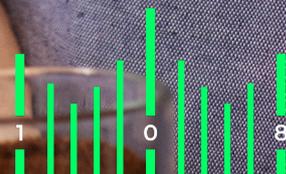


# THE ZERO-WASTE F&B PLAYBOOK

How Modern  
Restaurants Use  
Marketing and  
Automation to  
Build Predictable  
Demand

A practical framework  
for reducing marketing  
waste, increasing repeat  
customers and creating  
stable restaurant revenue.

Written by  
Evan Hwang & Ken Ong



**RULER™**  
MARKETING

# INTRODUCTION

Running an F&B business today is harder than ever. Costs are rising, manpower is tight and customer behaviour changes quickly. Some days are full. Other days are unexpectedly quiet.

The real problem is not just demand. It is waste.

Waste in F&B is not only about food. It also shows up in missed enquiries, wasted marketing spend, manual follow-ups and customers who never return.

Modern restaurants reduce this waste with better systems. Clear marketing brings customers in. Automation helps capture enquiries, organise customer data and follow up consistently.

Technology will not replace chefs, service staff or the dining experience. But it can help restaurants stop losing customers simply because nobody replied in time.

This playbook shows how modern restaurants use marketing and automation to reduce waste, increase repeat customers and build more predictable growth.

## Let Ruler Marketing implement SmartFlow AI to strengthen your customer acquisition and retention.

[www.rulermarketing.com](http://www.rulermarketing.com)

8 Burn Road #15-09, Trivex  
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## CHAPTER 1

# Why F&B Marketing Feels Harder Than Ever

The solution begins with a simple principle: reduce waste across your marketing and customer systems.

F&B operators today face rising costs, limited manpower and fast-changing customer behaviour. Some days are packed while others are unexpectedly quiet.

The real challenge is not a lack of demand. It is inconsistent demand.

When sales swing from week to week, staffing becomes harder to manage, inventory planning becomes less accurate and growth becomes difficult to predict.

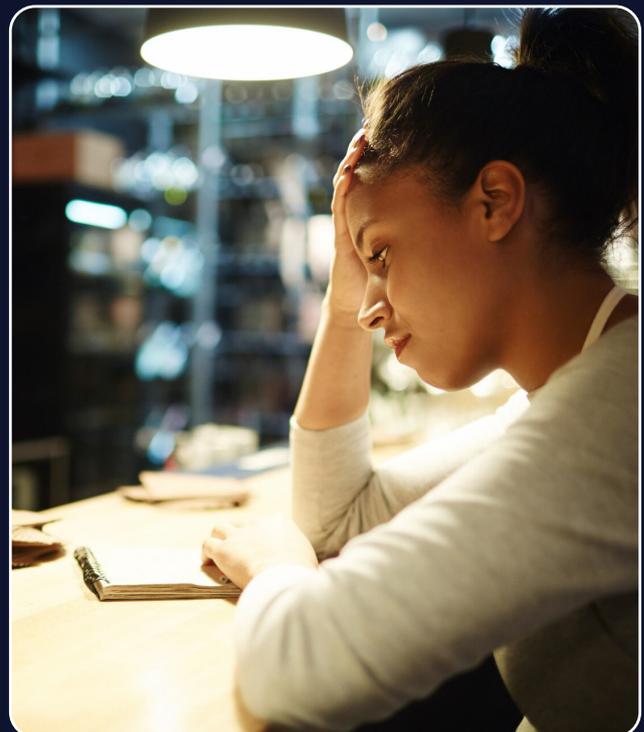
At the same time, many restaurants lose value through hidden forms of waste:

- marketing spend that does not convert
- enquiries that never receive a reply
- first-time customers who never return
- manual tasks that consume staff time

These inefficiencies slowly reduce profitability.

The good news is that demand does not have to be random. With the right systems, restaurants can attract customers more consistently, bring them back more often and reduce operational waste.

This playbook introduces a practical approach to doing exactly that.



## CHAPTER 2

# Ruler Marketing's Zero Waste Framework

Most F&B owners work very hard, yet results still swing because demand is unpredictable. Some weeks feel strong, others feel empty. This inconsistency creates stress, wastes resources and makes growth harder to manage.

Zero Waste Marketing solves this. It is Ruler Marketing's framework for reducing waste across customer acquisition, retention and day-to-day operations. It helps restaurants attract the right customers, bring them back more often and create steadier demand their team can handle.

Today, automation and AI can strengthen this system by supporting follow-ups, organising customer data and reducing repetitive manual work. Not to replace people, but to help restaurants waste less and run more efficiently.

These pillars form the base of more predictable and sustainable growth.



