

GUIDE TO DIRECT MAIL

QUICK SERVICE RESTAURANTS

A Comprehensive Guide to Targeting, Design, Copy, Offers, and ROI





4 Can Dine

MIX & MATCH ANY 8 XL CLASSIC SLICES



\$19

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ENJOY MORE OFFERS. ALWAYS.



- DOWNLOAD THE FRESHSLICE APP
- FIND THE FREE SLICE OFFER
- PRESENT AT STORE



\$20 Deals

Available in-store & delivery. Cannot be combined with other specials.

- | | | |
|--------|---|------|
| DEAL 1 | 1 XL 4 TOPPINGS & 2 DIPS | \$20 |
| DEAL 2 | 1 XL 2 TOPPINGS & 1 2L POP | \$20 |
| DEAL 3 | 2 MED 3-4 TOPPINGS | \$20 |
| DEAL 4 | CHICKEN WINGS (8 PCS) CHEESTY BREAD, 2L POP, 2 DIPS | \$20 |

9035 YONGE STREET, TORONTO
416-595-5000

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SCAN HERE TO SEE SAMPLES



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DEFINING DIRECT MAIL

Any truly comprehensive modern marketing strategy needs to incorporate direct mail. But what is direct mail exactly, and how does it work?

WHAT IS DIRECT MAIL MARKETING?

Direct mail marketing involves sending marketing materials (such as postcards, brochures, or personalized letters) to a targeted audience via traditional mail. It's a physical, tangible form of marketing that lands directly in the hands of potential customers.

HOW DOES DIRECT MAIL MARKETING WORK?

Your partner at DRMG will help identify the right time and the most effective audience to target. Success requires:



A compelling offer



Eye-catching design



Persuasive copy



A strong call to action



Repetition

DRMG Insight™

MASTERING DIRECT MAIL
DEFINING DIRECT MAIL



DOES DIRECT MAIL WORK? ABSOLUTELY

When potential customers receive your message in the mail, they physically hold your branding and promotions, often keeping them for future reference. Studies consistently show that direct mail remains one of the most trusted marketing channels, and it boasts a high return on investment (ROI).

WHY IS DIRECT MAIL ESSENTIAL IN A QSR MARKETING MIX?

Direct mail empowers Quick Service Restaurants to:

- Target specific neighborhoods or demographics: Reach the households most likely to visit your location.
- Promote new menu items, special offers, or limited-time deals: Entice customers with timely and appealing promotions.
- Build brand recognition and loyalty: Showcase your unique offerings, customer testimonials, or community involvement to foster trust and repeat business.

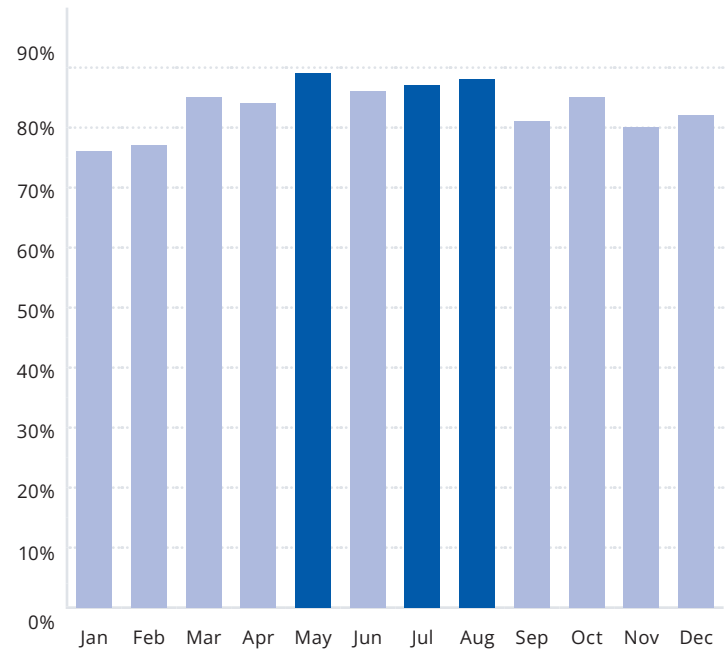


Annual Advertising/Marketing Budget:

87% of pizza shops spend 1% of revenue on marketing, while about 42% spend between 1% and 2%. About 28% spend about 3% to 4% of their annual revenue.

source; 2024 Pizza Industry Trends Report. Pizzatoday.com. Web. Jul. 2024

PIZZA RESTAURANTS - DELIVERY



KEY STATISTICS

| Calendar Month | % of Annual Sales |
|----------------|-------------------|
| January | 7.6% |
| February | 7.7% |
| March | 8.5% |
| April | 8.4% |
| May | 8.9% |
| June | 8.6% |
| July | 8.7% |
| August | 8.8% |
| September | 8.1% |
| October | 8.5% |
| November | 8.0% |
| December | 8.2% |

[Source: "Estimates of Monthly Retail and Food Services Sales by Kind of Business: 2024." Monthly Retail Trade Survey. Census.gov. U.S. Census Bureau, Mar. 2025. Web. 23 Apr. 2025.]

