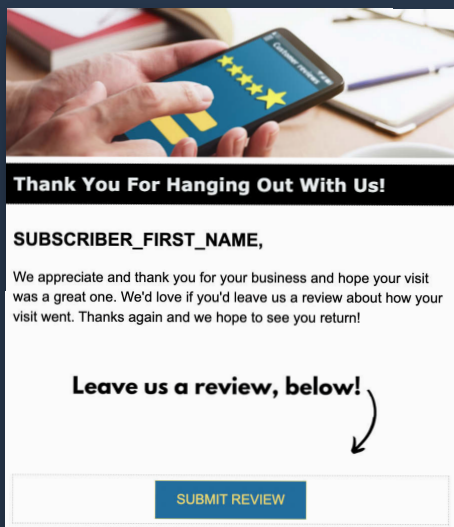
## Let Us Host Your Next Event

Links to Private Events Inquiry Form on your website



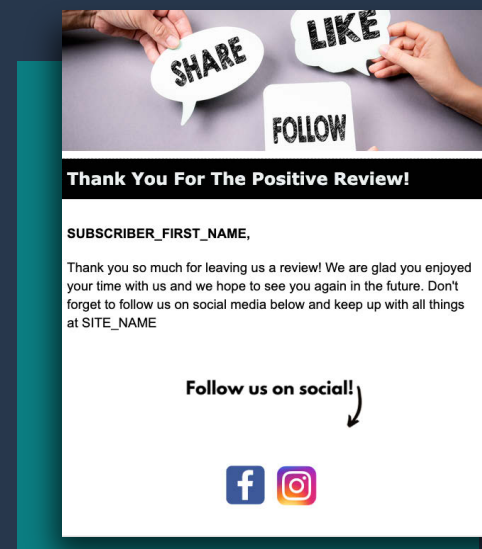
## Thanks For Hanging Out With Us

Sent to guests who join your Guest WIFI



## Thanks For The Positive Review

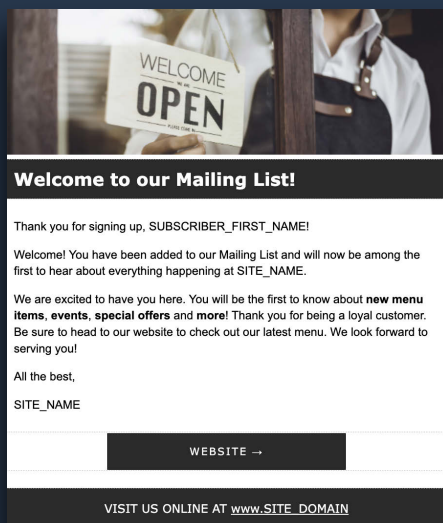
Sent to all Five and Four Star Reviews



# Automated Subscriber Messages

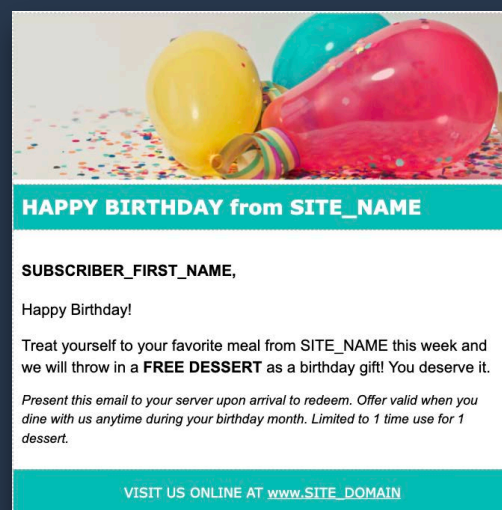
## Welcome to our Mailing List

Sent to new subscribers to make them feel valued and welcome



## Birthday Greetings

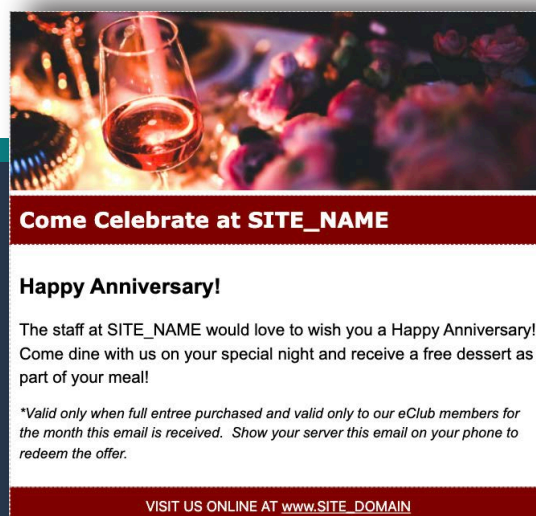
Sent 7 days before a subscriber's birthday, that is defaulted to a "free dessert" or can be edited to only a "Happy Birthday" message



