

5 STRATEGIES

TO JUMPSTART YOUR DIGITAL FOOD BUSINESS TO SUCCESS



“ECOMMERCE ISN'T THE CHERRY ON THE CAKE,
IT'S THE NEW CAKE”

- JEAN PAUL AGO CEO L'OREAL -

1

SELL ONLINE WITH YOUR OWN E-COMMERCE APP



WHY DO RESTAURANTS NEED TO HAVE THEIR OWN E-COMMERCE STORE?

Inside your restaurant, you sell dishes and drinks for people to enjoy at their table. Online, you can sell that as well as goods and services for people to enjoy even if they can't make it into the restaurant. And you don't need to increase your costs to increase your revenue, making eCommerce a win-win for operators and guests alike.

WHY PUTTING YOUR E-COMMERCE STORE INSIDE MESSENGER IS THE BEST OPTION?

People today are using more devices to do their shopping, and they're using those devices in different ways and for different things. So putting E-commerce store inside Messenger is the best way to bridge that gap and turn more of these mobile prospects into paying customers.

WHAT ARE THE BENEFITS OF HAVING YOUR OWN RESTAURANT AN E-COMMERCE STORE OR APP?

- Convenience for Diners
- More Orders
- Marketing Opportunities
- No Commissions to Pay
- Reduce Costly Errors
- Automation - Great Asset of Online Ordering!

In short, online ordering include process automation, fewer mistakes, reduced waste, and improved customer satisfaction all around. Sounds pretty sweet, doesn't it?

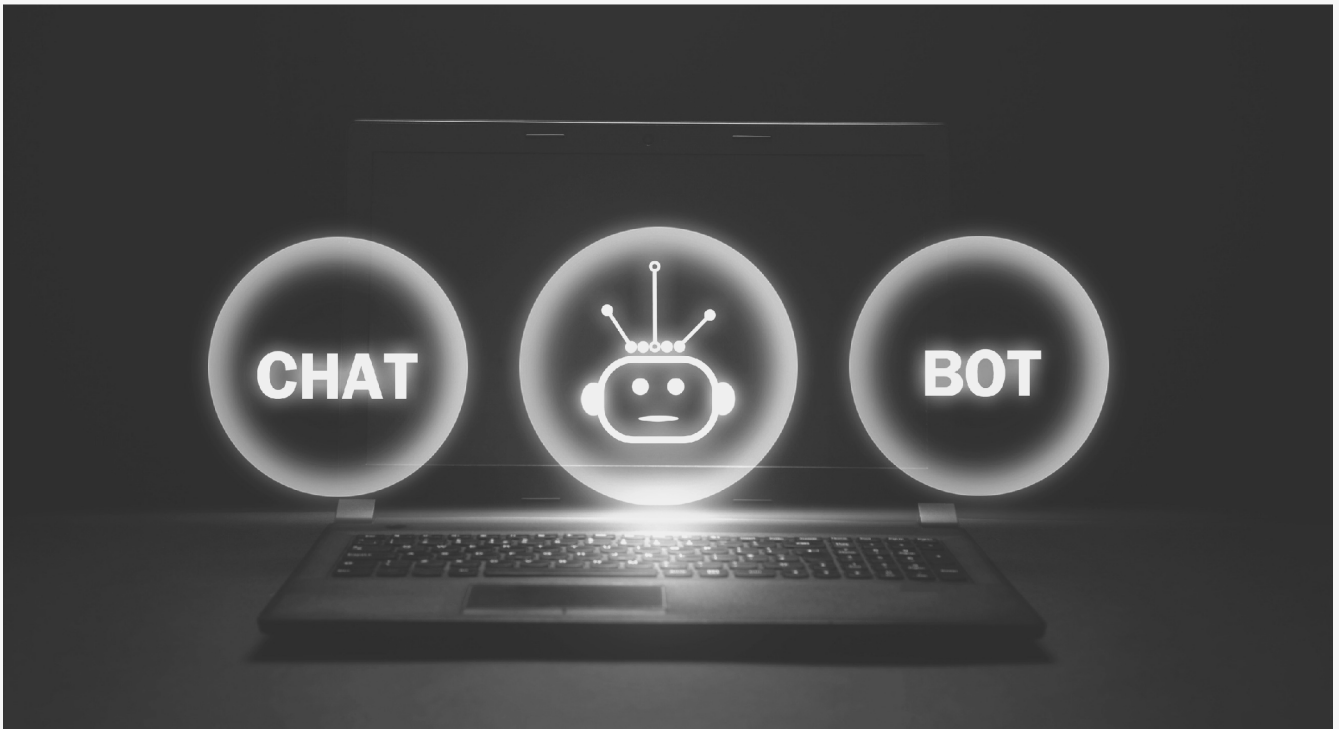
HOW TO CREATE YOUR OWN E-COMMERCE APP?

