



# **10 STEPS** after launching an online food ordering system

# Introduction

We live in times where people often look for information on the Internet. A food ordering system has become trendy in restaurants and is slowly taking over telephone orders. Hence, if your restaurant is not available on the Internet, it's almost like it never existed. Are there any exceptional benefits of being present online? Which restaurants have a realistic chance of becoming popular on the Internet?

The first step that will be decisive when it comes to increasing the sales and profits of your restaurant is launching an online ordering system on the restaurant website and in the mobile application. This is a good start! Nevertheless, in order to fully benefit from the possibilities that are provided by an online food ordering system, you will need to undertake several other activities.

We have prepared this eBook especially for you to show you the steps you need to take when starting your adventure with the online ordering system, either on your restaurant website, or through the mobile app. In order to fully take advantage of the possibilities given by this solution, you should do a few more things at the beginning. Your customers must find out about this new method of ordering food at your restaurant.

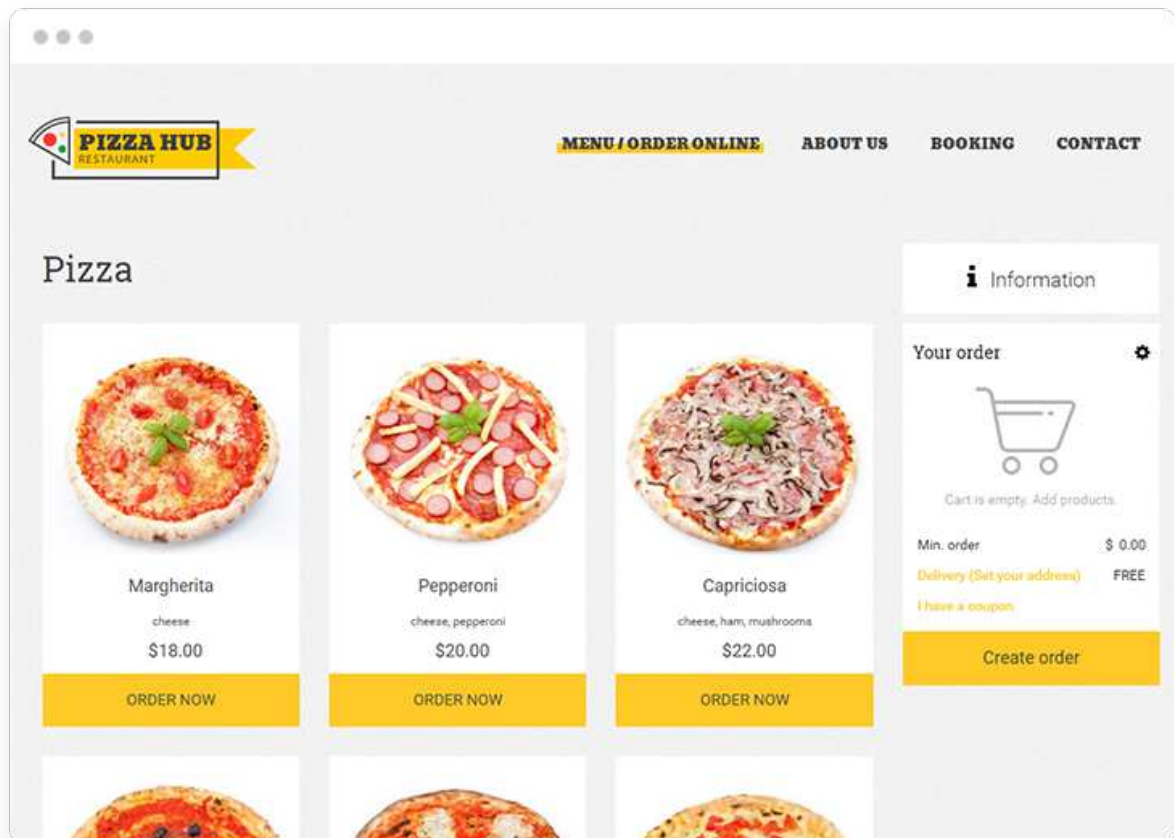
Enjoy the read!

