



DIGITAL
PUSHPIN

5 STRATEGIES TO JUMPSTART YOUR DIGITAL FOOD BUSINESS

*Success & Survival Guide for
Food Business in the New Normal.*

Building an E-commerce Business in 2021



"The advancements we saw in 2020 are only going to continue post-pandemic. The changes aren't a way to simply make it through — they're permanent and redefining what a meaningful retail experience can look like," David Rusenko, Square's Head of eCommerce."



David Rusenko
Square's Head

1 SELL ONLINE WITH YOUR OWN E-COMMERCE APP

Why do restaurants need to have their own E-commerce Store?

Customers have embraced online shopping, spending \$861.12 billion online with U.S. retailers in 2020, up 44% from 2019. While the move to selling and shopping online was accelerated by the pandemic, it's now changed consumer behavior and there's no going back.

Why putting your E-commerce store inside Messenger is the best option?

As for the e-commerce site, people have to enter the name of the website on their browser. But if the website is not so popular, clients will forget the name of the website. So, they can't access the website again, for they don't have history from the site.

On the other hand, as for the 'E-commerce in messenger', the virtual store will be uploaded in the client's messenger. And the history will be saved in the messenger. So they don't have to enter the name of your virtual shop in the browsers. So they can easily enter your virtual shop anytime they want.

Moreover, on E-commerce platforms inside messengers, clients can buy products in a private environment. They can also take suggestions from their friends and family via the same messenger easily, unlike e-commerce sites, without fluctuating between messenger and browser.



1 **SELL ONLINE WITH YOUR OWN E-COMMERCE APP**

Benefits of having your own restaurant E-commerce store or app?

Acquire customers.

Messenger helps you to simplify customer acquisition by providing a direct, conversational way for people to take action where they already spend their time.

Enable transactions.

Messenger can provide the in-store experience of speaking to a salesperson with the convenience of shopping online. Respond to inquiries and recommend relevant products to build trust in your business and drive more sales.

Drive awareness.

Building an experience on Messenger can help get your business, product, or service in front of more people. Whether you're launching a new product or driving awareness, conversation creates a meaningful connection with your business.

Show customers that you care.

Integrating Messenger into a customer service strategy allows customers to communicate with your business on their terms. No more waiting on hold or keeping website windows open. And the conversation stays in Messenger, an easily accessible spot for questions and re-engagement.

How to create your own E-commerce App?

E-commerce app development from scratch may require years. This means you need to have deep pockets to shell out fat checks to the agency you hired or hire a full-time development team to create the app and maintain it later.

Choose an app layout to your liking. Customize it to enhance user engagement. Drag and Drop feature like loyalty, payment, etc. Create a shopping app without any hassle. Publish your app on Google Play and iTunes. Expand your business reach with your own Store app.

2 **AUTOMATE ORDER TRACKING & CUSTOMER SUPPORT WITH CHATBOT.**



Why do restaurants need to have their own Chatbot?

With ChatBots becoming the mainstream, various industries are using them as they offer greater and less intrusive opportunities when it comes to customer engagement (especially for hyperconnected millennials).

Chatbots, as virtual assistants, are applications designed to perform certain tasks completely autonomously without the need for human supervision, management, or authorization. These bots are extremely useful when implemented in messaging applications such as Facebook or WhatsApp.

Benefits of having your own restaurant Chatbot in Messenger?

Designed to communicate meaningfully with customers, ChatBots can be integrated with any interface (Facebook, Slack, or Telegram, to name a few). For example, Domino's pizza bot receives orders directly from Facebook Messenger with a simple emoji.

You can set up a chatbot to show the menu, table availability and provide reservation management, so your customers no longer need to make a call to reserve a table, wait for service, or wait in line for tables. Restaurants also do not need to have exclusive personnel for customers.

Bots can be programmed **to perform tasks ranging from answering frequently asked questions, making a reservation, ordering food, or processing payment.**

How to create your chatbot?

The Chatbot feature is located on the Live Dashboard in Creator Studio, under the Creative Tools tab. Tools like Chatfuel, Botsify, and OnSequel will let you create a chatbot without complicated programming.

3 ESTABLISH BRAND AWARENESS AND REACH MORE CUSTOMERS WITH SOCIAL MEDIA MARKETING

Why do restaurants need to do social media marketing?

There are now over 3.48 billion social media users – and that number is always growing. If you're looking for a way to reach a broader audience, then knowing how to use social media for your restaurant is essential to growing your customer opportunities.

Restaurants make regular social media posts a daily routine. Capturing the attention of potential guests is no small task, and while social media management may seem overwhelming to your already packed schedule, there are tools in the web that can help you get the word out.

What are the benefits of Social Media Marketing for your Food business?

Research shows that 91 percent of people regularly or occasionally read online reviews, and 84 percent trust online reviews as much as a personal recommendation. That's why it is your responsibility as a restaurant owner to keep up with the latest social media marketing trends to stay competitive.