- Step 1: Sign up for Chathero
- Step 2: Choose the best plan for you
- Step 3: Get a domain name for your store
- Step 4: Pick your eCommerce template
- Step 5: Customize your eCommerce template
- Step 6: Add your products
- Step 7: Set up payment methods
- Step 8: Sort out your shipping settings
- Step 9: Preview, test... and publish your online store



2

AUTOMATE ORDER TAKING AND CUSTOMER SUPPORT WITH CHATBOT



**WHY DO RESTAURANTS NEED
TO HAVE THEIR OWN CHATBOT
IN MESSENGER?**

**WHAT ARE THE BENEFITS OF
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CHATBOT IN MESSENGER?**

Chatbots can help restaurants simultaneously improve customer service (thereby driving more customers to their physical businesses) and also free up time for their staff to spend improving their actual in-restaurant experience.

Chatbots essentially change the way we order, what is most notable is the fact that this makes the entire ordering process much easier and something that is more likely to be repeated by the customers.

What makes this process extraordinary is that the chatbot makes ordering a more enjoyable process.

AUTOMATE ORDER TAKING AND CUSTOMER SUPPORT WITH CHATBOT

How convenient would it be to use a service just by sending a message. . If you are using a messaging app then you don't have to switch to a different one to order food. You do it from your messaging app by simply sending a text to your favorite restaurant and rest is handled by the chatbot employed by the restaurant.

A chatbot is essentially a computer program that has information about various aspects of your business. A bot can act as a virtual agent which can be used as a one-stop solution for development, sales, and support. It gives you the option to scale your business pretty easily. It can be easily modified according to your requirements.

HOW TO CREATE YOUR MESSENGER CHATBOT?

Step 1: Have a Facebook Account

Step 2: Launch ChatHero

Step 3: Build your flow

Step 4: Connect Bot to Your Facebook Page

Step 5: Test Your Bot



3

ESTABLISH BRAND AWARENESS AND REACH MORE CUSTOMERS WITH SOCIAL MEDIA MARKETING



WHY DO RESTAURANTS NEED TO DO SOCIAL MEDIA MARKETING?

There are certain niches where it may make more sense to use social media within a marketing strategy, like retail and art. However, another niche that benefits massively from the online marketing world is restaurants.

In fact, 80% of consumers look online before going to a restaurant for the first time and 88% will go the same day they did the search. This means that people are very influenced by online reviews and the information they find through restaurant websites and social channels.

HOW TO OPTIMIZE YOUR SOCIAL MEDIA?

1. Take a Strategic Approach

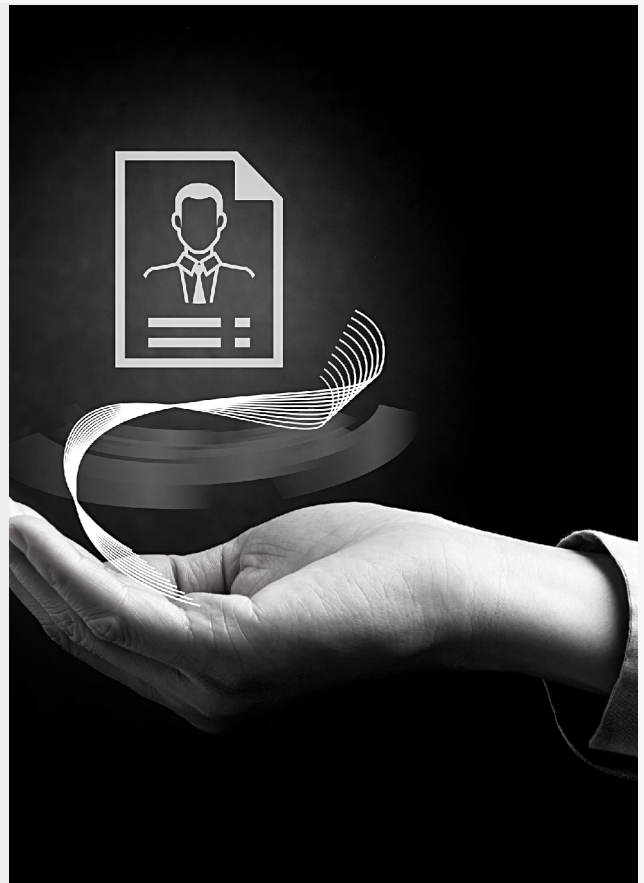
You need to realize that social media is in constant flux and change. It's a good idea to develop social media strategies so that you can always make sure your social media optimization strategy is "cutting-edge" and on the pulse of current trends. It's also important to make sure you have clear goals and expectations in mind and focus your efforts on social media platforms that are most likely to be frequented by your targeted audience.

