

Sample Weekly Communications Template

	MON	TUES	WED	THURS	FRI	SAT	SUN	
Email	X	Takeout Tuesday 1-Day Only Family Special Bundle Offer	X	AM: \$10 Off \$25 Lunch Takeout (Redeemers only)	2PM: Heat & Serve Special Offer (Takeout or Delivery)	X	PM: BOGO Coupon Eat 1 Now, Freeze 1 for Later	
Social Media	Buy \$40 GC, Get Extra \$10 GC		Kids Meal Promo	Story Video: Delivery is Safe and Easy as 1-2-3		Highlight Donation to Health Care Professionals	\$25 Everyday Family Bundle	
SMS			Takeout & Delivery: Include link to Order Online			Takeout & Delivery: Include link to Order Online		
Website - Primary	Takeout & Delivery: Call or Order Online		Takeout & Delivery: Call or Order Online	Takeout & Delivery: Call or Order Online	Takeout & Delivery: Call or Order Online	Takeout & Delivery: Call or Order Online	Takeout & Delivery: Call or Order Online	
Website - Secondary	\$25 Everyday Family Bundle		\$25 Everyday Family Bundle	Kids Meal Promo	\$25 Everyday Family Bundle	\$25 Everyday Family Bundle	\$25 Everyday Family Bundle	\$25 Everyday Family Bundle
Website - Secondary 2	Buy \$40 GC, Get Extra \$10 GC		Buy \$40 GC, Get Extra \$10 GC	Buy \$40 GC, Get Extra \$10 GC	Buy \$40 GC, Get Extra \$10 GC	Buy \$40 GC, Get Extra \$10 GC	Buy \$40 GC, Get Extra \$10 GC	Buy \$40 GC, Get Extra \$10 GC

** Choose 2-3 of
these options to
not over
message*

***Implement desired restrictions on discount layering.*