# Pillar 1: Predictable Demand Blocks

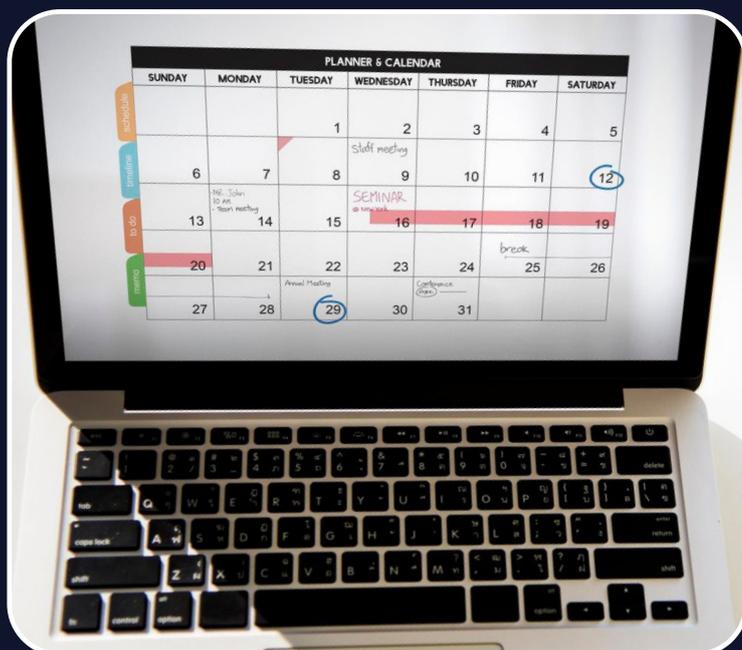
Many restaurants chase sudden spikes from viral posts or random crowds. These moments feel exciting but they often create chaos. Busy nights are followed by slow days, leaving staff underused and inventory harder to manage.

Predictable Demand Blocks solve this by shaping a clear weekly rhythm. Instead of chasing attention, restaurants repeat one strong message consistently for about ninety days. Over time, customers begin to recognise what your brand stands for.

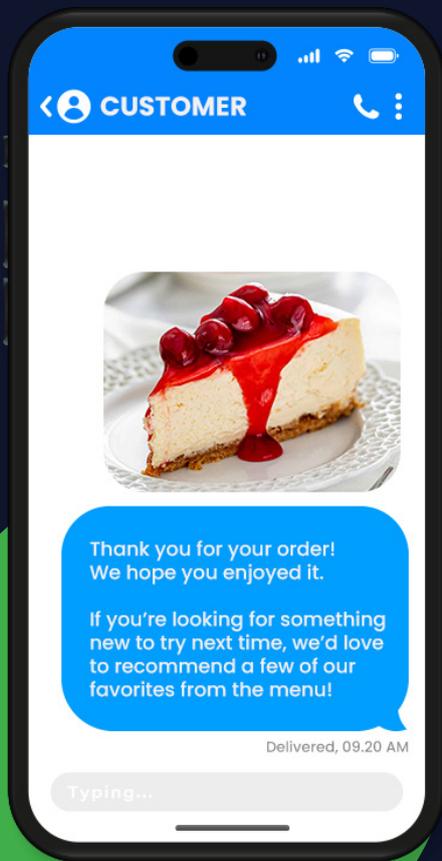
Weekdays can be lifted with simple value offers or comfort items, while weekends highlight premium sets or sharing experiences. With a stable message and a clear structure, your marketing begins to guide when customers visit.

Ads and content then support this rhythm instead of creating random spikes.

This is how restaurants shape demand instead of chasing it.



## Pillar 2: Repeatable Revenue Assets



A first order is helpful. A second and third order is real success. If customers buy once and never return, most of your marketing effort is wasted.

Turn every buyer into a Repeatable Revenue Asset by guiding them into channels you own. This could be email, WhatsApp or a simple membership programme that keeps customers connected to your brand.

A basic follow-up flow works well. Thank them shortly after their visit, introduce a small offer a few days later and send a gentle reminder after two weeks. These simple touchpoints encourage customers to return naturally.

Today, many restaurants use automation to support these follow-ups so no customer is forgotten. It keeps communication consistent while freeing up staff to focus on service. You do not need complicated systems. You only need a clear follow-up flow that runs reliably.

## Pillar 3: Influencer Driven Efficiency

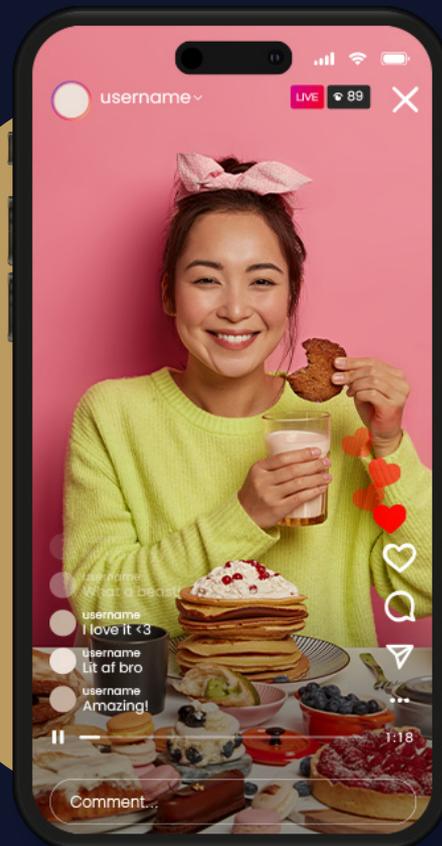
People trust real people more than ads. When customers see someone enjoying your food naturally, it builds interest faster than polished marketing.

