2125 The First Visit Doesnt Start at the Door

Product Fieldbook · https://kb.jeffreysummers.com/docs/2125-the-first-visit-doesnt-start-at-the-door-2/

The Demand

Before your next marketing spend, map every discovery surface a stranger actually uses to find you — Google search, a friend's text, Instagram, TripAdvisor, DoorDash, AI summaries — and rate how coherently your operation reads across each one. Then pull the aggregated ZIP codes, visit frequencies, and daypart patterns of your actual best Guests from your POS or loyalty program, and use that data to target new prospecting instead of running blind. The data is nearly free. Not using it is the actual cost.

The Work

Discovery surfaces where your Guests actually find you — list three:

Rate coherence across those three surfaces — does your operation read the same way on each, 1-5:

Operator-controlled, known-audience surfaces you currently use (email, SMS, loyalty) — active or dormant:

Operator-controlled, unknown-audience surfaces (EDDM, cold ads, geofencing) — active or dormant:

Algorithmically controlled surfaces (search ranking, map placement, review averages) — how completely are your profiles claimed and current:

Guest-generated surfaces (word of mouth, group texts, Reddit) — what are you actually doing to earn these versus hoping for them:

Have you pulled your best Guests' ZIP codes, visit frequency, and daypart patterns from your POS or loyalty data — yes or no:

The one discovery surface you will fix or activate this week: