

SPILLOVER

Restaurant Digital Marketing Solutions



Promoting Online Ordering

Grow your business with
online ordering directly on
your restaurant's site.



**Promote Effectively.
Grow Your Audience.**

SPILLOVER

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This guide is to help you promote your new online ordering solution. After you go live you will receive a URL link for your Online Ordering solution that you can publish anywhere your business has a presence on the internet. Here are some quick and easy tips to help you let the world know you are ready to take online orders.

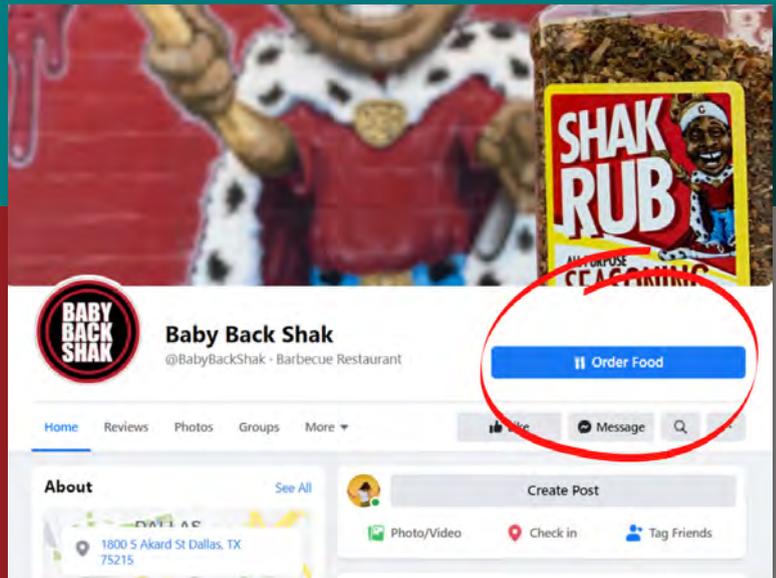
HOT TIP: One of the advantages of having your own online ordering solution is the ability to collect information on your customers, their preferences and purchasing habits. This allows you to create targeted marketing campaigns that can help grow your business. If you have Spillover's Internet Marketing System, you can automate all of this using our Dynamic Intelligent Automated Messaging (DIME).

Offer your customers discounts and free food for ordering directly with you through your website. Make it worth their time.

SOCIAL MEDIA

Make sure you update/add your website or online ordering URL link on your Social Media accounts (Facebook, Instagram & Twitter).

HOT TIP: Facebook now allows you to create an Online Order Button on your business page.



It is so important to let all of your followers on Facebook, Instagram and Twitter know that you are LIVE and ready to receive orders.

Get found with hashtags: use #onlineordering #orderonline

EMAIL MARKETING



“We have online ordering! Order directly from our website and get 20% off your first order today!”



It's also important to let your regular customers and eClub members know that you're ready to receive orders, and there's no easier way than an email blast! With Spillover's Internet Marketing System you have a wide range of pre-built email templates at your disposal, ready to help take all the guesswork out of crafting a beautiful custom email.

Be sure to add your online ordering link or website link to your email blast so that customers can click on a button and immediately place an order.

HOT TIP: Consider including an Online Order Discount Coupon to entice eClub members to place an order! With Spillover's Online Ordering Solution, it's really easy to create discount coupons, contact Spillover Support if you need help.

PRINTED FLYERS

If you also use a 3rd party ordering/delivery service, consider adding a printed flyer to every order that promotes your direct online ordering business. Let your customers know that they can support you during these tough COVID times by placing their orders directly with you rather than using a 3rd party service that takes a very large commission.

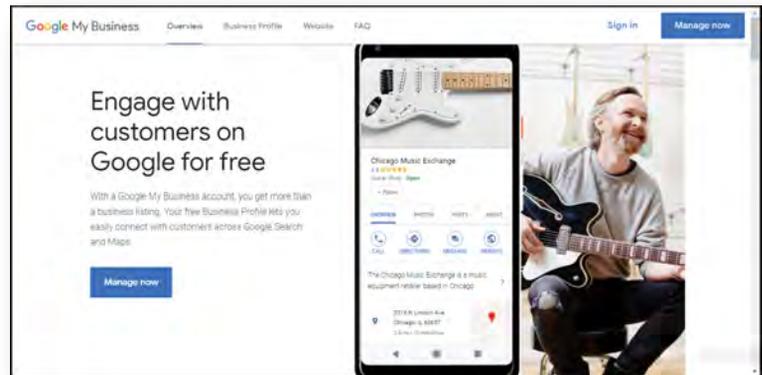


HOT TIP: You can easily add a QR Code to the printed flyer that will allow your customers link directly to your Online Ordering solution by scanning the code with their phone. Our Support team is also happy to create a QR code for you, just log a support ticket and we'll send it to you.

HOT TIP: Consider also including an Online Order Discount Coupon Code to entice customers to place an order directly with you.

Contact Spillover Support if you need help

GOOGLE, YELP, OTHER ONLINE PROFILES

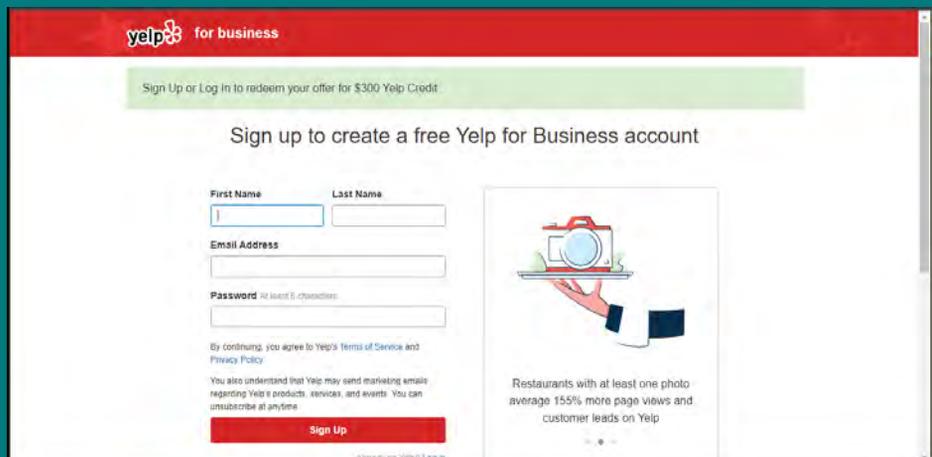


Go to Google and Yelp to claim your business (if you have not already) and update your website and/or online order links. It is simple to do and will help attract online customers.

USEFUL LINKS

Google My Business
www.google.com/business

Yelp for Business
www.biz.yelp.com



WEBSITE

If Spillover built your website, have no fear, we will add your online ordering link and "Order Online" button for you. If you or someone else is managing your website you will be responsible for updating/adding the link.

HOT TIP: We recommend you place it in the navigation as well as having a prominent button on display on the home page. (See image below)

