

# RESTAURANT REVENUE PIPELINE

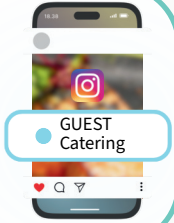
No HYPE. Just STRUCTURE.

## The TRIGGER

(Social Media)

Guest sees your Reel about private events and comments "CATERING".

What it means: Capturing the impulse at peak interest.



## The INSTANT RESPONSE

(Automation)

Auto-DM triggers instantly (0.5 seconds): "Hey! Planning an event? Tap here to see our catering packages and check availability."

Zero delay, capturing the lead while they are still on their phone.



## LEAD CAPTURE

(Funnel)

Guest clicks the link, lands on a fast-loading page, and enters their Name, Email, Phone, and Party Size.

What it means: Moving the conversation out of rented social media space and into your owned database.



## The CRM & NOTIFICATION

(The Conversion)

Guest receives an automated email/SMS with the catering menu.

Your team gets an instant alert on your phone/system to follow up on a qualified, warm lead.

What it means: The lead is secure, tagged in your system, and ready to be closed without scrolling through messy DMs.

