



Driving traffic to your **online ordering website**

4 digital marketing methods
to help you keep running
during COVID-19

Introduction

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- Do your research
- Optimize your account

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Introduction

With dining rooms closed indefinitely, operators are shifting to digital ordering and no- or low-contact pickup options, from takeout and curbside, to drive-thru and/or **delivery**.

Digital marketing is key to promoting your online ordering site. Here, we offer tips to drive traffic to your site, engage users and drive revenue.

Before you start

Know your audience

Start with consumers' go-to sites for dining options and reviews, such as Google My Business, Yelp and Bing. Make sure you've claimed your restaurant's business listing(s) on these top review sites and keep them updated with your hours of operation, contact information, current menu and link to your website.

Consider creating a Facebook page and using visual platforms like Instagram to share images of your dishes.

Create a posting calendar

Make a simple calendar so you know what you'll promote and when. Plan to post to your social media platforms a few times a week, inviting followers to order at your website—make sure to include a link.

Do your research

Take a look at what restaurants in your area are doing on social media. Start by picking three of your favorite restaurants to spark new marketing ideas.

Don't forget to link to your online ordering website on all social media and review sites.

Optimize your account

Use cover photos to showcase popular and appetizing menu items or share your brand's story. Include your logo or photo of your restaurant's exterior in your profile picture, and use the same one across platforms so you're recognizable everywhere.

Helpful resources to go live on social:

Social Platforms



[Facebook Business Pages](#)



[Instagram for Businesses](#)



[Twitter Business](#)

Online Listings



[Google My Business](#)



[Bing for Business](#)



[Yelp](#)

Get creative

To maximize your restaurant's impact on social media, you should always be growing your follower base. But how do you get more of your audience to follow you online and engage? Try these 4 tips:

#1: Showcase your brand's personality

Consumers are more likely to order online from restaurants that connect on a personal level. So consider humanizing your brand by taking customers "behind the scenes" on social:



Highlight your most **popular menu choices**



Share the **safety measures** you're taking



Showcase the **culinary artistry of your kitchen** staff (not only does this show off the kinds of food your restaurant serves, but it also highlights your employee talent and enthusiasm)



Include **interactive posts**, such as Facebook Live video, Instagram stories or Twitter polls

#2: Be purposeful with hashtags

Hashtags help those interested in your topic to find it when they search. So use carefully-considered hashtags to show off your restaurant's personality and capitalize on events occurring locally or across the industry, such as #takeouttuesday or #onlineordering.

Keep your signature hashtag short so it's easy to remember, but also fun and relevant so your followers will want to use it.

Avoid using overly vague hashtags by themselves, such as #restaurant or #takeout, and add local and regional ones too, such as #[insertcityname]restaurant.

Creating the perfect hashtag

- Where are you located?
- What are you posting?
- Who do you want to see this post?
- Who do you want to share your post?

Get creative

#3: Take snapshots that sizzle

Here are 3 tips for capturing great pics that grab attention and encourage guests to order online:



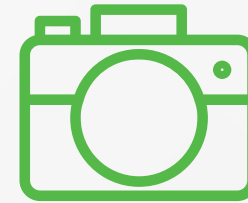
Hit the senses:

Photos should show just how delicious and thoughtful your dish is. Show details that trigger their senses, like zooming in on textures and ingredients or showing a dramatic plating. Keep the photo space decluttered, and use props that enhance—not detract.



Use great lighting:

Photograph your dishes using lots of natural lighting, if possible, and try to avoid shooting in dark areas so your photos don't turn out grainy. If you have a large window, try taking the photo near it while having another person hold a large white piece of fabric or other material on the opposite side of the window to bounce the light back.



Test your angles:

Having a unique spin is essential to making sure your photos stand out on social. So highlight details that are unique to your restaurant, or shoot from different angles (overhead, 45-degrees, etc.) until the shot captures your food and brand personality.

#4: Stay in step with what's happening

Be on the lookout for moments that could translate into great content, such as a local event where your restaurant got involved with your community. It could turn into an opportunity to build goodwill—just from sharing a quick post, photo or video.