QUICK SERVICE RESTUARANTS

Many QSRs are investing in self-service kiosks and digital ordering systems, which help reduce labor costs and improve efficiency. About 60% of adults use their phones to access key restaurant features like ordering food. QSRs are expected to adopt QR codes so customers can use their smartphone camera to see a digital menu and order without reviewing physical menus or interacting with employees.

Cross-Channel Engagement

Combining digital, print, and mobile messaging drives results:

Set Clear Goals & Track Key Metrics

- Set clear goals and track key metrics to optimize campaigns. Monitor CAC and ROI, track foot traffic and online orders, and measure customer retention within 30–60 days. These insights help refine strategies and drive long-term growth.

Use The Right Tools:

- Use tools like Google Analytics, social media insights, and POS systems to track foot traffic, online orders, and campaign performance. These platforms provide actionable data on customer behavior, sales trends, and engagement, helping you refine strategies and measure success.

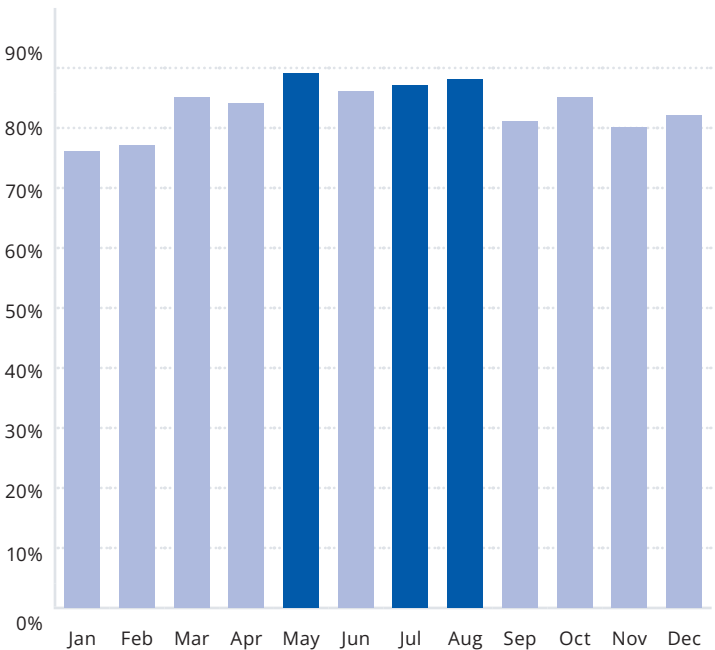
Customer Retention Rate:

- Benchmark results and track foot traffic, online orders, CAC, and engagement. Collect customer feedback via surveys, emails, and social polls to refine campaigns, improve experiences, and boost loyalty.

The Result:

- Effective local marketing builds stronger community connections, drives more foot traffic and online orders, and fosters loyal customers, ensuring long-term growth and a competitive edge for your restaurant.

QUICK SERVICE RESTAURANTS



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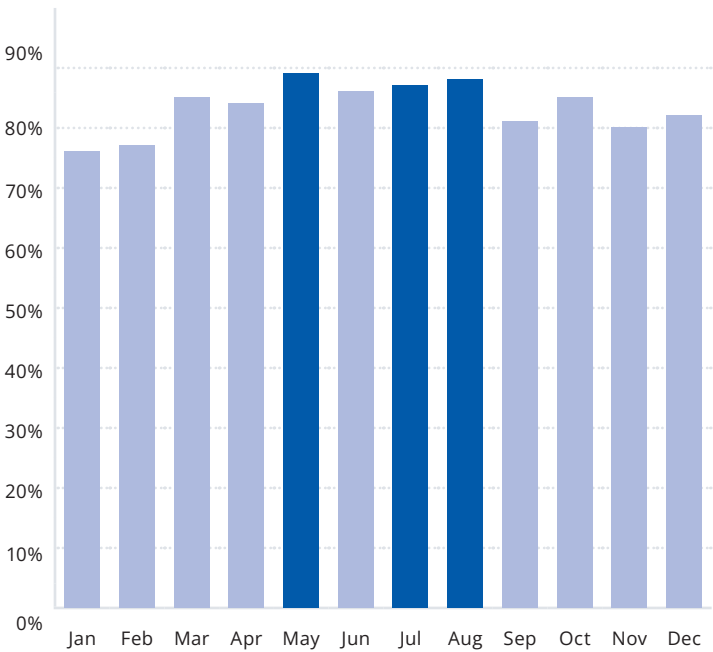
Sources: "Fast-Food Trends for 2024: The Age of Automation and Customer Experience." Qsrmagazine.com, n.d. Web. Aug. 2024.; "How Quick-Service Restaurants are Elevating Engagement in 2024." Qsrmagazine.com, 15 Mar. 2024. Web. Aug. 2024.

