

## Promote Effectively. Grow Your Audience.



**Set-and-Forget  
Messaging Done  
Right.**

## Dynamic Intelligent Marketing Engine (DIME) Guide

Grow Your Audience with  
Drip Marketing Campaigns,  
eClub Messaging, 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 12 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 12 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).

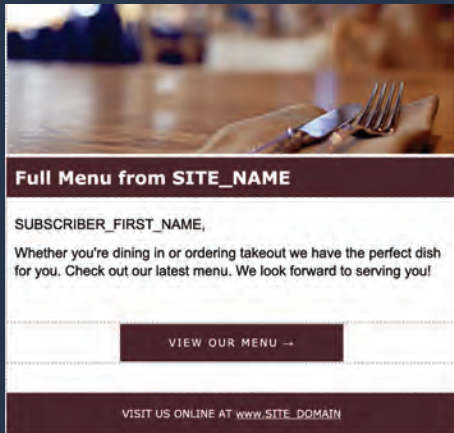


# Automated Drip Marketing

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

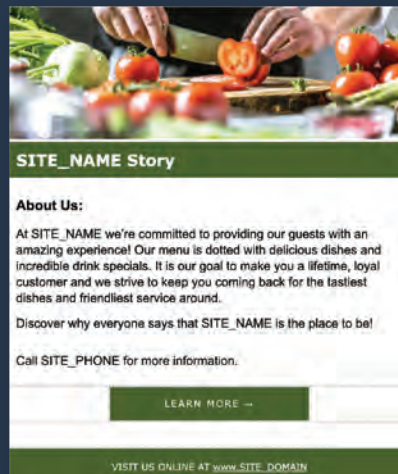
## View Our Menu

Links to menu page on your website



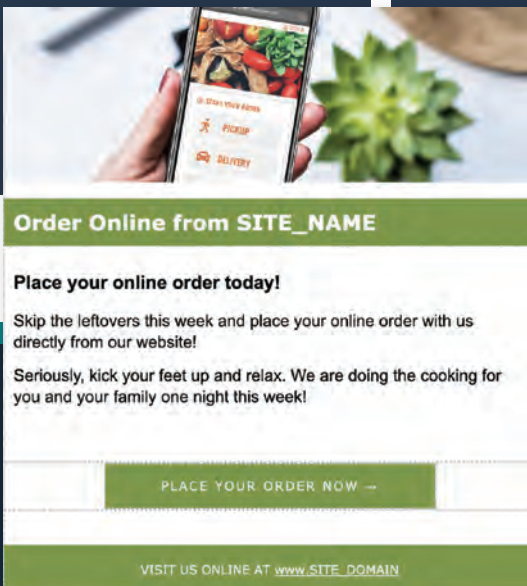
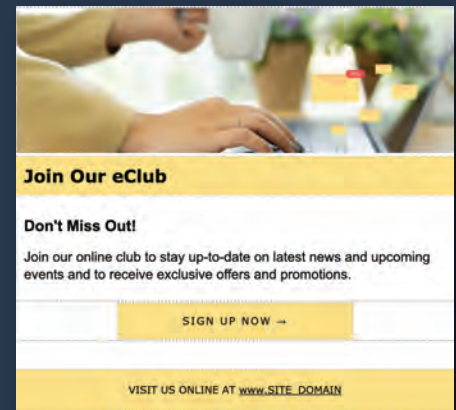
## Our Story