2. Choose the Right Keywords

Having the right keywords is an essential part of successful social media optimization. Like SEO, keyword selection plays a key role in gaining traffic from your audience, and you must know what topics, keywords, and hashtags your audience uses to find information related to your industry. Social media optimization services are designed to help you maximize your chances of being found, and so hiring the services of a social media optimization company can go a long way in helping you to understand the right keywords for your audience.

3. Make a Winning Profile

Take the time to create a complete profile on every one of your social media accounts. Many businesses skip this step and miss a valuable opportunity to give their audience key information about their brand. Make it easier for people to find and recognize your brand with basic profile components like profile photos, bios, and a username that matches your brand.



4

GET INTO THE FOREFRONT OF YOUR CUSTOMER'S MINDS WITH SMS MARKETING



WHY DO RESTAURANTS NEED TO DO SMS MARKETING?

One of the top industries hugely benefiting from adopting mobile communications is hospitality. From restaurants, cafes, bars and caterers; text messaging can help you engage with staff, drive up loyalty with existing patrons and so much more – all with ease and affordability.

WHAT ARE THE BENEFITS OF SMS MARKETING FOR YOUR RESTAURANT/ FOOD BUSINESS?

If you're a restaurant owner looking to take your business to the next level, read on – and see 5 ways that you can take advantage of advanced SMS marketing:

- Send Lunch Specials.
- Promote Special Events and Offers to Regulars.
- Send Happy Hour Reminders to Workers Right Before Quitting Time.
- Alert Customers When Your Food Truck Moves.
- Text-Based Contests and Giveaways.

HOW TO IMPLEMENT SMS MARKETING FOR YOUR FOOD BUSINESS/ RESTAURANT?

Many restaurant managers and owners disregard text message marketing all together. Then, there are others who've read the compelling statistics, understand the impact, and make delivering this kind of promotional communication to their contacts and patrons top priority.

1. Make Sure People Opt-In to Receive Texts From You
2. Learn to Write Concise, Effective Calls to Action
3. Know Which Feelings Lead to Sales
4. Use Relevant Power Words to Evoke Emotions

THE EFFECTIVENESS OF SMS MARKETING

Sending SMS online has become one of the most effective marketing platforms due to open rates of 98%, high conversion, and its ability to boost other channels.



5

NURTURE MORE RELATIONSHIPS AND GET MORE REPEAT CUSTOMERS WITH E-MAIL MARKETING



WHY DO RESTAURANTS NEED TO DO E-MAIL MARKETING?

Email marketing can breathe fresh life into your restaurant. That's because it will give you a significant edge over your competition. When you have your customers' email addresses, you can keep them coming back to your restaurant over and over again.

YOU DO THIS BY SENDING EMAIL CAMPAIGNS THAT:

- Include promotional deals like discounts
- Inform customers about live events
- Gather feedback about your customers' experience
- Handle questions, concerns, or problems customers may have had
- Display new recipes or meals your restaurant is working on
- And so much more...

The point is that email marketing is one of the only channels that gives you direct access to your customer base.

WHAT ARE THE BENEFITS OF E-MAIL MARKETING FOR YOUR RESTAURANT/ FOOD BUSINESS?

- Affordable

Compared to traditional marketing, email marketing costs next to nothing.

- Easy to create

Email marketing is easy to implement, and it doesn't require large teams or lots of technical knowledge.

- Easy testing

It's incredibly easy to test parts of your emails and optimize them for the best ROI.

- Easy to share

When you send an email, every recipient can forward it to someone with the click of a button, giving you a huge potential reach for new customers.

5 WAYS YOU CAN BUILD AN EMAIL LIST FOR YOUR RESTAURANT

- Create a contact form. As a restaurant, your reservation page is considered your lead generation hub.
- Display appealing popups on your website.
- Ask customers to join your email list.
- Promote email-only offers.
- Create a referral campaign.



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