

# SOCIAL MEDIA SUCCESS KIT

HOW TO PROMOTE YOUR PICK UP & DELIVERY  
OFFERING TO YOUR CUSTOMERS



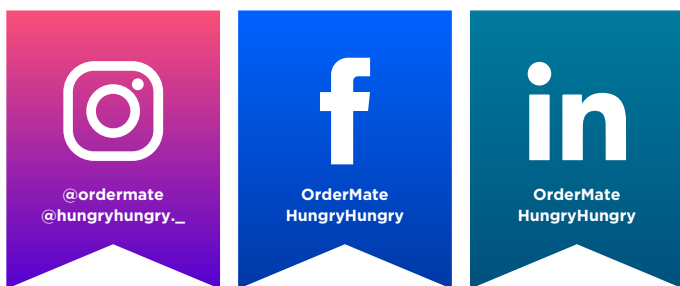
## OUR INDUSTRY IS GOING THROUGH ONE OF ITS TOUGHEST CHALLENGES

OrderMate is here to help you generate revenue, remain open and get through this

We have put together a list of resources to help you further develop your online presence. We recommend you to spend some time digesting this content and coming up a strategy to ramp up your social media activities during this time

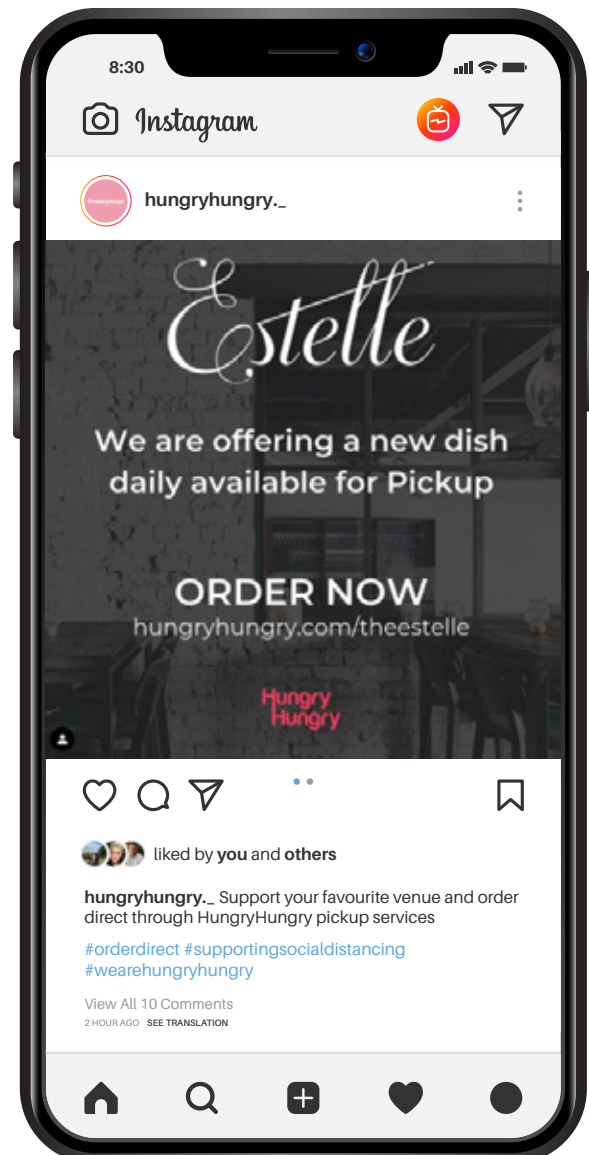
# Let's start with the basics, you will find us on all the main socials.

We are always up for sharing and posting your venues content, so keeping us tagged and in touch is a must!



Our aim is to showcase as many of our venues as we can, including re-posting of your content, creating graphics to show your online menu and any other of your visual content.

To create the best possible content for you, we would love for you to send us any content via our Facebook Messenger, our team will then use it to feature your venue through our social platforms.



