

*first table*

# Drive Revenue Using Your Empty Tables





# Empty Tables Cost You Money

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We know how tough it can be to fill empty tables during quiet times. Most customers make bookings during peak-times, leaving empty tables and, potentially, lost revenue during quiet hours.

**That's where First Table comes in.**

**First Table** turns restaurants' hardest-to-fill tables into a marketing asset, helping to increase profitability and grow businesses.

50%  
Off food!?

How does  
that work?

You're probably wondering how we incentivise customers to book those otherwise tough to fill seats. The process is pretty simple:

- Your potential customer pays a small fee to reserve the 'first table' of the night.
- In exchange for their booking, their group of up to four people receive a 50% off discount to dine in. This discount excludes drinks, which are sold at full price.

Often at this point, most owners think "**50% off?!**" - we hear you.

Don't worry, when you unpack the numbers you'll see why this formula works for over **1500 restaurants** (and **over 1 million diners**).

**It will work for your restaurant too.**



**abacus.**

EICHARDT'S  
GRILLE



BURMESE CUISINE  
**LAHPET**  
LONDON

## Here's how the costs break down to justify the discount (using \$NZD)

Restaurant owner Julie knows it costs her **\$182** on fixed-costs and wages for every hour her restaurant is open. Regardless of whether she has any customers.

For the first hour of most nights, the restaurant sat empty. This meant that during the first hour of each night, Julie's restaurant was losing money, & didn't look very inviting.

Julie decided to list just one **'first table'** each night to change this.

### Top tip:

You can work out your own cost of operating using our calculator, here:

[Calculate your cost](#)

## Calculate GROSS PROFIT from 1 First Table of 4 people

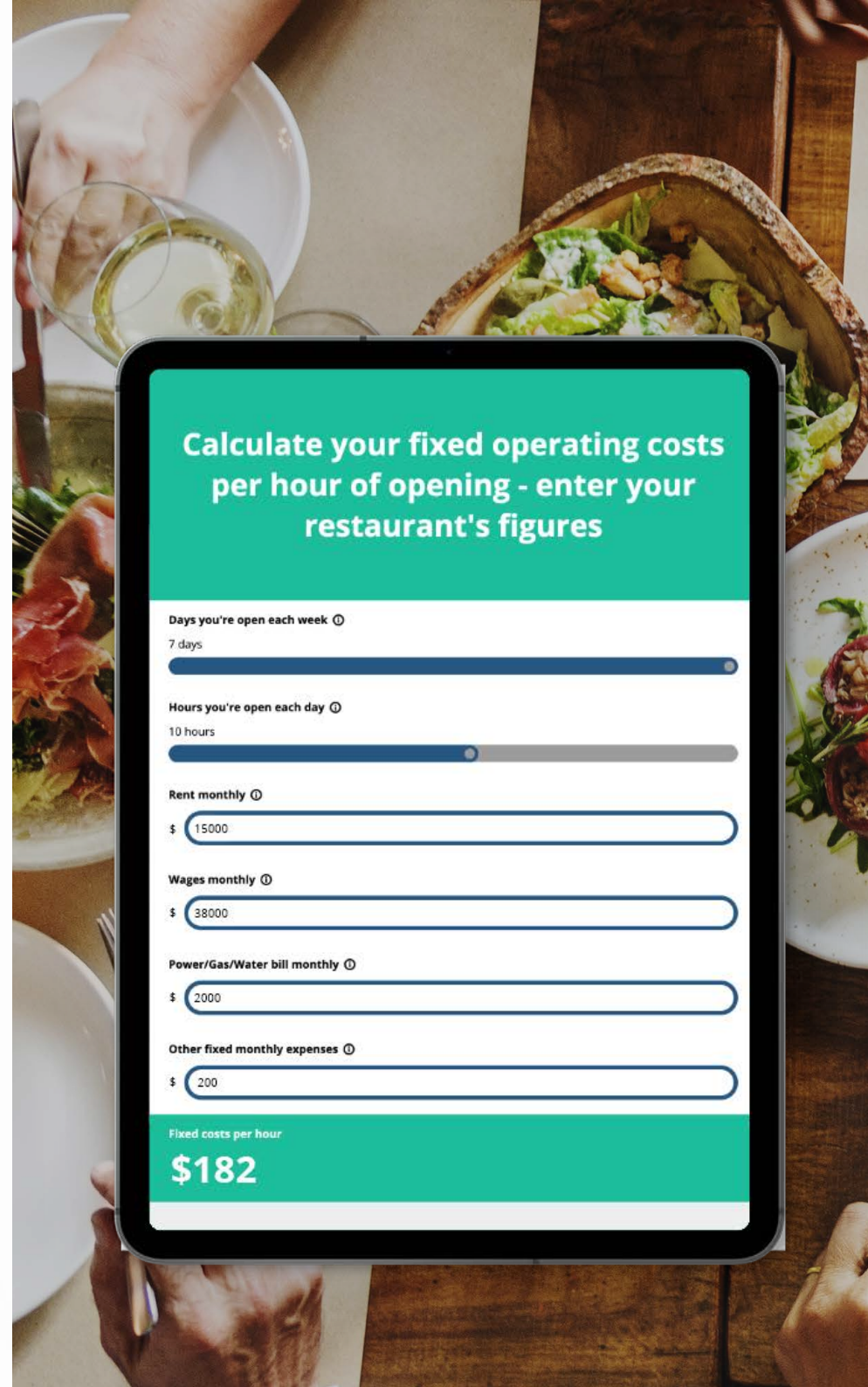
She calculated that a table of four typically spends about **\$50** per head on food and **\$25** each on drinks if the drinks were upsold well.

