



# RIPPLES™ MARKETING PLAYBOOK

## Coffee Shops, Bars, and Restaurants



#drinkripples      [www.drinkripples.com](http://www.drinkripples.com)



# General Information

- The Ripple Maker started selling in 2016 in the US
- Global Availability: N. America, Europe, Asia
- Drinks we print on: Any foam-topped drink, hot or cold.
  - Beer
  - Hot Coffee (Cappuccino / Latte)
  - Cocktails
  - Milkshakes
  - Hot Chocolate
  - Nitro Coffee
  - Cold Coffee (Not iced)
  - Matcha Tea (With a cream layer)
- What do we print with? Coffee extract for coffee, Malt extract for beer
- Our website: [www.drinkripples.com](http://www.drinkripples.com)
- More FAQs can be found here- <http://bit.ly/2AfPMG2>



# GO DIGITAL

#1 Ripples App



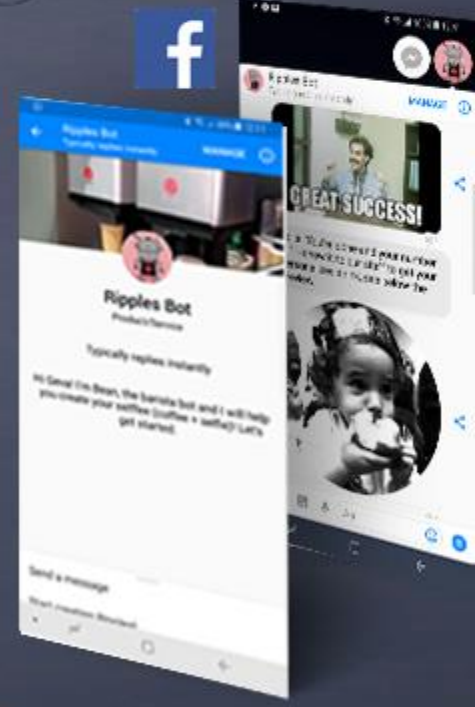
#2 Ripple Maker



#4 INTEGRATION APPS



#5 FB BOT





#3 IN-SHOP APP





# Ripples Eco System

- Our free-to-use mobile Apps can be downloaded here:  
- Our apps can also be integrated into various loyalty clubs/ mobile and web applications
- With our **Ripples in-shop** app for tablets your customers can have a digital menu to choose their favorite design without impeding speed or service.
- Talk to the chat-bot -- using our [Facebook Assistant](#), you and your customers can use Facebook Messenger to interact and send selfies to the nearest Ripple Maker





PROMOTE  
YOUR  
RIPPLE MAKER



# Make the Ripple Maker work for you!

## How to make the most out of your Ripple Maker

- **Signs** are a great way to drive awareness to the Ripple Maker and its awesomeness – Create your own [Ripples menu](#) or instruct them to download the mobile app and send their own selfies.
- **PR**– Engage with your local/ national media and create stories ([see example](#))
- **Go Digital**– place a Ripples Tablet at your counter (let us know if you want one).
- **Serving Cocktails?** Match Ripples to cocktails to create a theme & menu
- **Social Buzz** is a great way to spread the word – encourage your customers to share pictures of their Ripples.
- **Employee Hype** is always contagious! Get your staff onboard by teaching everyone on the team how to create Ripples.



# CREATE SOCIAL BUZZ





# Go social with Ripples!

- Use dedicated hashtags (#drinkripples, #instacoffee, #coffeeart) to reach far beyond your immediate audience.
- Print trending topics or engage celebrities to gain the attention of their followers.
- Make Ripples the center of your next photo sharing competition - customers will become your brand ambassadors.
- Connect with your clients by printing their name (either right or “the Starbucks” way to increase interaction)
- Create a monthly “John Smith” day- invite people with a certain name to come get their free coffee with their name on it.
- Share, retweet and regram Ripples shared by your customers – a never ending flow of social media content is at your fingertips (just look for check-ins, hashtags and mentions.)
- Create an Instagram-friendly environment. Drinks with Ripples can create amazing buzz on social media if they’re taken at a good, photo-worthy setting. Good lighting, and pretty backgrounds with your shops’ branding can lead to viral recognition!





# Wow

Your guests

WITH EVERY SIP



i love  
you  
more than  
Coffee



# Some Inspiration from around the world

We recommend taking a sneak peak at a few of our customers' feeds:

- [Carrera café](#)
- [Bardot bars & coffee](#)
- [Birmingham Roast](#)
- [Prefer](#)
- [World of Beer](#)
- [Storchen Hotel Zurich](#)
- [The Setai Hotel Miami Beach](#)
- [Hilton Tel Aviv](#)
- [Rothschild Hotel](#)
- [Royal Beach Tel Aviv](#)





## Video Tutorials

With our video tutorial series you and your staff can learn how to master the Ripple Maker. Learn tips and tricks, general maintenance and resolving issues with our tutorials playlist.





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**For more marketing info and inquiries  
Email [marketing@steamcc.com](mailto:marketing@steamcc.com)**