Links to the About or Home page on your website



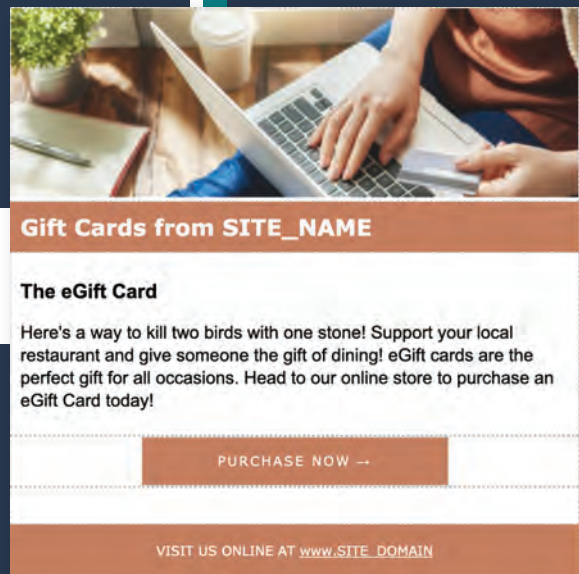
## Join our eClub

Links to eClub page on your website that works to collect additional profile information such as birthday, anniversary, and more



## Check Out Our Online Ordering

Links to online orders



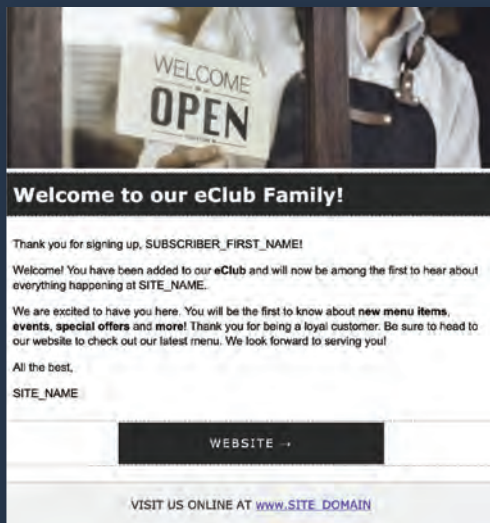
## Buy Gift Cards

Links to gift cards on the website

# Automated eClub Messages

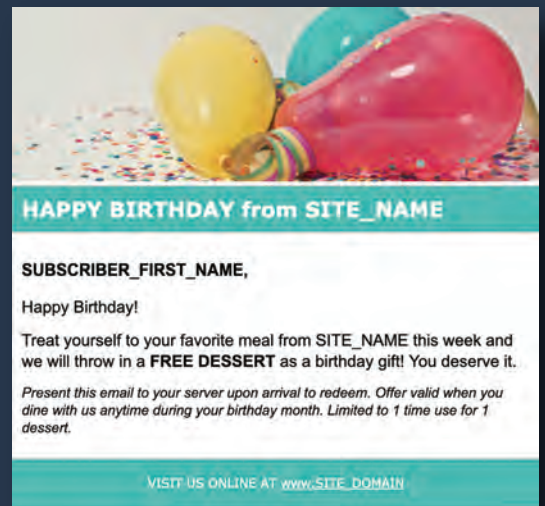
## Welcome to eClub

Sent to new subscribers to make them feel valued and welcome



## Birthday Greetings

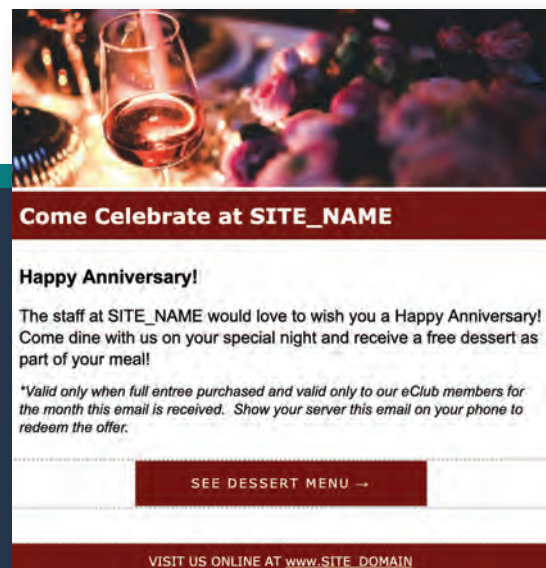
Sent 7 days before a subscriber's birthday, that is defaulted to a “free dessert” or can be edited to only a “Happy Birthday” message