Even after the 50% discount on food, this would **equates to a gross profit of \$110 for the table.**

### Top tip:

You can work out your gross profit from one first table using our calculator, here:

[Calculate your gross profit](#)





**The best part is, and as a restaurant owner you'll attest, people follow people.**

Julie places the first table in her restaurant close to the street-facing windows which attracts a second group of four diners. This group pays the full price for their meal and Julie earns **a gross profit of \$210 from their table.**

**Now, Julie is making a \$320 gross profit from just two tables in the first hour of opening.** A much better outcome than a projected loss of **\$182** for the hour.

**That's a \$502 improvement from listing one First Table.**

“First Table charges restaurants absolutely nothing. Diners pay a small fee to secure a table at a time you choose. This means they show up when you need them most, and we don't charge you a penny.”





# Beyond the numbers, First Table offers so many benefits

Here are just a few of them.



## People Follow People

As we mentioned in Julie's example, you can be strategic with the tables you hold for **First Table** customers. Use outdoor, window, and street-side tables to draw in more diners and be busier from the very start of your service.



## Bring in New Business

75% of **First Table** bookings tell us that it's their first time into the venue, a great opportunity to showcase your offering to new diners. At the end of the day, a happy new customer will always recommend you to their friends and family and potentially return for round two!



## Create Opportunities to Up-Sell

There's a lot of money to be made from drinks. Of course, to upsell drinks you need customers in through the door. **First Table** incentivises customers to visit your restaurant, and once they're seated, your charismatic team has the opportunity to work their magic and upsell drinks at full price.



## Showcase What You've Got to Offer

Through your online restaurant profile, you'll get the opportunity to showcase your dine-in menu, any enticing imagery of the delicious food you serve, positive reviews and snapshots that capture the vibe of your restaurant - all before your customers walk through the door.



## Send Your Staff Productivity Through the Roof

Use this quiet time of night for staff to practise and refine their table service and ability to upsell, meaning no wasted productivity and staff fully engaged from the start of the shift.