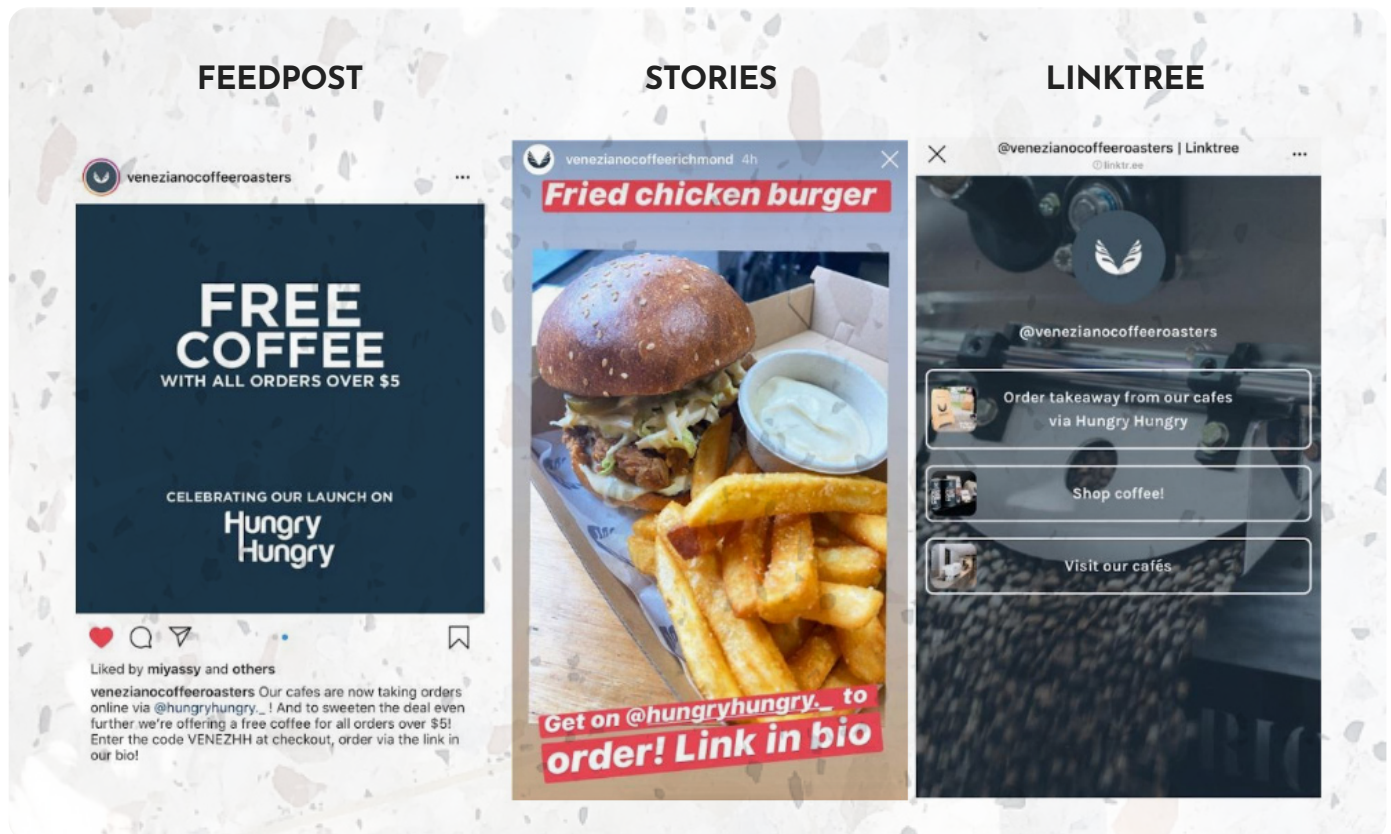
# We want you to have success with OrderMate

...here are our suggestions to boost awareness.

## TO-DO LIST:

1. Include your custom menu link to your ordering page in Facebook and Instagram bio
2. Add a sentence in your bio pages to prompt your followers that you are now offering online ordering, pick-up, drive-up or delivery
3. Schedule your post announcing that you are live with this feature

## Some content ideas to get your creative juices flowing



## #HASHTAGS:

Make sure that when you are posting you are using relevant hashtags to the state of play, the industry and your own branding or offering.

**#helpinghospo #heretohelp #savehospo #onlineordering #restaurants #hospitality #inthisitogether #orderdirect #contactfree #supporteachother #supportingsocialdistancing #hospitalitystrong #gosupportyourlocal #supportlocal #stayhome #hungryhungry #hungryhungryheretohelp #wearehungryhungry #ordermate #theordermateway**

There are a number of ways that we can collaborate to increase brand awareness for your venue, alongside the OrderMate platform.



## Some ideas we've seen work for venue partners:

- ✓ A promo code that can only be used on your online ordering platform that offers either a discounted total or a free item
- ✓ A competition or giveaway that includes a dollar amount prize, that can only be used on the platform. This doesn't have to be massive
- ✓ Arrangements of bloggers & Instagram influencers to use your new online ordering, pickup, drive-up or delivery, then promoting it on their social media



If you are wanting to take things one step further, the team has provided some direct links to resources to assist you with further content promotion via Paid Social Media Channels.

## Google My Business

# Why Google My Business is crucial to your venue

- On the global scale, Google has 90.46% of the search engine market share
- On average, only 0.78% of Google searches move through to the second page of search results

When your GMB listing shows up at the top right of page 1 on Google, you're occupying extremely valuable real estate. This free listing does a lot for your business and keeping it updated and accurate is very valuable.

## TO-DO LIST

- 1. Update your listing**  
Ensure your details are correct and if you're offering something new eg an event, you can post on GMB about it
- 2. Get reviews**  
We suggest to prompt your social media followers to sign up for emails and then you can reach out to them with a follow-up email to encourage reviews. But be wary of trying to add reviews from inside your company as Google is fairly good at finding out and will penalise you (SEO wise) for this
- 3. Post events and articles**  
Utilise the Posts section on GMB to share upcoming events, promotions, articles and updates so that your listing will have higher chance of engagement
- 4. Upload photos**  
Post pictures of the inside and outside of your venue and your community, if possible consider creating Google 360 images. Encourage your customers to upload photos as well

# Reputation Management

Research shows that customers are 45% more likely to visit your business if your company responds to negative reviews.

## Basics to responding to reviews

- ✓ Answering positive reviews
- ✓ Respond quickly
- ✓ Acknowledge them by name
- ✓ Show your gratitude
- ✓ Provide additional value
- ✓ Encourage them to advocate
- ✓ Include a friendly sign-off

## Dealing with negative reviews

- ✓ Assess and evaluate the feedback internally first
- ✓ Publicly respond to the review
- ✓ Be transparent about mistakes
- ✓ Ask questions when details aren't clear
- ✓ Empathise and offer solutions
- ✓ Sign your name
- ✓ Request an update for review

## Dealing with mixed reviews

- ✓ Greet and thank the reviewer for taking the time to write a review
- ✓ Acknowledge the positive(s) in the review and why it/they made the reviewer satisfied with your service
- ✓ Apologise for your missteps and explain how you'll use the feedback to improve
- ✓ If the negative largely overpowers the review, offer to make it up to the reviewer in a private conversation by providing your contact information
- ✓ Thank the reviewer again and sign off with your name