Automated eClub 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

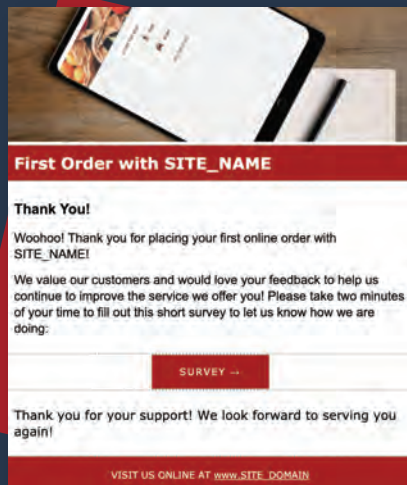


# Automated Intelligent Messages

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

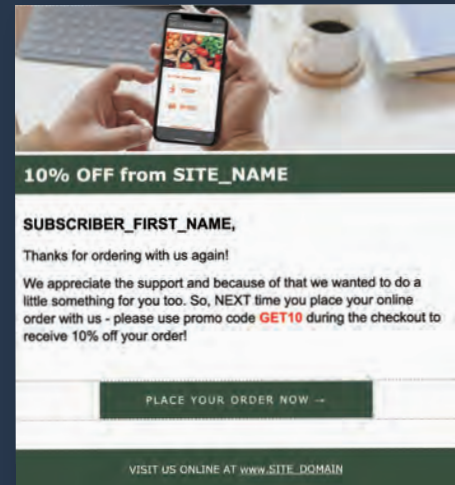
## Thanks for Your First Order

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



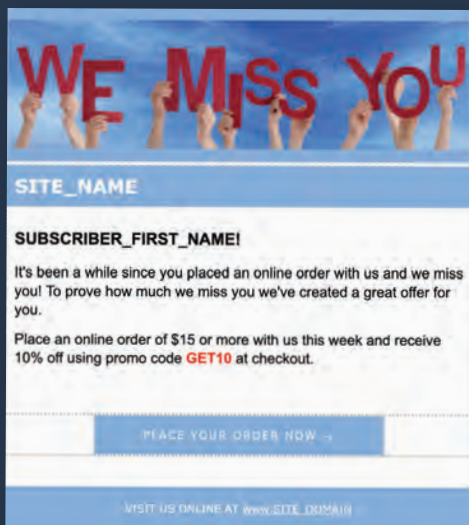
## Thanks for Your Second Order

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



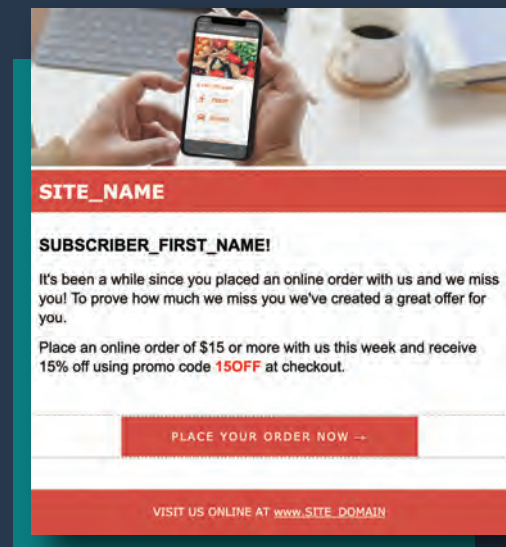
## Defector Promotion, Low Value

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+





# 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
- ☐ Check Out Our Online Ordering
- ☐ Join Our eClub
- ☐ Buy Gift Cards
- ☐ Welcome to eClub
- ☐ Birthday Greetings
- ☐ Happy Anniversary
- ☐ Thanks for Your First Order\*
- ☐ Thanks for Your Second Order\*
- ☐ Defector Promotion, Low Value\*
- ☐ Defector Promotion, High Value\*

(Messages with \* must have Spillover Online Ordering)

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 the training videos and content on Spillover Academy: [Academy.Spillover.com](https://Academy.Spillover.com).