This is why creator content works so well for F&B. It feels authentic, relatable and often performs better than traditional ads.

Micro creators usually offer the best value. Their content feels genuine, their audiences pay attention and restaurants can work with them more consistently without heavy production costs.

The real efficiency comes from repurposing. Creator videos can be reused across social content, ads and testimonials. One strong piece of content can drive discovery, engagement and new visits.

This turns creator content into a long-term asset that lowers acquisition cost.



## CHAPTER 3

# Customer Acquisition Without Losing Your Margin

Getting customers always carries a cost. Rent, staff, marketing and operations all contribute before the first order even arrives. The real challenge begins when too much of that value slips away without owners noticing.

Delivery platforms provide visibility but take a large commission. A thirty dollar sale becomes twenty one. The problem is not the first order. It is every repeat order that pays the same fee. One weekly customer becomes more than one thousand five hundred dollars a year. One hundred regulars reach more than one hundred fifty thousand a year. At thirty percent, tens of thousands disappear to platform fees instead of supporting your growth.

This is margin you earned but never keep.

The solution is simple. Shift more customers into your **owned ordering channels**. When people order through your website, your QR menu or your membership flow, you keep the full value of the sale and gain direct access to the customer.

Owned acquisition protects your profit, strengthens your customer base and gives you **predictable demand**. Instead of paying repeatedly for the same customer, you build **long term value** that compounds over time.

This is the heart of **Zero Waste Marketing**.



## CHAPTER 4

# Build Your Owned Ordering Ecosystem

### Why an Owned Ordering Ecosystem Matters

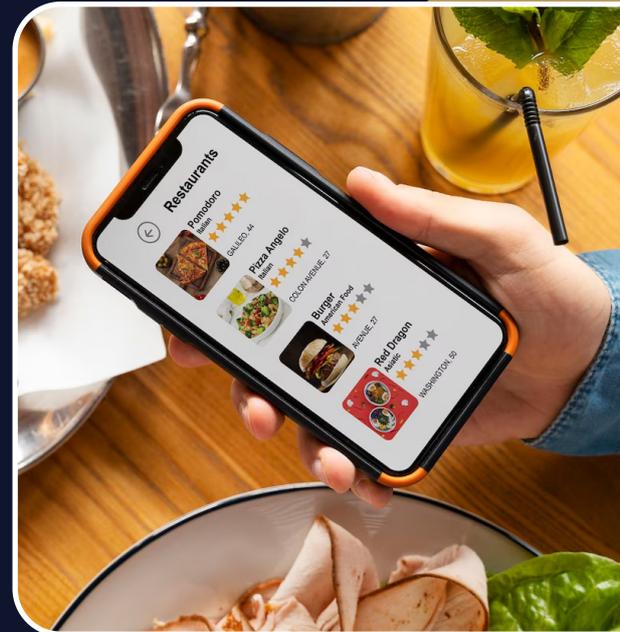
Relying only on delivery platforms may bring orders, but it limits your margin, your data and your ability to build repeat customers. When every sale depends on an external channel, you pay more while learning less about your customers.

Modern F&B brands are shifting toward systems where ordering, payment and customer data sit closer together. You do not need complex technology to benefit. You simply need to guide customers into channels you control.

Every direct order protects your margin and strengthens the customer base you can grow from.

An owned ordering ecosystem is not just about technology. It is about control.

Control of your profit.  
Control of your customer data.  
Control of your repeat demand.



## Your Website or Online Ordering Page

Your website or online ordering page is the foundation of your owned ecosystem. It should be clean, easy to navigate and focused on one clear goal: making it simple for customers to place an order.

A clear menu and smooth checkout make a meaningful difference. Every direct order lets you keep the full value of the sale while capturing a customer contact you can follow up with later.

Over time, this lowers your acquisition cost and builds long-term customer value.



## QR Ordering in Store

QR ordering has become a natural behaviour in many restaurants. Customers already know how to scan, browse and order from their phones.

A QR menu allows them to explore items comfortably, order at their own pace and choose dine-in, takeaway or later delivery.