Engage your customers

Connect with loyal customers through social media

Here are 5 easy ways to use social media to connect with loyal customers:

1. **Use Instagram & Facebook Stories** to share content featuring a recipe development for your takeout menu, cooking tutorials or what you made for breakfast (seriously!)
2. **Create a promotion specific to social media** to activate channels to entertain and connect during social distancing—take advantage of this unique, captive audience and offer something they can use now
3. **Go Live** to share creative video content and stream to your audience in real time, such as showing how your food is prepped, or how you are taking efforts to support social distancing
4. **Show support for those on the front lines of the pandemic** and use your restaurant's community influence to thank essential workers, like those in healthcare, to generate some goodwill
5. **Don't forget to drive customers to your channels** by using your email list, food packaging and storefront signage, if foot traffic is applicable to your restaurant, to let your customers know you're sharing things like new specials or contactless delivery instructions on Facebook or Instagram



[See 5 ways to use social media](#) to connect with loyal customers

Engage your customers

Use live video for increased engagement

Live video can help drive new customers to your restaurant. Follow these tips to serve up awesome live videos on social.

Promote your live event beforehand

- Use social posts and email to promote your live event in time for people to plan to attend
- Don't forget to include time, date and what they can expect to watch

5 creative ideas for hosting a live video:

- Create a live cooking demonstration of a popular dish
- Highlight a member of your staff
- Share kitchen safety tips & tricks
- Showcase fresh product and food prep
- Live Q&A session with you or your chef



Engage your customers

Online reviews are important, too

A positive review can help you gain trust and encourage prospective customers to visit your ordering website and menu. Here are 5 ways to get more reviews:

- Ask customers directly for a review during pickup
- Ask for reviews in a flyer that accompanies a takeout order
- Link to your online review sites in your emails
- Ask for reviews in a social media post
- Add review links on your online ordering website



Get more engagement

Good social media etiquette involves listening to and responding with your followers. Instead of just posting content online, find ways to interact with your restaurant's fans when they engage you.

Listen and learn

Social media can help you understand your target audience better. Whether customers are talking about specific service experiences or having broader conversations about food and hospitality, listen to customer sentiments to identify areas to improve upon or deliver more of what customers want.

Join the conversation

When someone interacts with one of your social media posts or online listings, shoot over a quick response. This shows customers you appreciate the effort they put into engaging with your restaurant online.

Here are some additional ideas to drive revenue and engagement while your dining room is closed.

Leverage email marketing

Email is a great way to let your customers know you're open for business online. Use existing email lists, or compile a list of current customers, then try these methods to build effective email campaigns:

Send promotional discounts

Include email offers, such as a coupon.

Since over 50% of all emails are opened on mobile devices, a well-timed email could drive someone to your site to order for curbside pickup later.

Put the savings in your subject line.

Add the specific dollar amount or percentage off or try using the words, "savings," "coupon," or "discount" to entice your subscriber to open the email.

Build a compelling call to action (CTA)

CTAs can be anything from "get your coupon" to "visit us online." And they're almost always an active link.

To drive customers to your online ordering site, most of your email body text should drive toward this action—finish it by including the specific action you want them to take ("visit us online").

Things like promo codes, special offers or menu changes can increase web traffic, so consider including those with your CTA ("get your promo code," "see our new menu," etc.). Be sure the CTA links directly to the page or section on your ordering site that you want to drive to—such as your coupon page or your new menu page.

[See ways to communicate](#) to customers during covid19

Engage through actionable subject lines

Tell 'em what's inside - New online experience, hours or menu? Put that in your subject line so they know what's inside.

Make them care - Compelling subject lines tee up something the user cares about—so put yourself in your customer's shoes and include what's likely to be valuable to them and entice them to open.

Cut the fluff - Don't cram your entire message into the subject line (then they have no reason to open it). Cut unnecessary words and shoot for a subject line of six words or less.



NCR is here to help you **#KeepCommerceRunning**

For more information on transitioning to online-only operations and other solutions, guidance and resources, please contact NCR at **1-800-CALL-NCR** or visit **[NCR.com/restaurants](https://www.ncr.com/restaurants)**.

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