FAST CASUAL & ROADHOUSE RESTAURANTS

While business at fast casual and roadhouse remains fairly constant, there is a noticable business increase in May, June and August, which is likely to coincide with the travel season.



FAST/CASUAL RESTAURANTS



KEY STATISTICS

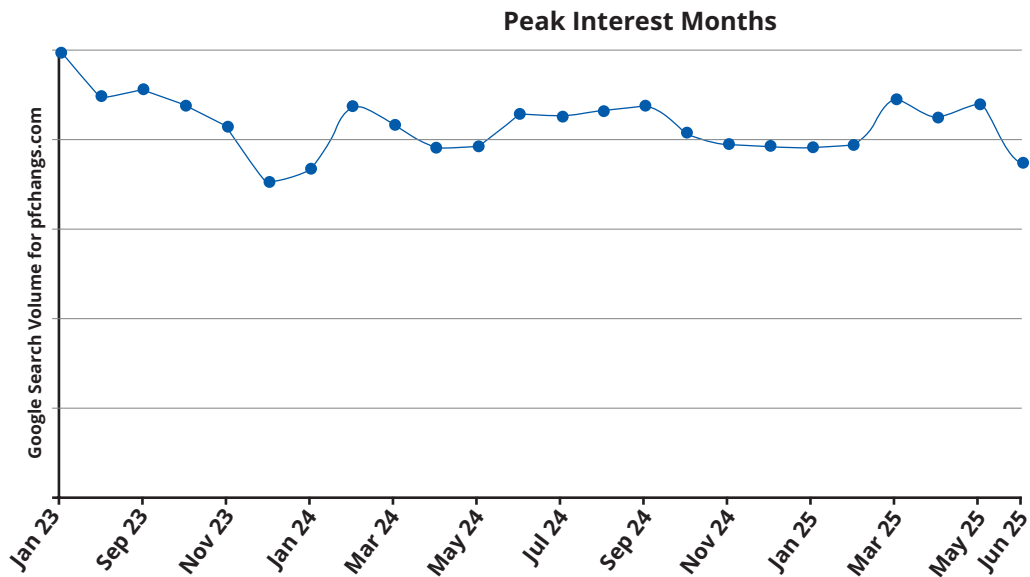
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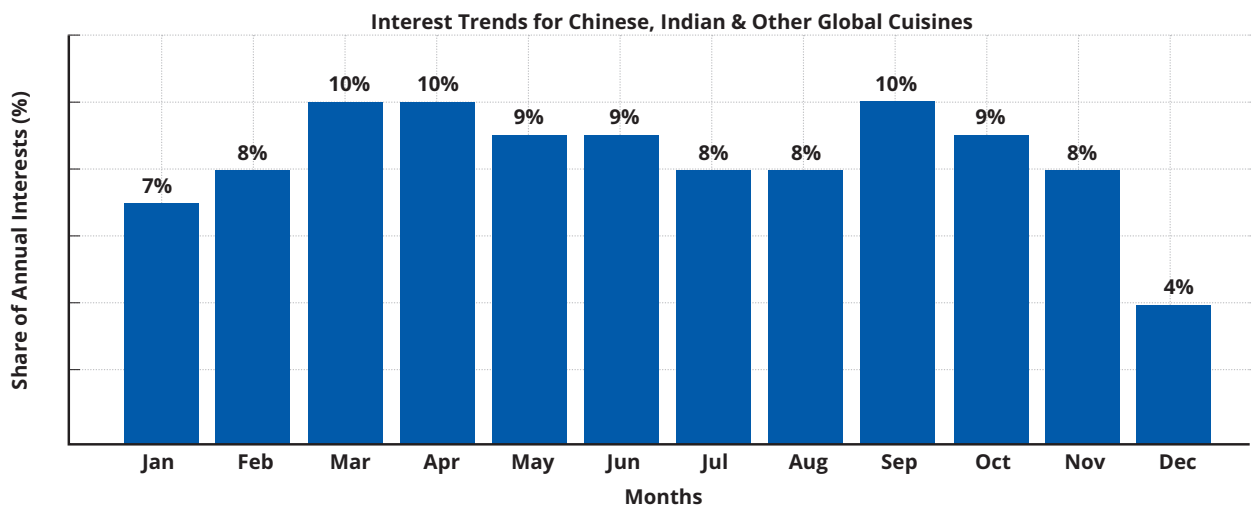
FULL SERVICE (CHINESE / INDIAN) & GLOBAL CUISINE

A significant percentage of full-service restaurants offer delivery services for customers on the go or who do not want to dine in. Over half of consumers (including 67% of millennials and 63% of Gen Zers) report that ordering takeout is essential to their lifestyle.



Sources: "Fast-Food Trends for 2024: The Age of Automation and Customer Experience." Qsrmagazine.com, n.d. Web. Aug. 2024.; "How Quick-Service Restaurants are Elevating Engagement in 2024." Qsrmagazine.com, 15 Mar. 2024. Web. Aug. 2024.