Each scan also creates a record of customer preferences and behaviour. Over time this data strengthens your repeat revenue systems and keeps activity inside your owned ecosystem instead of scattered across multiple platforms.



## A Simple First Order Welcome Offer

A small welcome offer can convert first-time visitors quickly. It lowers hesitation and encourages customers to place their first direct order while capturing their contact details for future follow-ups.

The offer does not need to be large. A small perk or bonus item is often enough to make the first experience smooth and memorable.

Once customers enter your ecosystem, you can guide them toward becoming repeat visitors through simple follow-ups, offers and updates.



## Own the Relationship, Not Just the Sale

When customers order through your website, QR menu or membership flow, they enter a channel you control. You stop paying for the same customer repeatedly and gain direct access to communicate with them.

This gives you visibility into how often customers return, what they prefer and what encourages them to order again.

As ordering, payment and loyalty tools become more connected, this insight becomes even more valuable. Customer data, follow-ups and promotions can work together instead of sitting in separate systems.

With clearer information and better systems, restaurants can guide repeat behaviour more effectively and reduce unnecessary waste.

Owning the relationship creates stability that external platforms cannot provide.



## The Zero Waste Advantage

An owned ordering ecosystem protects your margin, strengthens your customer base and creates more consistent demand.

It gives you clearer insight into who your customers are, how often they return and what encourages them to order again. With this clarity, your team can plan with greater confidence.

This is the Zero Waste advantage.

Less waste.

More control.

Growth you can rely on.

## CHAPTER 5

# Repeat Orders, Loyalty and Membership That Actually Work



### Why Repeat Orders Matter More Than New Orders

Repeat customers create stable revenue. A first order helps today, but a returning customer supports your business week after week.

Without a clear plan to bring customers back, your acquisition cost quickly becomes wasted effort.

Repeat orders smooth out your sales, reduce reliance on constant promotions and give your team a steadier level of demand they can prepare for.

### Build a Simple Membership, Not a Complicated One

Loyalty does not need to be complex. It simply needs to be clear, easy to join and rewarding enough to encourage customers to return.

A basic tier system works well. Let customers join for free and unlock small perks as they spend.

Birthday rewards, early access menus and members-only bundles create strong loyalty without hurting your margins.

Customers value recognition more than complexity.

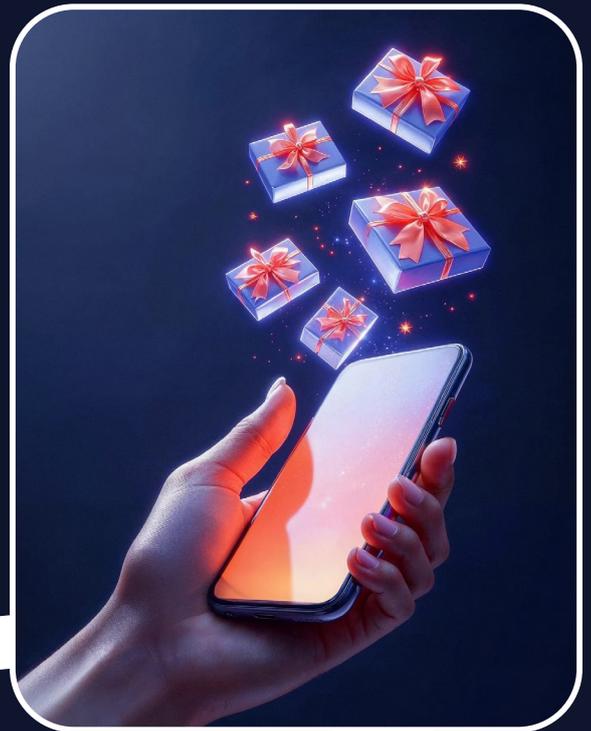


## Use Rewards That Encourage the Next Visit

Rewards should guide the next action. The goal is not just to thank customers, but to give them a reason to return.

Simple incentives work well. Examples include small cashback, buy-five rewards, members-only bundles, birthday perks or refer-a-friend benefits.

Clear and meaningful rewards encourage steady participation and more frequent visits.



## Keep Your Offers Meaningful Without Cutting Too Deep

You do not need heavy discounts to drive repeat business. Customers respond just as strongly to value, convenience and recognition.

Use bundle deals, early access menus, seasonal items or members-first promotions. These create excitement while protecting your margins.

