

partnership

Committed to the restaurant industry, Fishbowl is proud to have partnered with the National Restaurant Association and over 30 participating State Restaurant Associations to bring Fishbowl's email marketing solution for independent and small chain restaurants, to their membership at exclusive savings. Since 2006, Fishbowl has supported this relationship with turnkey marketing tools, demonstrations and educational sessions. Building off the success of this partnership, Fishbowl and the NRA are excited to now deliver a broader array of revenue-generating solutions to NRA members. The program offers a single dedicated partner for online marketing tools and provides a comprehensive family of solutions to help operators of all sizes increase their top line sales. NRA and participating SRA members receive special member pricing on Fishbowl's top of class solutions.

This new expanded partnership with Fishbowl and the National Restaurant Association brings NRA and SRA members more of Fishbowl's revenue-driving tools at an exclusive members-only discount. The expanded member benefit now includes special pricing on online ordering and online reservations in addition to Fishbowl's industry-leading core email product.

To learn more about this partnership please visit:
fishbowl.com • restaurant.org

results served daily™

At Fishbowl we help the restaurant industry drive sales through a suite of powerful online tools. With deep roots in the restaurant industry, and a comprehensive understanding of today's cutting-edge technologies, Fishbowl channels its insights into affordable turnkey solutions, services and customer support that work for restaurants of all sizes. Delivering email marketing, online ordering and online reservations, Fishbowl offers a full suite of integrated solutions that maximize your customer reach and increase your bottom line. With results served daily in increased guest acquisition, frequency, loyalty and revenues, Fishbowl is your partner in utilizing the internet marketplace to grow sales.

For more information on how we can help you, contact us at **info@fishbowl.com**, **800.836.2818**, or through fishbowl.com.

This member benefit is brought to you by:

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 NATIONAL RESTAURANT ASSOCIATION®

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the leader in
online marketing
for **restaurants**



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email marketing

Fishbowl Email Marketing is easy-to-use, web-based software, designed specifically for restaurants. It allows users to create high-quality email campaigns without any technical knowledge. Email will bring customers back into your restaurant through marketing campaigns and promotional emails. Our analysis tools allow you to monitor and measure the success of those campaigns and promotions.



features:

- automated triggered welcome, birthday and anniversary emails
- unlimited list building supplies and all-inclusive data entry services
- over 400 restaurant-specific templates
- restaurant-knowledgeable support staff and free product training

online reservations powered by livebookings™

Fishbowl Online Reservations, powered by Livebookings, is the most convenient way for guests to make reservations. This robust, online software system can turn mere website visitors into paying customers by allowing them to explore the menu, search locations, browse promotions and reserve a table, all with the click of a mouse.

features:

- web-based system accessible from any computer, no equipment to buy
- supports multiple concepts within one restaurant
- real-time reporting and promotions management capabilities
- free staff training, customer service and implementation support



online ordering powered by orderTalk™

Fishbowl Online Ordering, powered by orderTalk, allows customers to order delivery, takeout or catering from a restaurant's existing website. With this software system, customers have access to time and location specific menus, and can even tag their favorite items to simplify future orders. Order information is transferred securely to a POS or IP printer in real time.



features:

- flexible pricing / menu structures & payment methods
- tools for easy location / franchise rollout
- flexible delivery times, minimums and service charges
- triggered and monthly email messaging to ordering customers