FUNCTIONAL FOODS ARE A TREND AS CONSUMERS CHOOSE TO EAT THINGS THAT CAN CONTRIBUTE TO THEIR OVERALL HEALTH AND WELLNESS



Source: "The Rise of Functional Foods: Eating for Health and Wellness." Totalfood.com, 27 Sept. 2024. Web. Nov. 2024.

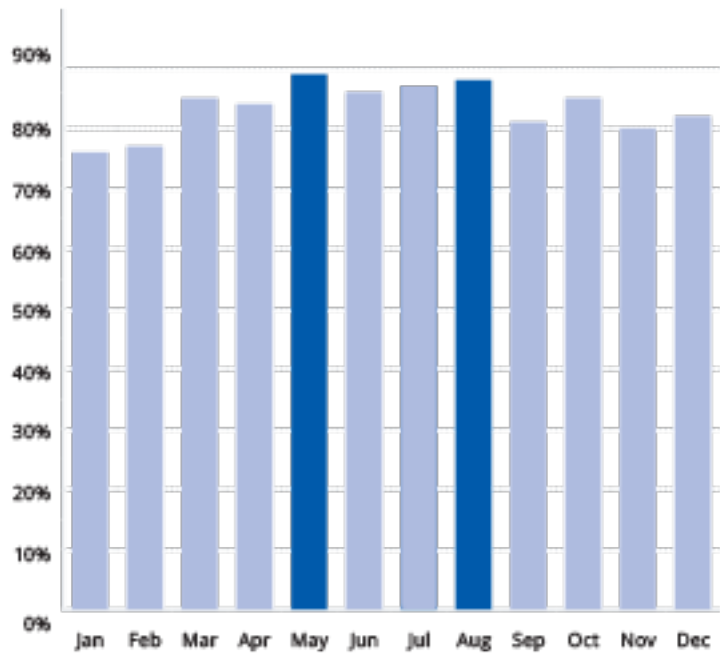
FULL SERVICE - DELIVERY

Unique experiences like bottomless food and drink specials are a draw for customers. Other features that increase interest include personalized experiences, such as tailored cocktails, the ability to sample different beers or using a self-pour system. Technology like self-pour technology, interactive menus and mobile ordering also interests consumers. Social interaction like game nights, eatertainment or drink-and-play venues or interactive drink-making stations also allows customers to enjoy unique experiences

source: "The Bottomless Boom: Restaurants draw crowds with unlimited food and drink specials." Restaurant-hospitality.com, 5 Nov. 2024. Web. Nov. 2024.; "The Experience Economy and Alcohol: How Bars and Restaurants are Shifting to Experience-Based Beverage Services like Self-Pour." Totalfood.com, 22 Oct. 2024. Web. Nov. 2024.;



PEAK SALES MONTHS / SEASONS



KEY STATISTICS

| Calendar Month | % of Annual Sales |
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source: In 2024, customer traffic was highest in eating and drinking establishments in May and August. [Source: "Estimates of Monthly Retail and Food Services Sales by Kind of Business: 2024." Monthly Retail Trade Survey. Major holidays such as Valentine's Day, Mother's Day and Thanksgiving can drive sales at full-service restaurants. [Source: SalesFuel, 2024.]

WHY USE DIRECT RESPONSE MEDIA GROUP & CANADA POST

DRMG is Canada's leading Direct Mail Company. We have been helping businesses of all sizes, from local to national boosting sales and brand recognition through Targeted Direct Mail Campaigns for more than 20 years. We are Canadian owned & Canada's leading Direct Mail company delivering a wide range of neighbourhood mail, including our widely recognized Money Saver brand, regarded as Canada's most dependable publication for everyday savings and coupons.

WE ARE A CANADA POST EXPERT PARTNER, AND THEIR LARGEST SHARED MAIL CUSTOMER.

As a turnkey provider, we simplify your direct mail efforts. We'll handle your entire program, from initial concept and campaign strategy to printing, precise targeting, and seamless induction into the Canada Post system.

WE EXCEL AT:

- Expertise in web-press printing
- Providing a sustainable, reliable paper supply
- Pre-press process expertise
- Mail preparation
- Logistics and distribution
- Creative Design
- Data Tracking

Ready to grow your business with direct mail? Contact us to get started! 1-877-702-3121



DESIGNING YOUR AD

When creating a direct mail campaign, thoughtful design is key. Here are some tips for designing effective Quick Service Restaurant ads:



ATTRACTIVE COUPONS

- Eye-Catching Design: Use clean, modern designs with appealing visuals and clear typography to grab attention.
- Clear Value Proposition: Highlight the discount or offer prominently and make it easy for customers to understand the benefit.



BRANDING CONSISTENCY

- Use consistent colors, fonts, and imagery that align with the agent's or agency's branding.
- Showcase what makes them unique, such as market expertise or exceptional service.



IMAGES THAT SELL

- Use high-quality photos of properties, happy clients, or the agent's team.
- Authenticity is key - avoid generic stock photos.
- Ensure all logos and visuals are clear and high-resolution.