## Get Reviews that Draw in New Customers

We actively encourage your **First Table** customers to leave positive reviews of your restaurant online, helping you to maintain an enticing brand image and bring new customers through the door.

# First Table can work with your booking system

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One of the most important pieces of the puzzle we get asked about is how our online booking system will work with your restaurant's current booking platform.

The good news is that bookings go directly into most booking platforms such as [NowBookIt](#) or [ResDiary](#), and if that doesn't work for you, we're happy to set up a system where we email or text bookings to you.





# The new customers you'll win with First Table

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If you're wondering what kind of clientele **First Table** is likely to bring into your business, in our experience and based on our collected data, you can expect these three demographics to dine in with you:





## 01 / After Work Friend Groups

These are your young professionals who are looking to hang out with their mates after work, grab a bite to eat and have a few drinks over dinner. While they might spend a little less on food than other groups and be looking for a deal, the opportunity to upsell with these guys is huge.

A family of four is sitting at a restaurant table. The father, on the left, is wearing a blue and white checkered shirt and smiling. The daughter, next to him, is wearing a blue denim vest over a white shirt and smiling. The mother, on the right, is wearing a red top and laughing. The son, sitting in front of her, is wearing an orange and white striped shirt and smiling. The table is set with a blue and white checkered tablecloth, a plate of food, a glass of red wine, and a glass of orange juice. The background shows a restaurant interior with warm lighting and a brown leather booth.

## 02/ Friendly Families

This is your Kiwi family; a regular couple looking for a nice place to dine with their two kids that doesn't cost too much and feeds the family. First Table is ideal for these guys, as they're likely to want to dine early to get home with the kids. The best part? They're the most likely to tell their friends all about the great place you've got.



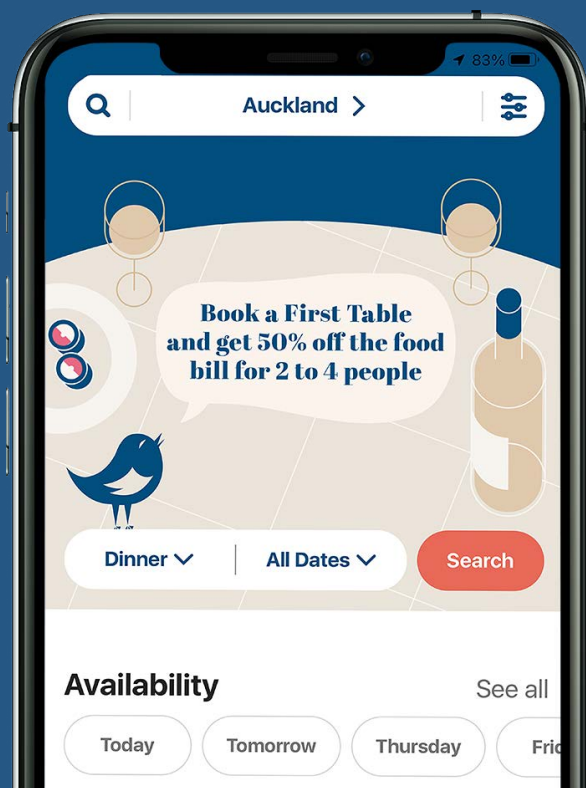
## 03 / Cosy Couples

A young couple looking to have a nice, intimate date night over a few drinks. They're willing to order a lot to eat and buy drinks to match if the atmosphere is good and are likely to tell their friends all about the great deal they got on their date night.

# We'll Super-Charge Your Online Marketing

**First Table** invests heavily in promoting your restaurant to an engaged audience of foodies.

There are a few ways we do this.



## Social Media Marketing

We have an ever-growing and highly engaged following on social media who want to learn about new restaurants they haven't tried yet.

**First Table: 1,000,000+ accounts**

**Facebook: 172,000+ followers**

**Instagram: 59,000+ followers**

We'll promote your restaurant on our channels with high-quality marketing material for free. That's a lot of growth, brand awareness and new customer acquisition waiting to be taken advantage of.