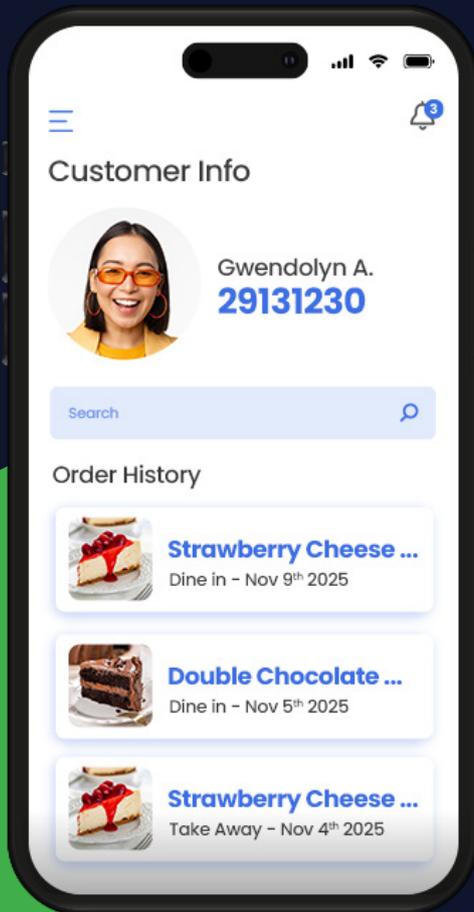
The goal is to encourage return visits without weakening your brand or profitability.

## Why Connected Data Makes Loyalty Stronger

Loyalty works best when ordering, customer data and rewards are connected. Each order strengthens the customer profile, helping you understand who returns, what they prefer and what encourages them to come back.

Even simple integrations can reveal useful patterns such as favourite items, visit frequency and response to offers.

When systems work together, restaurants gain clearer insight and can guide repeat behaviour more effectively. This reduces guesswork and helps marketing efforts become more efficient over time.



## The Zero Waste Advantage

Repeat customers protect your margins, increase average order value and stabilise your weekly revenue.

Loyalty and membership turn occasional diners into long-term customers you can rely on.

This is the Zero Waste advantage.

Stronger relationships, better retention and demand you can plan for.

## CHAPTER 6

# Content That Builds Demand You Can Staff For

### Why Content Matters More Than Ever

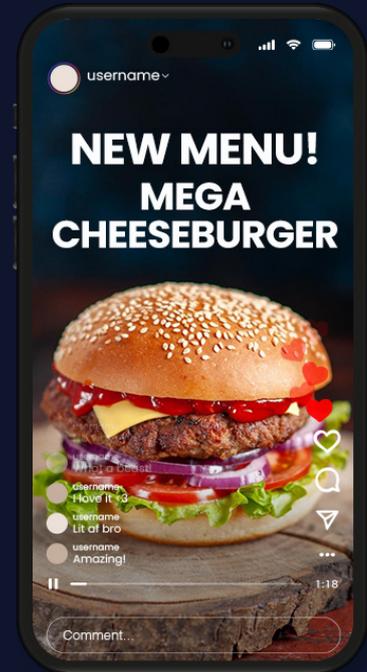
Customers often decide where to eat based on what they see online. They search, compare and form impressions long before they arrive.

If your brand is not visible and consistent during this moment of choice, you lose the opportunity.

Content is not about chasing virality. It is about showing up clearly and regularly so customers remember you.

With the right rhythm, content builds trust, shapes demand and supports your operations without sudden surprises.

Ruler Marketing helps F&B brands stay visible with a structured content approach that customers recognise over time.



### The 90 Day Content Plan

Many restaurants change their marketing direction too quickly. This confuses customers and weakens the message.

A ninety-day plan creates focus. For three months, you repeat one signature message across your channels so customers remember what your brand stands for.

This consistency strengthens recognition, supports weekday traffic and builds a rhythm your team can prepare for.

Ruler Marketing often helps businesses refine and maintain this message.

## Your Signature Message

Every brand needs one clear message that anchors its marketing. It could highlight your best seller, your unique dining experience or the story behind your craft.

This message becomes the theme for your content, ads and promotions.

Keep it simple and consistent. When customers recognise your brand for one strong idea, they remember you and choose you more easily.



## The Content Pillars That Work for F&B

Use a small set of content pillars so your marketing stays focused and manageable.

Effective pillars include signature dishes, behind-the-scenes moments, customer reactions, limited-time items, team highlights and social proof.

You do not need to post every pillar every week. Rotate them.

Consistency matters more than variety.

## Content That Shapes Weekday and Weekend Demand

Content can help balance your weekly demand. Use comfort items or value sets to lift Monday to Thursday. Highlight premium or sharing items from Friday to Sunday when customers are more willing to spend.

Promote quieter hours, introduce limited-time specials and create anticipation throughout the week.

When customers begin to recognise this rhythm, demand becomes more predictable and your team can prepare with greater confidence.

### Shoot Once, Use Everywhere

You do not need endless content. You need efficient content.

One strong piece can be adapted across platforms, reused in ads and shared repeatedly over time.

Ruler Marketing helps restaurants capture what matters and repurpose it across channels so nothing goes to waste.

Create once.  
Repurpose with purpose.



### The Zero Waste Advantage

Content done well reduces uncertainty, strengthens your brand and supports steadier demand.