Automated subscriber messages are a great touch to gain customer loyalty without a lot of effort.

## Happy Anniversary

Sent 7 days before a subscriber's anniversary, that defaults to a "free dessert" or can be adjusted to be just a "Happy Anniversary" message

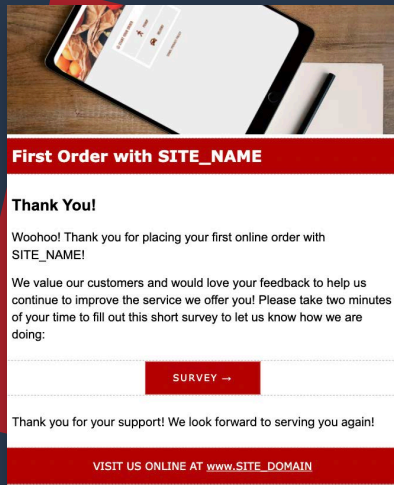


# Automated Intelligent Messages

Engage with Spillover online order customers based on order frequency and purchasing behavior.

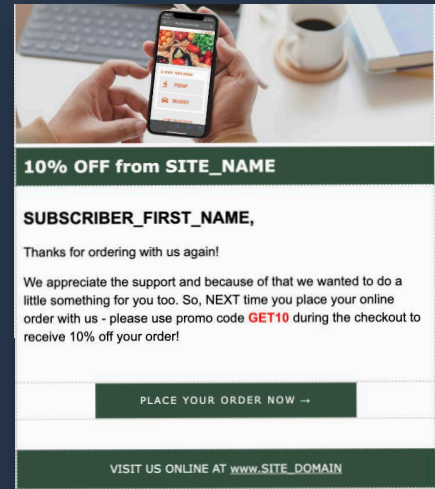
## Thanks for Your First Order

Sent to customers who placed a first order:  
thank you/ link to short satisfaction survey