Each new restaurant is 'launched' to our vast diner database via a dedicated EDM as well as being showcased on First Table's social media channels. In addition, an app notification is sent out to diners via the popular First Table app.

## Email Database Marketing

After 8+ years we've grown our database of subscribed diners - now over **1,000,000 people**.

We regularly send marketing emails to our database to update them on restaurant promotions in their area, that gives them an option to click through directly and book. This is all a part of our database marketing service.

Plus, when customers sign up to First Table and make a booking, we collect their contact information as well as their permission to be added to your database (and nobody else's).

You can download this data at any time and directly market to your new-found audience.

## Supply & Demand Fundamentals

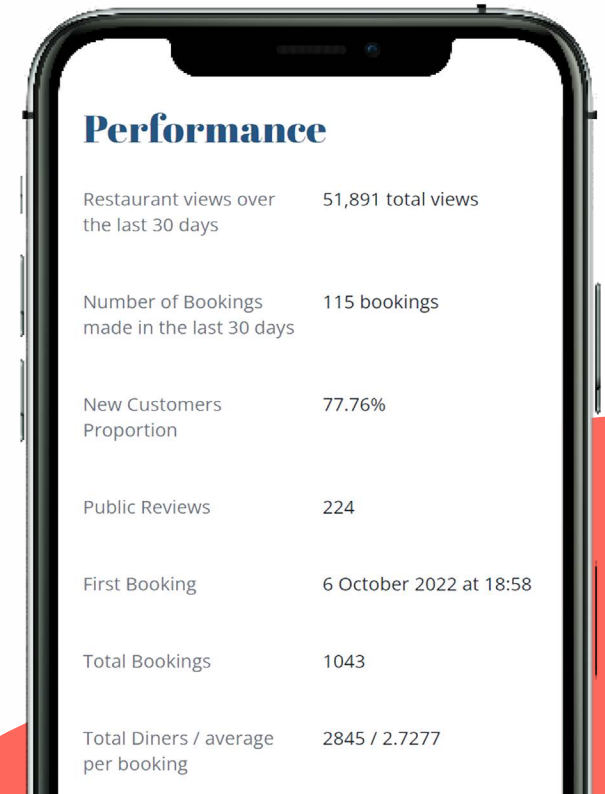
We understand the importance of creating a buzz and a sense of urgency behind each booking. Offering only one table per night on **First Table** ensures that demand exceeds supply and spurs diners to make a decision and book.

## Full Visibility of Performance

At any given time, you can see how well your restaurant is performing on **First Table**. This includes an easy-to-read breakdown of:

- Total Bookings
- New Customer to Repeat Customer Ratio
- Public Review Count
- Your position against other competing restaurants in your area
- The number of times your profile page has been viewed

**This allows you to make informed decisions based on data for your marketing, promotions and future use of First Table as your restaurant grows.**