Customers understand who you are and why they should return.

This is the Zero Waste advantage.

Consistent visibility and demand your operations can handle.

## CHAPTER 7

# Influencer Marketing Made Simple for F&B

### Why Creators Work So Well for F&B

Customers trust real people more than polished advertisements. When they see someone tasting your food and reacting naturally, it builds appetite and confidence almost instantly.

This is why creator content is so effective for F&B discovery. It feels authentic, relatable and often influences dining decisions more strongly than traditional ads.

You do not need big names to see results. Micro creators often perform better because their audiences trust them and their content feels genuine.

Creator marketing is no longer a trend. When used correctly, it becomes one of the most efficient ways to reach new diners and stay visible.



### Discovery Platforms and Amplification

Discovery platforms help customers find new restaurants through reviews, recommendations and real experiences.



Creator posts introduce your brand to new audiences, while advertising helps amplify the content and reach more potential diners.

When these two work together, awareness grows more efficiently and acquisition costs stay lower.

## Turn Creator Videos Into Your Strongest Ads

The real power of creator marketing is repurposing. You do not need expensive productions or constant shoots.

Creator videos often become your strongest ad assets because they feel natural and relatable.

One creator video can be reused across your social channels, adapted into different ad formats and shared as testimonials or reviews.

This reduces production cost while achieving more with less.

Ruler Marketing specialises in turning creator content into high-performing ads that improve acquisition efficiency and, where suitable, qualify for government support such as PSG.

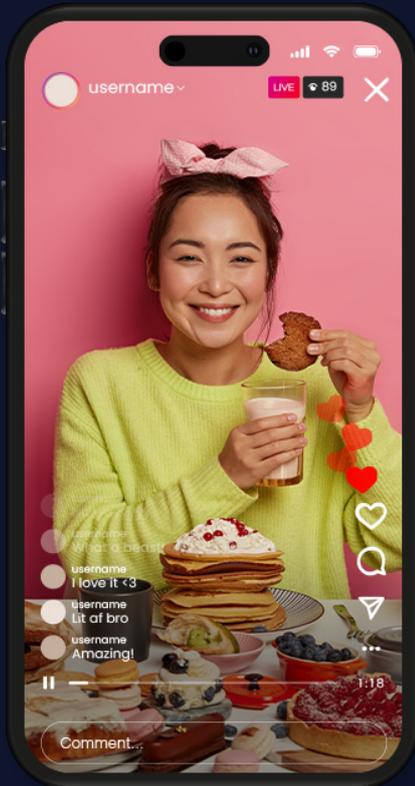
## Use Micro Creators for Maximum ROI

Micro creators often deliver the strongest value. They are affordable, easy to work with and their audiences trust them.

Their content typically feels more authentic, which leads to stronger engagement and better conversions.

A steady flow of micro creator content keeps your brand visible without heavy production costs.

Ruler Marketing helps F&B brands identify suitable creators, manage collaborations and run consistent creator programmes that improve results while keeping marketing spend efficient.



## Influencer Programmes That Support Repeat Demand

Micro creators often deliver the strongest value. They are affordable, easy to work with and trusted by real diners.

Their content frequently outperforms larger influencers because it feels natural and relatable.

A steady stream of creator posts keeps your brand visible without overspending.

Ruler Marketing helps F&B brands identify the right creators, manage collaborations and run consistent creator programmes that improve results while keeping marketing costs efficient.

## The Zero Waste Advantage

Creator marketing done well lowers acquisition costs, strengthens credibility and keeps your content engine active without excessive spending.

Creator content becomes a long-term asset that drives discovery, conversions and repeat visits.

This is the Zero Waste advantage.

Authentic content, efficient marketing and demand you can guide with intention.

## CHAPTER 8

# Shape Your Demand Instead of Chasing It

### Why Demand Spikes Hurt Your Operations

Most restaurants experience unpredictable crowds. One day is packed, the next is slow. These swings may feel normal, but they create hidden pressure across the business.

Staff can become overwhelmed during sudden rushes and underused during quiet periods. Inventory becomes harder to manage and planning turns into guesswork.

Demand spikes may look exciting, but they often create stress, inconsistency and waste.

Predictable demand is easier to staff, easier to prepare for and far more sustainable for long-term growth.

### Guide Your Customers into Weekday and Weekend Patterns

Demand does not have to remain random. Restaurants can guide customer behaviour with clear weekly signals.

Use lighter, value-driven content from Monday to Thursday to lift quieter days. Highlight premium sets or sharing items from Friday to Sunday when customers are more willing to spend.

When customers see consistent messaging each week, they naturally follow the rhythm you create.

This helps smooth your demand curve and allows your team to operate at a steadier pace.

## **Create Small Nudges That Influence Behaviour**

Customers respond well to simple cues. Small nudges can help guide when people choose to visit or order.