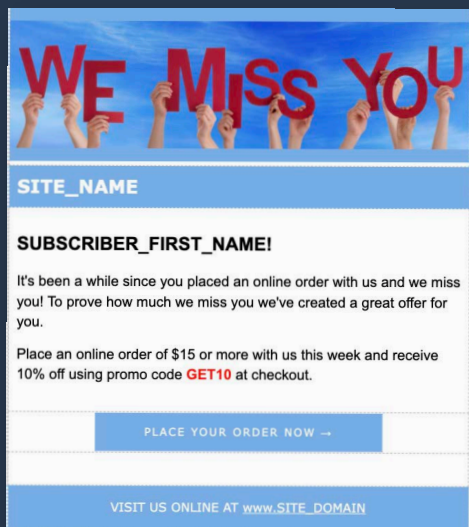
## Thanks for Your Second Order

Sent to customers after a second order:  
10% off discount coupon on next order



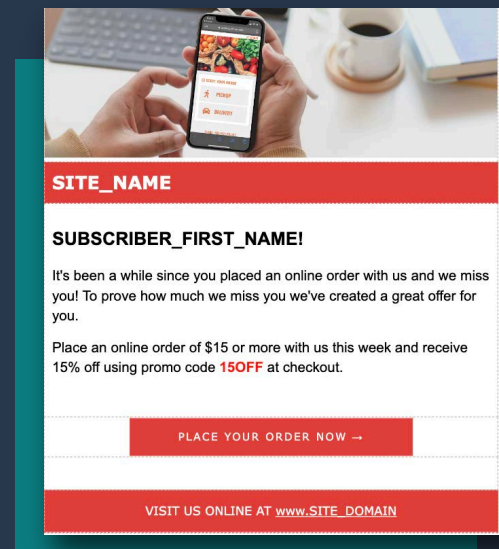
## Defector Promotion, Low Value

Last online order was < \$35 and > 45 days ago: 10%  
off order \$15+



## Defector Promotion, High Value

Last online order was > \$35 and > 45 days ago:  
15% off order \$15+

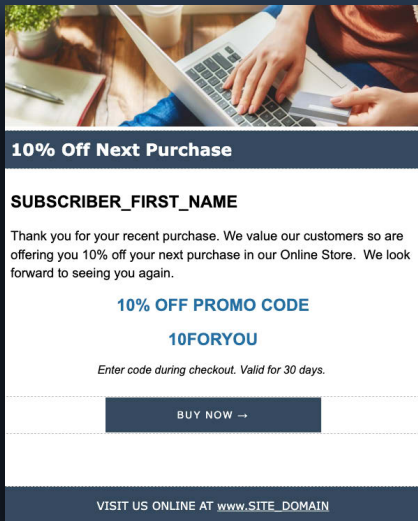


# Automated Intelligent Messages

Engage with Spillover eCommerce Store customers based on purchasing behavior.

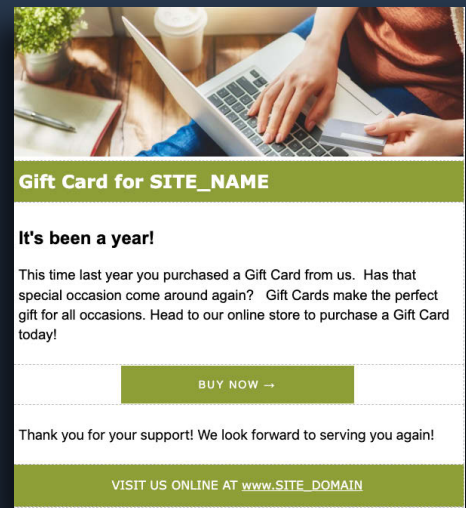
## Thanks for First Purchase

Offer discount for next purchase in Online Store



## Gift Card 1 Year Reminder

Sent 1 year after a Gift Card Purchase asking has that Special Event come around again?



## Contact Support

512-617-2774  
support@spillover.com

[Log a Ticket](#)

## ACCESS OUR KNOWLEDGE BASE

Browse through our collection of articles, user guides and FAQs.

# Check List

Check the messages you wish to enable and your Spillover Support Team can help you get started:

## Promote Effectively

- View Our Menu
- Our Story
- Place your Online Order Today
- Check Out Our Upcoming Events
- Did You Know We Offer Catering?
- Buy Gift Cards
- Let Us Host Your Next Event
- Welcome To Our Mailing List
- Birthday Greetings
- Happy Anniversary
- Thanks For Your First Online Order\*
- Thanks For Your Second Order\*
- Defector Promotion, Low Value\*
- Defector Promotion, High Value\*
- Thanks For First Purchase In Online Store\*
- eGift Card One Year Purchase Reminder\*
- Thanks For Hanging With Us, Leave A Review
- Thanks For Positive Review

(Messages with \* must have Spillover Online Ordering or eCommerce Store)

Please feel free to send your checklist and any desired modifications to [Support@Spillover.com](mailto:Support@Spillover.com).

For more information on DIME, please check out our live and training classes and knowledge Base content on [Spillover.com](http://Spillover.com)