CLEAR CONTACT INFORMATION

- Ensure the agent's phone number, website, email, and address are prominently displayed.
- Include a clear call to action.

CREATING YOUR COPY

Your ad copy should serve as an elevator pitch for your services.

USE HEADLINES EFFECTIVELY

Examples:

- "Your Craving, Our Kitchen!"
- "Fast Flavor, Freshly Made!"
- "Get a Free Drink with Your Order!"

KEEP COPY CLEAN AND CONCISE

- Avoid complex food terms or overly detailed descriptions.
- Highlight key menu items, speed, and great taste clearly.

DESCRIBE THE BENEFITS

Examples:

- "Quick service means more time for you."
- "Fresh ingredients for a healthier, happier meal."
- "A wide variety to satisfy every taste."

CREATE A CALL TO ACTION

- Encourage urgency:
- "Order Now for express pickup!"
- "Don't miss our daily special!"
- "Download our app for exclusive deals!"

**DON'T DO IT ALONE! Ask us
about transforming your
direct mail ideas into winning
campaigns! 1-877-702-3121**



OPTIMIZING YOUR OFFER

An irresistible offer can make all the difference in converting mail recipients into clients.

THE OFFER ITSELF

Examples:

- “Buy One Get One Free on any large sandwich!”
- “Free combo upgrade with any burger purchase.”
- “Get 20% off your entire order this week!” An irresistible offer can make all the difference in turning a casual observer into a quick service restaurant customer

THE DISCLAIMER

Clearly include any conditions for the offer:

- Valid dates for the offer (e.g., “Offer valid July 7-14, 2025”).
- Specific terms (e.g., “Dine-in only,” “Minimum purchase of \$10 required,” or “Not valid with any other offers”).



Gain Inspiration from These Examples:

TOP HEADLINES

- “Your Go-To for Quick & Delicious Meals!”
- “Craving Satisfied, Fast!”
- “The Fresh Flavors You Trust!”

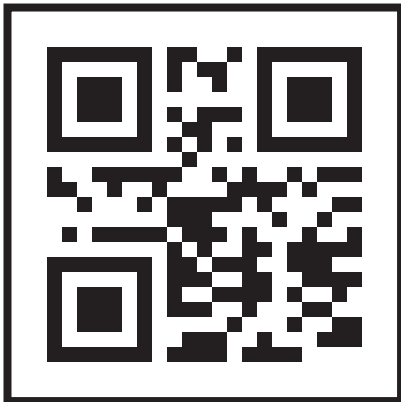
TOP OFFERS

- “Free Regular Drink with Any Combo Purchase.”
- “Get a Second Sandwich for Just \$1!”
- “Buy One Get One Free on All Smoothies This Week.”

USING QR CODES EFFECTIVELY



**DO NOT SCAN
TO MENU**



**JOIN OUR LOYALTY
PROGRAM!**



**SCAN TO
ORDER NOW!**



HELPFUL TIPS

QR codes are a powerful bridge from your physical mail to the digital world, and for a **Quick Service Restaurant (QSR)**, their effectiveness hinges on smart implementation. To maximize engagement, ensure your QR code leads to a mobile-optimized destination that offers immediate value, such as a direct link to **order online** or an **exclusive digital coupon**. Crucially, the QR code needs to be clearly visible and scannable on your mailer. Always include a clear call to action like **“Scan to Order Now!”** or **“Scan for Today’s Deals!”** to guide potential customers directly to what they need, effectively opening a digital door to your delicious offerings.

FINDING YOUR IDEAL CUSTOMERS

Families with young children or groups often seek convenient, quick, and affordable meal solutions. They might be looking for kid-friendly options or deals for multiple people. To target these customers through direct mail, you could consider areas with:

- Household Type: Families with children
- Age Range of Head of Household: 25-45 (likely to have younger children)
- Presence of Parks or Schools: Indicates family-dense neighborhoods

TARGETING LUNCH CROWDS/ YOUNG PROFESSIONALS

Individuals working nearby or young professionals often prioritize speed and value during their lunch breaks or for a quick dinner after work. They might be looking for grab-and-go options or specific lunch specials. You could target this segment using direct mail in areas with

- Proximity to Business Districts/Office Parks: High concentration of potential lunch customers.
- Age Range: 20-40 (often working professionals).
- Building Type: Apartments/Condos (common for young professionals).

TARGETING SENIORS/ VALUE-SEEKERS

Older individuals, or those on a fixed income, might be looking for good value, consistent quality, or specific senior discounts. They might prefer earlier dining times or more traditional menu items. You could target this segment using direct mail in areas with:

- Age Range: 55+
- Building Occupancy: Own (often established residents) or specific senior living communities.
- Proximity to Residential Areas: Where older populations tend to reside.



USING THE RIGHT FREQUENCY

Generating leads through direct mail can vary in timeframe, with results typically seen within six to twelve months. To maximize effectiveness, it's crucial to maintain a patient and persistent approach. Key factors that influence lead generation include:

- The target audience you're mailing to.
- The attractiveness of your design.
- The timing of your campaign.