Promotes Brand Awareness

Creating a buzz around your brand can generate more sales and better brand awareness. In doing this, your business becomes a hot topic among the community and sets your restaurant apart from nearby competitors.

Builds Credibility with Industry Authority

Social media gives you a platform and voice to build that expertise with your audience. Establishing an online presence helps people trust your brand, and it also lets them know that your business is an active competitor within the industry.

Creates Customer Trust and Loyalty

Social media is all about telling a story about your brand. Within this story, your audience will generate a sense of trust and loyalty towards you and your business. However, using storytelling to create customer trust and loyalty isn't easy.

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ESTABLISH BRAND AWARENESS AND REACH MORE CUSTOMERS WITH SOCIAL MEDIA MARKETING

How to optimize your social media pages?

Optimize your strategy

Start by ensuring you have clear goals and objectives. You should know what you want to achieve with your social media campaign. Whether it's increasing brand exposure, driving leads, or earning conversions, you must know what you want to accomplish.

Conduct keyword research

You must know what topics, keywords, and hashtags your audience uses to find information about your industry. By understanding how your audience searches on social media, you can optimize your social strategy to drive more people to your page.

Optimize your profile

Optimizing your social profile is an excellent social media optimization technique to help you drive more high-value users to your page. Build a strong foundation. Your foundation starts with your social profile.

Optimize your content

Engage your audience on social media sites and get them to interact on your social media profiles, by liking, commenting, and sharing posts.

Use hashtags

When you use hashtags, you help your posts get more reach. It makes it easier for people to find your content, even if they aren't following your business.

Solidify your posting schedule

It's essential to find the right time to post content. Your audience isn't always online to engage with your information. You must find the right time to post to maximize engagement.

Monitor your campaign

By monitoring your campaign, you'll better optimize your social strategy and drive better results for your business.

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

Why do restaurants need to do SMS marketing?

Did you know that 81% of consumers search for restaurants on their mobile devices? If you're wondering how effective restaurant SMS marketing is, just take a look around your venue. Mobile devices are everywhere. People use their smartphones to decide where to eat, what to eat, and whom to eat with. Some people are so intertwined with their phones that they will browse their social networks while eating.

This means that SMS marketing for restaurants represents the perfect channel for reaching out to customers. Interestingly enough, compared with other industries, bars and restaurants have been slow to adopt text marketing.

Many restaurant owners have turned something as bland as their restaurant tables into a marketing opportunity, by covering tablecloths with ads that promote their opt-in SMS marketing campaign.

What are the benefits of SMS Marketing for your restaurant/food business?

SMS marketing for restaurants makes a lot of sense. There are many benefits to this strategy that you should consider, including good ROI, low price, convenience, and effectiveness. An enticing text with an SMS short code, sent at the right time, can attract hundreds of customers. Automated texts with appointment reminders can save you a lot of hard-earned money. Here are the key benefits of text marketing for restaurants:

- Convenient event-based SMS marketing
- Great return on investment (ROI)
- Cost-effective
- Customer loyalty and return visits
- Great reach

How to implement SMS Marketing in your Food business/restaurant?

- Drive online orders
- Send texts when a customer's food or table is ready
- Manage curbside pickup
- Manage reservations by SMS
- Create an SMS loyalty program

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

Why do restaurants need to do E-mail marketing?

Brick-and-mortar shops, like restaurants, require a different approach to attract members of the community.

And email simply isn't designed to build the kind of personal relationship needed to get more loyal customers, right?

Wrong.

In fact, email marketing can breathe fresh life into your restaurant. That's because it will give you a significant edge over your competition.

The fact is that most restaurant owners are so busy running their actual restaurant, they neglect BIG opportunities to scale through smart digital marketing strategies. But when you have your customers' email addresses, you can keep them coming back to your restaurant over and over again.

What are the benefits of E-mail Marketing for your restaurant/food business?

Affordable

Compared to traditional marketing, email marketing costs next to nothing. With email, there are no print or postage fees, and you won't have to worry about paying for exposure in a magazine or television commercial. With that low cost of entry, email marketing has the potential to be one of the most dynamic, cost-effective marketing strategies you could possibly use for your restaurant. It can even be more effective than a TV ad!



5 NURTURE MORE RELATIONSHIPS AND GET MORE CUSTOMERS WITH E-MAIL MARKETING.

What are the benefits of E-mail Marketing for your restaurant/Food business?

> Easy to create

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

> 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.

To take it a step further, you can add social sharing buttons to your emails to encourage people to talk about you on Facebook, Twitter, Instagram, and more.

Even if only one or two people follow through with it, you're still building your restaurant's brand by exposing your name to new people.



Need help in implementing these strategies?

Book a FREE consultation TODAY.



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