

## mKonnekt - Restaurant Marketing Platform



**Texas, Dallas, Sep 27, 2021 ([Issuewire.com](https://www.issuewire.com))** - mKonnekt has launched an integrated marketing platform for restaurants.

In the highly competitive restaurant space where every other brand is vying for customers' attention, it becomes difficult to stand out and nurture long-term loyalty. Engaging your customers via both offline and digital channels like social media, email marketing and ads keeps your restaurant top of mind and helps you expand your customer base.

However, restaurant marketers find it difficult to build, track and optimize campaigns across different channels. "Individuals or digital marketing agencies working with restaurants find it extremely difficult to make sense of data from various channels and use it to build successful campaigns," says Seshu Madabushi, founder, and CEO of mKonnekt.

mKonnekt's marketing platform is the one-stop-shop for all your restaurant marketing needs. It gives you all the tools you need to scale your restaurant.

The mKonnekt platform is built around A2A Framework™ that provides unique insights into your customer's journey that enable you to plan, execute, and optimize your marketing strategies by providing the right and timely customer data and insights.

Restaurant managers or digital agencies working with restaurants can use this platform to follow their customers through each stage of the customer journey and send out relevant and personalized marketing messages to increase conversions and generate incremental revenues.

The integrated Restaurant Marketing Platform has been expertly designed to help restaurants achieve

their goals through a combination of smart solutions and four intuitive dashboards.

- Social Media Marketing and Website Analytics Dashboard
- Reputation Management Dashboard
- Influencer marketing Dashboard
- Local Marketing Dashboard

It helps you to build your restaurant brand and engage with your customers on an ongoing basis to foster brand growth and loyalty. You can respond to reviews and build local campaigns all through a single interface.

mKonnekt's intuitive and robust marketing platform for restaurants allows you to track the performance of your campaigns and optimize them to generate incremental revenues for your restaurant clients.

About mKonnekt:

mKonnekt is an end-to-end data-driven restaurant technology & marketing platform. Our suite of products helps restaurants to plan, execute and optimize their marketing strategies by providing customer data and insights at each touchpoint.

Essentially, this new marketing platform takes the responsibility of managing restaurant marketing campaigns out of a restaurateur's hands, saving them time and money in the process. Request a demo today to try out the Restaurant Marketing Platform.

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