Examples include early bird sets for quieter hours, limited weekday items, pre-order options for busy weekends or time-based bundles that spread demand more evenly.

These gentle signals encourage customers to adjust their timing without feeling pressured.

The goal is to strengthen quieter periods, reduce peak stress and create a steadier rhythm for your team.

## **Use Ads to Control Your Flow, Not Just Sales**

Advertising can do more than increase revenue. It can help control when demand appears.

Increase ad activity during slower periods and reduce spending on days that already fill naturally. This allows ads to support your operational flow instead of creating unpredictable spikes.

When used this way, advertising becomes a practical demand management tool.

You spend more efficiently, protect your margins and keep operations running at a sustainable pace.

## Reduce Waste Across Your Whole Operation

When demand becomes more predictable, the entire business becomes easier to manage.

Staffing stays balanced. Preparation becomes more accurate. Inventory follows a steadier pattern.

This reduces over-ordering, last-minute rushes and unnecessary spoilage.

Predictable demand is not only a marketing outcome. It is an operational advantage that strengthens your entire restaurant.

## The Zero Waste Advantage

Demand shaping gives you control instead of chaos.

You no longer wait for good days. You create them with intention.

This is the Zero Waste advantage.

Stable demand, calmer operations and a business rhythm your team can sustain.



## CHAPTER 9

# The Metrics That Matter for Zero Waste Growth

### Why Simple Metrics Create Better F&B Decisions

Many F&B owners either track too many numbers or none at all. Both make it harder to see what is actually working.

You only need a few clear metrics that show whether your marketing, operations and customer base are moving in the right direction.

When you focus on the right numbers, you reduce waste, make faster decisions and protect your margins.

Zero Waste Marketing focuses on metrics that directly influence repeat orders, demand consistency and long-term profitability.

### Repeat Purchase Rate

#### Your Most Important Number

This shows how many customers return after their first visit. When this number increases, your business becomes more stable.

If repeat purchase rate falls, you are losing customers faster than you can replace them. This metric reveals whether your content, loyalty and customer experience are working.

A strong repeat rate lowers acquisition cost and increases the long-term value of every customer.

### Customer Acquisition Cost (CAC)

#### Are You Paying Too Much for New Customers

Customer acquisition cost measures how much you spend to bring in a new customer. If this number rises too high, your margins shrink. If it stays low but customers never return, your marketing effort is still wasted. The true value of acquisition depends on retention. When customers return regularly, your acquisition cost becomes far more efficient.

## **Lifetime Value**

### **How Much a Customer Is Worth Over Time**

Lifetime value shows how much a customer spends with your brand across their relationship with you.

When repeat visits increase and average order value improves, lifetime value rises.

A higher lifetime value gives you more confidence to invest in marketing, because you know the customer will generate far more value than the cost of acquiring them.

## **Your Weekly Demand Curve Predictability Over Popularity**

Look at your week as a simple curve. Identify strong days, slower days and peak hours.

The goal is not to chase the highest peaks. The goal is to reduce volatility so your team can operate consistently.

When marketing supports your demand curve instead of disrupting it, operations become smoother and easier to manage.

## **Channel Performance**

### **Where Your Best Customers Come From**

Track which channels bring customers who return, not just the ones that generate the most clicks.

Some channels drive first-time visitors. Others attract loyal diners who come back regularly.

Understanding this difference helps you invest in channels that create long-term value instead of short-term traffic.

## **Menu Contribution**

### **What Actually Drives Your Profit**

Every menu contains items that drive profit and items that quietly drain resources.

Track which dishes generate the most orders, deliver strong margins and perform well in your marketing content. Some items attract new customers, while others increase average order value.

Understanding these patterns helps you promote the right dishes, reduce waste and design offers that strengthen your profitability.

## **The Zero Waste Advantage**

Tracking the right metrics creates clearer decisions and more efficient operations.

You stop guessing and start improving the parts of your business that matter most.

This is the Zero Waste advantage.

Simple numbers, smarter decisions and marketing that supports long-term growth.



## CHAPTER 10

# Your 30 60 90 Day Implementation Plan

### **Start With a Clear and Simple Rollout**

Zero Waste Marketing works best when implemented step by step. You do not need to change everything at once. You only need a clear sequence that strengthens your owned channels, stabilises your content and increases repeat customers.

This plan focuses on three stages: build the foundation, activate the system and scale what works.

Each phase reduces waste and improves operational efficiency.

### **Your First 30 Days Build the Foundation**

The first month focuses on the essentials that protect your margin and capture customer data early.

Start by improving your online ordering page, introducing QR ordering in store and creating a simple first-order welcome offer.

Capture contact details from every direct order and prepare your signature message for the next ninety days of content.

These steps form the base of your owned ecosystem, making every future customer easier and cheaper to reach again.

