

ACTION PLAN TO HELP YOUR BUSINESS

**THROUGH THESE UNCERTAIN TIMES
AND OUT OF THE OTHERSIDE ONTO**

A PROFITABLE FUTURE

Presented by



HERE FOR YOU

Dear business owner,

I hope you and your families are well.

My name is Adrian Owen. I am the owner of Mobi24/7 (t/a Horizon e-Media) and I help local business owners with internet and mobile technology. I care about the future of our local communities.

I know things are very challenging at the minute, but please remember, you are not on your own! Although it can be very tough, try to keep a positive attitude.

Following the new government guidelines, many of us have found ourselves adjusting to self-isolation and social distancing. Your competition is getting hot, and in this current climate, you need to know how to promote your restaurant business in order to make it stand out from the rest. That means making small changes to your marketing strategy to attract your target market. I have put together some helpful advice and suggestions for your business.

Please, if you have any questions, don't hesitate to give me a call or text.

Kind Regards

Adrian Owen

Proprietor

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KEEP YOUR INFORMATION UP TO DATE

Nowadays, people are on their mobiles most of the time. It's important to be active where your customers spend their time. They are using search engines like Google and Yahoo or social media sites like Facebook to find Fast Food options. You need to keep this information up to date and accurate. State how your business is dealing with Covid-19 and its new options.



THINGS TO DO

- 
- Google search your business
 - If you haven't already, claim your Google My Business
 - Update your Google My Business Profile
 - Claim website listings
 - Edit your description
 - Update you current opening hours
 - Is your info up to date?
 - Add update posts

Do this for all your online listings e.g. Trip Advisor, Facebook

SPEND 10 MINUTES ON EACH

ENGAGE WITH YOUR AUDIENCE

Use social media to engage with your audience. The average internet user spends more time on social media than on Yahoo, Google and YouTube combined? This is the time to find all those new customers you have been looking for without all of the effort.


Good communication is vital for your business. People are using social media constantly, especially now more than ever before. They are interacting with each other, checking for updates from companies and businesses they follow and looking for new things to do.

If you haven't signed up for Facebook yet, do so right now! You need to post on Facebook what current health measures you have in place, what's currently on your menu, your delivery options and anything new that is happening with your business.

Try to get **comments** as well as **likes**, this enable you to reach new customers.



WHAT TO
POST?



Post on Facebook, Twitter, Instagram
and Google My Business

- Post photos
- Post discounts
- Post offers
- Post your delivery options
- Post customer surveys
- Post competitions (If you share my post, win a prize)

REMEMBER TO POST AT LEAST 3 TIMES A DAY!

HOME DELIVERIES

The government have set out strict rules for people to stay at home. Cafes, Pubs and Restaurants have been told to close. Food outlets need to use food delivery services if they are not using them already.

Some customers do not like using delivery services, but times are changing, and everyone is starting to jump on that band wagon. Most people do not like being left behind and will start to search for themselves. You need to put yourselves out there, so they find you first, start to frequently promote your delivery options.



THINGS TO DO



Check to see which delivery services operate in your area.

- Deliveroo
- Just eat
- Foodhub
- One Delivery
- easyFood
- Uber Eats
- Zoom
- EatFirst
- SimplyFastFood

Get registered!

When you register, ignore all the offers and add on options, just get to the end of the process then you can start uploading what you have to offer as soon as you can.

RETARGETING VISITORS

Social media provides the easiest and quickest way to connect, communicate and engage with your target audience and drive customers back towards your business.

Facebook can identify customers who have visited your website by saving the pixel of the browser. The Facebook pixel is a code that you place on your website, that collects data, that helps you track conversations.



THINGS TO DO

- Install the Facebook Pixel on your website
- Boost a Facebook post
- Keep your budget small, then increase it for the posts that do well
- Target your online ordering system
- Make varieties of the same sort of add to see which is popular
- Offer incentives that will entice customers to visit your restaurant

SPEND A COUPLE OF HOURS ON THIS

THE DELIVERY

Third party delivery services tend to take a good chunk of your profits and reduce your customer interaction.

Offering something that connects with each customer like vouchers or a VIP Club invitation, will see an increase in customers communicating directly with you.



THINGS TO DO

- 
- Include a discount voucher with every order

BE A ROLE MODEL

You need to show people that you are following the government guidance by putting it into practice.



THINGS TO DO

- Mark off a tape line to show the 2m safe distance
- Give drivers clear instructions to wait outside for orders
- Put clear signage in your windows

Check the government guidance for food businesses on coronavirus (COVID-19)

- Use additional signage to ask customers not to enter the shop if they have symptoms
- Regulate entry so that the premises do not become overcrowded
- Use floor markings inside the commercial spaces to facilitate compliance with the social distancing advice of 2 metres, particularly in the most crowded areas, such as serving counters and tills
- Use vertical signage to direct customers into lanes if feasible to facilitate movement within the premises while maintaining 2 metre distance
- Make regular announcements to remind customers to follow social distancing advice and clean their hands regularly
- Place plexiglass barriers at tills and counters if feasible, as an additional element of protection for workers and customers
- Encourage the use of contactless payments where possible, without disadvantaging older or vulnerable customers
- Provide additional pop-up handwashing stations or facilities if possible, providing soap, water and hand sanitiser

For further guidance see www.gov.uk

REVIEW THE MENU

Waiting times are at a national high due to the current situation. You need to entice them by keeping waiting times down, to prevent customers from moving on to your competition.

Cut waiting times by promoting the dishes that are easier to be prepare.

Use dishes that are popular and with the highest profit margin.



THINGS TO DO



- Simplify the menu
- Promote your menu on social media platforms
- Publish menus weekly
- Add a text only menu listing tab on Google My Business
- Don't post too many photos, keep it simple, you don't want to distract customers from ordering
- Add a food ordering system on Facebook


VOUCHERS

Get a guaranteed income now by offering gift vouchers to pay bills now.

Start selling gift vouchers for when it is safe to go out again. Vouchers will target customers when they can finally leave their homes. They will want to celebrate in groups ideally in your restaurant. Gift vouchers will entice them back.



THINGS TO DO

- 
- Use a digital company like www.restaurantchoice.co.uk or www.voucherexpress.co.uk
 - Use www.groupon.co.uk for voucher codes
 - Print your own gift vouchers

SPEND AT LEAST AN HOUR ON THIS

VIP CLUB

Target existing customers by inviting them to join your VIP Club, where you can target them with reduced prices and free perks.

Customers opt-in by using their mobile phones by sending a text message.

Text messages then can be sent to your most loyal customers on the list. This is the most direct, trusted and immediate method of contacting your customers. Offers can then be redeemed on the same day.



THINGS TO DO

- Save 10% this week on
- Two for one
- Buy one get one half price
- Free desert with any
- Get £5 off when spending over £35
- VIPs only offer
- This weekend only
- Quote 'this word' to get
- Daily/Lunch specials

Promo codes can be added onto the end of orders to receive discount.

A text message to a VIP Club member is a cheap and reliable way of interacting with customers without the need for advertisement.

HERE TO HELP

This is a quick and easy guide to show you many marketing strategies available to you and your business to help build and grow your business.

We offer many other solutions to help with your business:

WiFi Marketing

SMS Marketing

NFC and Scancode Marketing

Mobile Wallet Loyalty

Further resources can be found here:

www.mobi247.co.uk

www.whoscallingme.co.uk

www.engagement-reminder.co.uk

<https://www.facebook.com/letsgomobi247/>

<https://www.facebook.com/thesocialmediabureau/>

<https://www.facebook.com/MystiqueDemoPage/>