Although direct mail can produce immediate responses, its strength lies in consistent, strategic implementation. Consistent mailings within a target area will build brand awareness and foster trust over time.

- Repetition builds trust and brand recognition.
- Recommended frequency: 3-4 weeks for consistent engagement.

Consistent communication builds customer trust and ensures **brand recall**, which keeps your **Quick Service Restaurant (QSR)** top-of-mind when hunger strikes.

Reinforcing Brand Recall:

- People get hungry regularly! Consistent mailings keep your QSR in front of potential customers, so they think of you first for a quick and tasty meal.

Building Trust and Credibility:

- Regular mailings position your QSR as a reliable and consistent option, building familiarity and trust that encourages people to choose your delicious offerings.

Encouraging Action Over Time:

- Customers might not be hungry the exact moment they receive your mailer. Repetition increases the chances of engagement when they are ready to order.

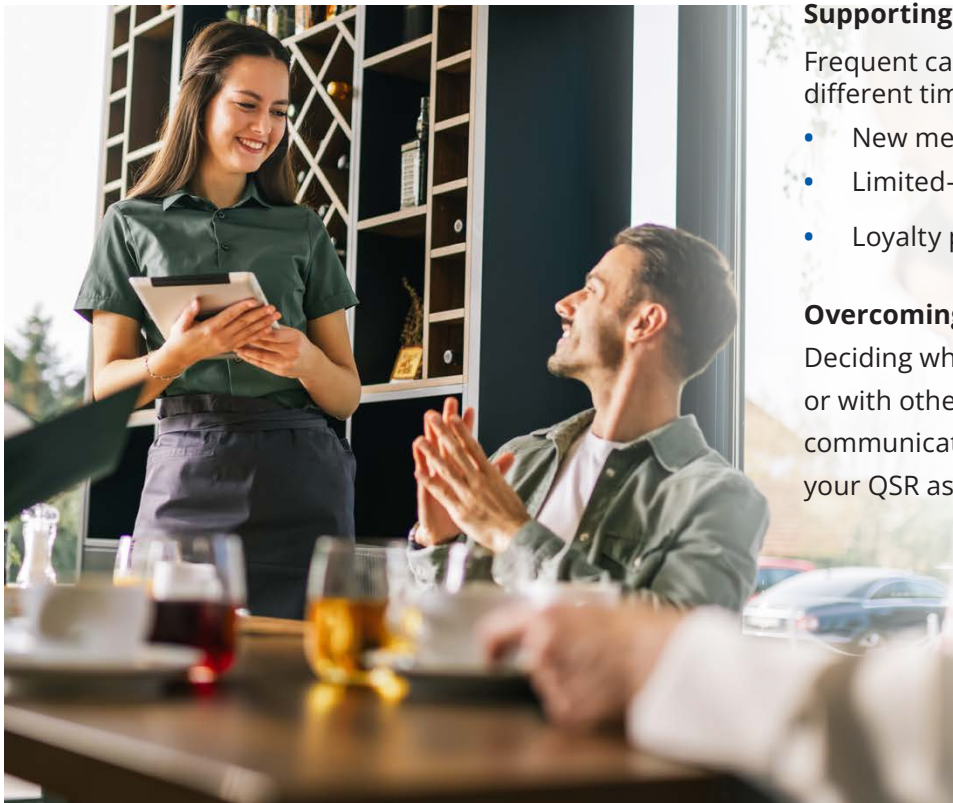
Supporting Different Client Needs:

Frequent campaigns can target varied promotions at different times, such as:

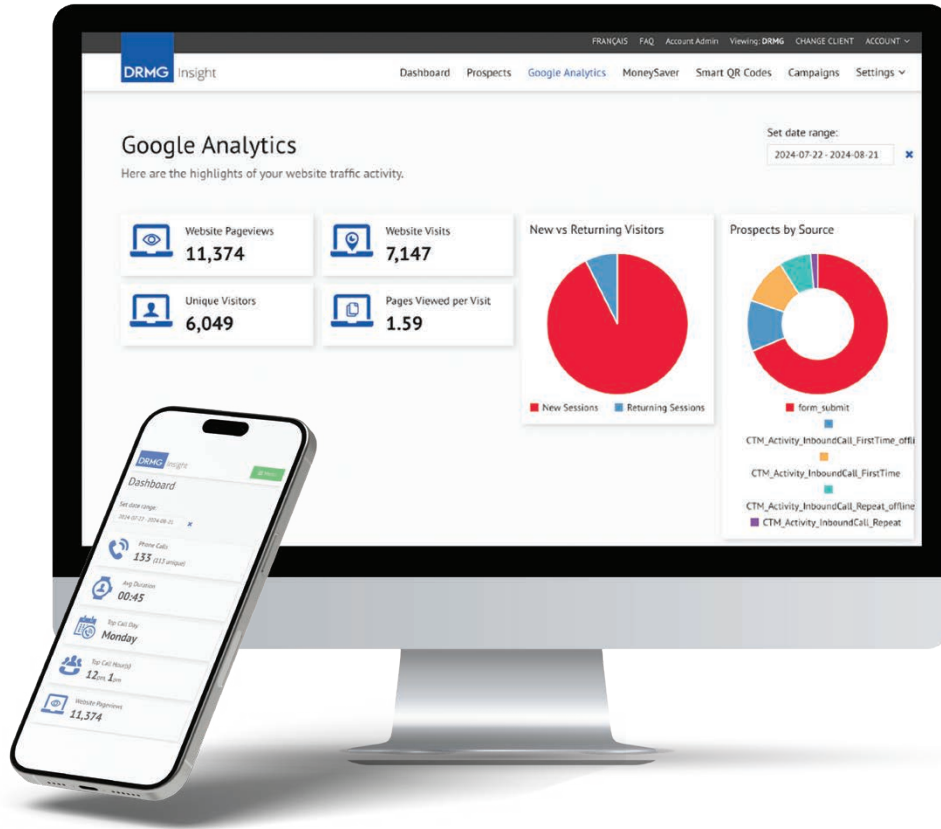
- New menu item announcements.
- Limited-time offers or daily specials.
- Loyalty program invitations.