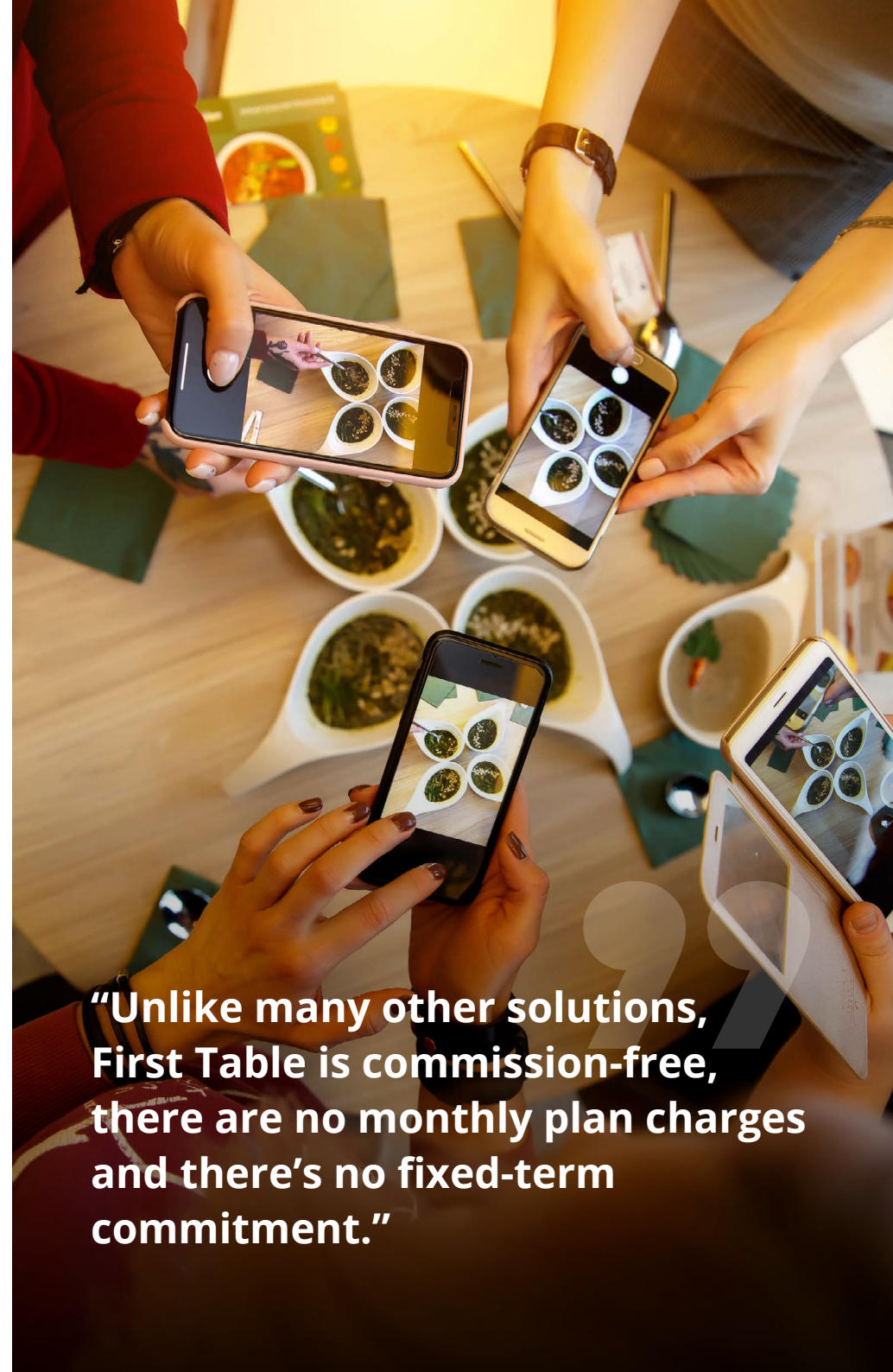


# Turn Your Empty Tables into Your Best Marketing Tool

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Keen to get on board and start making money from empty tables? With First Table you'll enjoy the benefits of:

- Brand new customers through the door
- Making money during times that would typically be quiet
- An opportunity to showcase what you're made of online
- A healthy ecosystem of reviews that draw guests in
- Access to our social media and email marketing database
- Real-time reporting on your restaurant's performance



**“Unlike many other solutions, First Table is commission-free, there are no monthly plan charges and there’s no fixed-term commitment.”**



# All at no cost to your business, it's easy to get started.

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We'll put your restaurant page together, promote you to our subscribers and provide you with confirmed bookings at your chosen times.

## Sign up your restaurant

It takes 3 minutes to fill out our online registration form.

[Sign up now](#)





# Want to talk first?

[Schedule a call with your local rep](#) who would be delighted to answer your questions or run you through a demo.

