



NORTHERN LIGHTS
TECHNOLOGY DEVELOPMENT

AURORA

**Restaurant website
marketing platform**





Software Is Great for Your Kitchen. What About Your Marketing?

The restaurant industry runs on software. Several excellent software platforms allow you to manage your point-of-sale and kitchen operations efficiently. However, their marketing capabilities often leave much to be desired.

-   **LOOKALIKE WEBSITES**
Free, standardized website templates mean all restaurants look alike online
-   **SLOW UPDATES**
Lack of control over content updates slows your speed to market
-   **FRANCHISE UNFRIENDLY**
Static, one-size-fits-all tools prevent franchise-level customization
-   **MARKETING LIMITATIONS**
Platforms are focused on restaurant operations, not effective marketing

Don't Just Manage Your Business. Grow It.

The restaurant back-office tools on the market today are great at managing your business. Northern Lights can help you *grow* the business.

Aurora is a website marketing platform that's specially designed for restaurants. We integrate with the restaurant software platform you're already using — such as Olo — to provide custom admin tools that unlock the marketing flexibility you've always wanted.



CUSTOMIZED WEBSITES

Design a website that doesn't look or feel like everyone else's



UPDATES ON DEMAND

Test new menu items and marketing offers on your schedule



FRANCHISE-LEVEL CONTROL

Let franchisees talk to their customers while you manage the brand



OMNICHANNEL MARKETING

Send customers 1:1 marketing offers via email, text, pop-up and chat

Marketing Without Limits

Aurora includes automated omnichannel marketing capabilities that allow you to give your customers what they want — before they know they want it. Website user data is analyzed to create powerful marketing offers tailored to the interests of each customer. Northern Lights' in-house development talent and software integration savvy create endless possibilities.



EMAIL CAMPAIGNS

Email special offers 30 days after a purchase to drive repeat business.



SMS TEXT CAMPAIGNS

Text coupons to a customer — and track their response at the coupon level.



LOYALTY PROGRAMS

Mine customer data in real time to fuel loyalty programs that strengthen relationships.



POP-UPS AND LIVE CHAT

Use pop-up windows and live chat to drive behaviors that raise average check size.

Aurora's omnichannel marketing capabilities are proven to drive incremental revenue for multi-store restaurant chains. One Northern Lights client saw a 30% sales lift after implementing Aurora.

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LEARN MORE

Start marketing to your customers as effectively as you manage your kitchen. Contact your Northern Lights representative to learn about Aurora – Northern Lights’ proprietary website marketing platform for restaurants.



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