Overcoming Client Hesitation:

Deciding where to eat, especially when you're busy or with others, can sometimes be tricky. Consistent communication can help build confidence and trust in your QSR as the go-to choice.



TRACKING YOUR CAMPAIGNS



Measuring results helps refine your strategy over time.



SMART QR CODE

Link to anything... engaging mobile experiences with video, chat, digital coupons, etc.



CALL TRACKING

Unique local or toll-free number on every campaign.



LEAD CAPTURE

Measure website traffic generated from Direct Mail and capture sales leads.



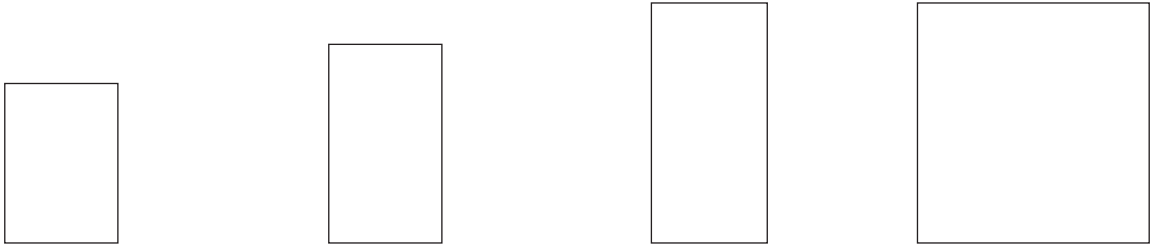
INSIGHTS:

1. **Direct Mail Drop Dates:** Track specific mail drop dates and correlate them with performance metrics.
2. **Call Volume Monitoring:** Use call tracking to measure the number and quality of inquiries.
3. **CRM Integration:** Export leads to your CRM for seamless follow-up.
4. **Call Recording:** Record and analyze calls to improve customer service.
5. **Website & Form Submissions:** Collect geo and IP data from landing page interactions.
6. **Lead Quality Assessment:** Flag leads as good or bad, and take notes to optimize campaigns.
7. **One-Touch Callbacks:** Quickly return calls to hot leads from your dashboard.

CHOOSING YOUR FORMAT

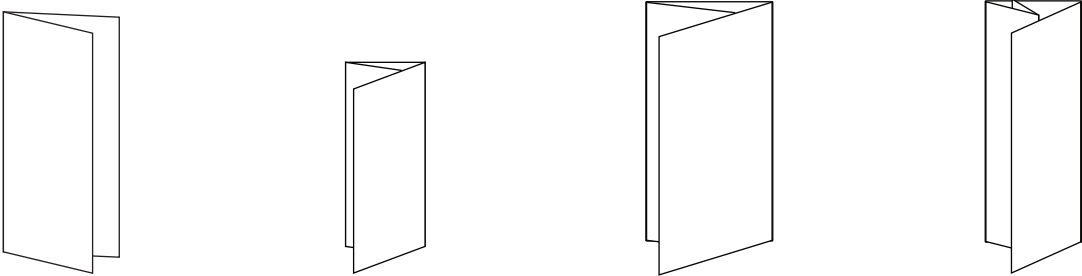
RECOMMENDED DIRECT MAIL SIZES FOR OPTIMAL RESULTS

FLAT OPTIONS



| SIZE | POSTCARD | DELUXE POSTCARD | SOLO CARD | DOUBLE SOLO CARD |
|------|-----------------|-----------------|------------------|------------------|
| | 5.125" x 7.125" | 5.125" x 9" | 5.125" x 10.875" | 10.25" x 10.875" |