## **Your Next 60 Days**

### **Activate Repeat Demand**

Once the foundation is ready, use the next sixty days to strengthen. Once the foundation is in place, the next sixty days focus on encouraging repeat visits.

Launch a simple membership structure and begin using gentle follow-ups to bring customers back. Build a small set of content pillars your team can maintain consistently and start introducing creator content.

At the same time, begin shaping your weekday and weekend demand patterns. During this phase you will start to see clearer customer behaviour, stronger loyalty and better returns from your marketing efforts.

## **Your Final 90 Days**

### **Scale What Works**

With your ecosystem and repeat systems running, the final ninety days focus on refining and scaling.

Strengthen the content that performs best and amplify strong creator videos through advertising to expand reach.

Continue shaping your weekly demand rhythm and introduce premium weekend bundles where appropriate. Reinforce your signature message across all channels and remove tactics that no longer perform.

Where suitable, you may also explore schemes such as PSG to offset part of your digital marketing investment while maintaining momentum.

## **The Zero Waste Advantage**

This plan keeps your marketing focused and practical.

You build a stable foundation, encourage repeat visits and scale what works.

You reduce waste, stabilise demand and grow with greater confidence.

# CHAPTER 11

## F&B Playbook Examples

### Why Real Examples Matter

Every F&B business is different, but the problems are often the same: rising costs, uneven traffic, staff pressure and marketing that feels expensive without clear returns.

These examples show how the Zero Waste approach helps restaurants reduce waste, improve margins and build more predictable growth. The cases are condensed and anonymised, but the lessons are practical and repeatable.

#### **Example 1** **Turning Spikes Into Steady Weekdays**

One fast-casual brand had strong weekends but weak weekdays. Instead of using heavy discounts, they focused on one signature message, consistent content and simple weekday nudges.

Within eight weeks, Monday to Thursday sales improved enough to stabilise staffing and reduce last-minute roster changes.

#### **Example 2** **Lowering Acquisition Cost** **Through Owned Channels**

One mid-sized cafe relied heavily on delivery platforms. By shifting customers into its own ordering page through QR menus and a simple welcome offer, repeat purchase rate improved and platform fees dropped.

The biggest gain was control. The business could finally see who its customers were and follow up directly instead of paying repeatedly for the same customer.

### **Example 3**

#### **Using Creator Content More Efficiently**

One specialty kitchen had stagnant social reach. By introducing a steady flow of micro creator content and repurposing the videos into ads, it reduced cost per result and attracted warmer, higher-intent customers.

Creator content became a reusable asset instead of a one-off campaign.

### **Example 4**

#### **Driving Repeat Visits Through Simple Membership**

One local restaurant launched a basic membership with small perks and a birthday reward. It was easy to join, simple to understand and strong enough to encourage repeat visits.

Within three months, repeat visits increased and average order value rose as members chose bundles more often.

### **The Zero Waste Advantage**

These examples show one clear truth: predictable growth comes from clear systems, not lucky moments.

When restaurants guide customers into owned channels, bring them back consistently and stay visible with focused content, growth becomes easier to plan and waste becomes easier to control.

This is the heart of Zero Waste Marketing.

Less waste. More clarity. More repeatable growth.

## CONCLUSION

# Your New F&B Marketing Advantage

Running an F&B business will always be demanding. But it becomes far easier when demand is steady, customers return regularly and marketing works consistently.

The Zero Waste approach helps you reduce wasted spend, capture more value from every customer and build systems that support predictable growth.

Build your owned ecosystem.  
Stay visible with clear content.  
Use creators efficiently.  
Guide demand instead of chasing it.

Track the small set of metrics that matter and improve them step by step.

When your business becomes predictable, everything improves. Planning becomes easier, operations become smoother and your team can perform with greater confidence.

Zero Waste Marketing is not about doing more. It is about doing what works consistently.

Start small, build steadily and repeat what proves effective.

Your customers will feel it.  
Your operations will feel it.  
Your results will reflect it.



# ABOUT RULER MARKETING

## Your Partner in Zero Waste F&B Marketing



R U L E R<sup>™</sup>  
M A R K E T I N G

Ruler Marketing helps F&B brands grow with marketing systems designed for the way restaurants actually operate.

Not theory. Not guesswork. Practical systems that support predictable demand, repeat customers and more efficient operations.

We help F&B businesses:

- strengthen owned ordering and customer retention
- shape predictable demand through content and creator marketing
- run efficient ads that reduce wasted spend
- increase repeat visits through practical loyalty structures
- build stable marketing rhythms your team can prepare for

Where applicable, we also help eligible F&B businesses explore government support such as PSG to offset part of their digital marketing investment.

Our goal is simple.

Reduce waste.

Increase clarity.

Grow consistently.

**Let Ruler Marketing implement SmartFlow AI to capture enquiries, automate follow-ups and support better customer management.**

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