FOLDED OPTIONS

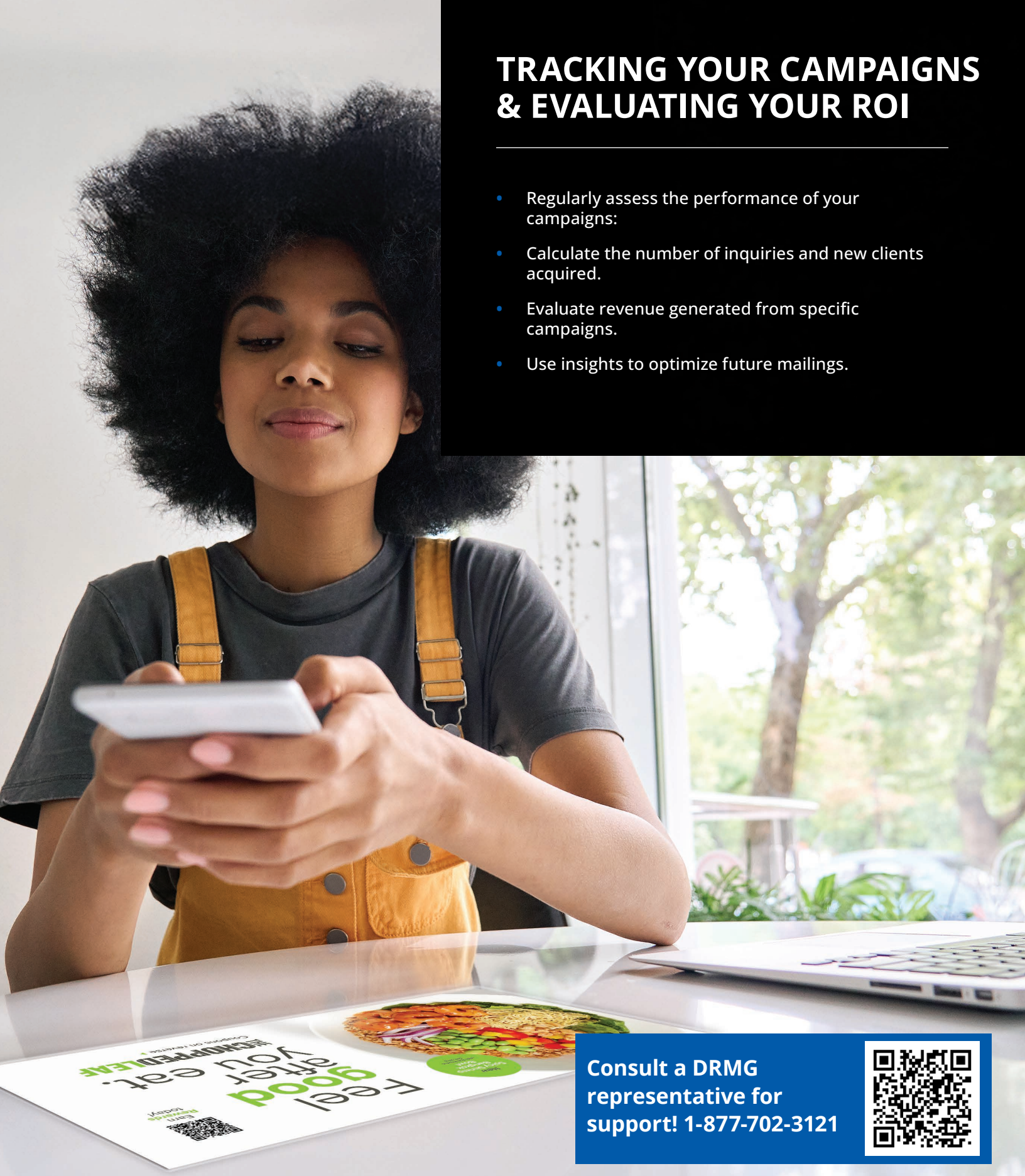


| | DOUBLE SOLO CARD | FLYER 3-PANEL | XL MENU 3-PANEL | XL MENU 4-PANEL |
|----------------------|------------------|----------------------------|------------------------|-------------------------------|
| SIZE <i>finished</i> | 5.125" x 10.875" | 3.56" x 8.25" | 5.625" x 10.75" | 4.25" x 10.75" |
| SIZE <i>flat</i> | 10.25" x 10.875" | 10.5" x 8.25" | 16.75" x 10.75" | 16.75" x 10.75" |
| PANEL WIDTHS | 5.125" 5.25" | 3.375" 3.5625" 3.5625" | 5.5" 5.625" 5.625" | 4.25" 4.18" 4.25" 4.25" |



TRACKING YOUR CAMPAIGNS & EVALUATING YOUR ROI

- Regularly assess the performance of your campaigns:
- Calculate the number of inquiries and new clients acquired.
- Evaluate revenue generated from specific campaigns.
- Use insights to optimize future mailings.



Consult a DRMG
representative for
support! 1-877-702-3121





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MORE DETAILS



**Sustainable Partner
Environment Award**

Presented by Canada Post

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MASTERING DIRECT MAIL

A Comprehensive Guide to Strategic Planning, Data-Driven Targeting, Creative Design, Technological Innovation, and Sustainable Practices

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