Launching an online food ordering system on your restaurant website is an important step towards increasing your profit. Nevertheless, in order to take full advantage of the possibilities offered by this solution, you should do a few more things at the beginning. So, what should you keep in mind?

## 1. Include and expose information on your restaurant website

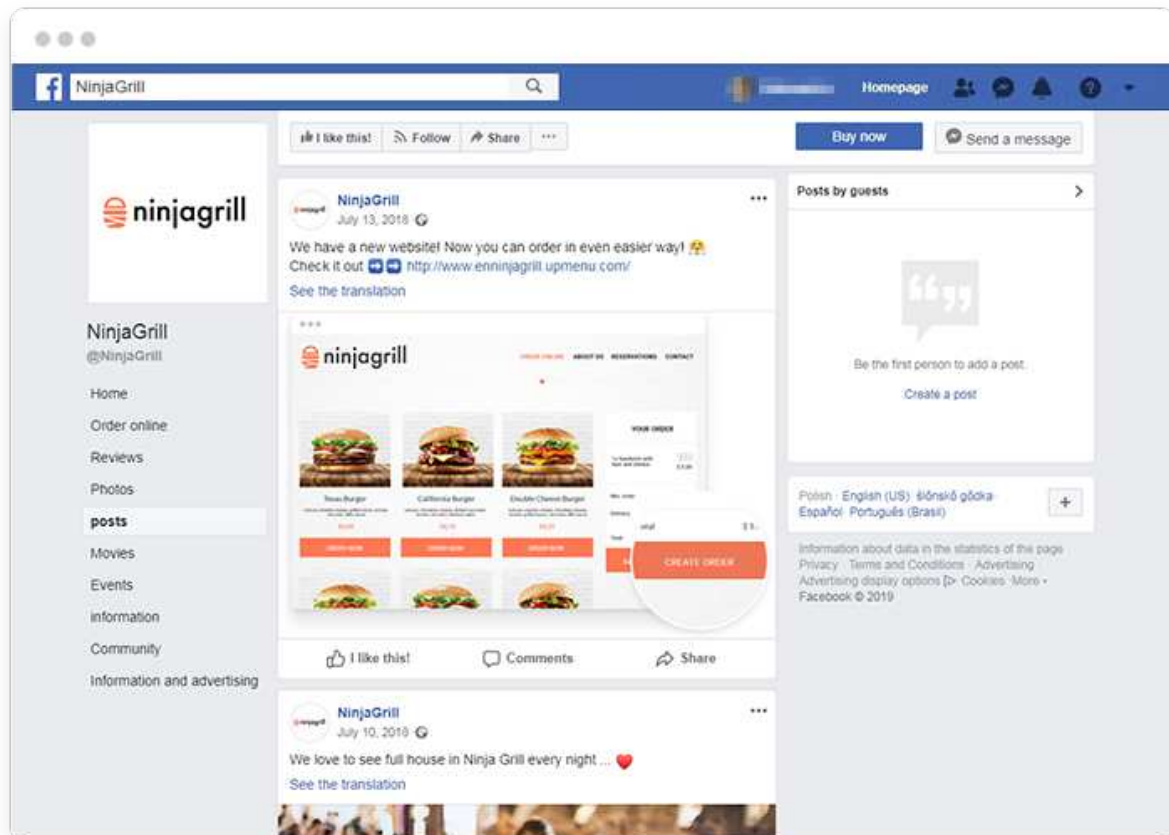
It is very important for a customer accessing your restaurant website to see the possibility of placing an order immediately. The UpMenu system allows you to do that in a few ways:

- Changing the name of the “MENU” section to “ORDER ONLINE”.
- Adding an “ORDER ONLINE” button on the home page that redirects users to online orders.
- Setting a pop-up window notifying users about orders.

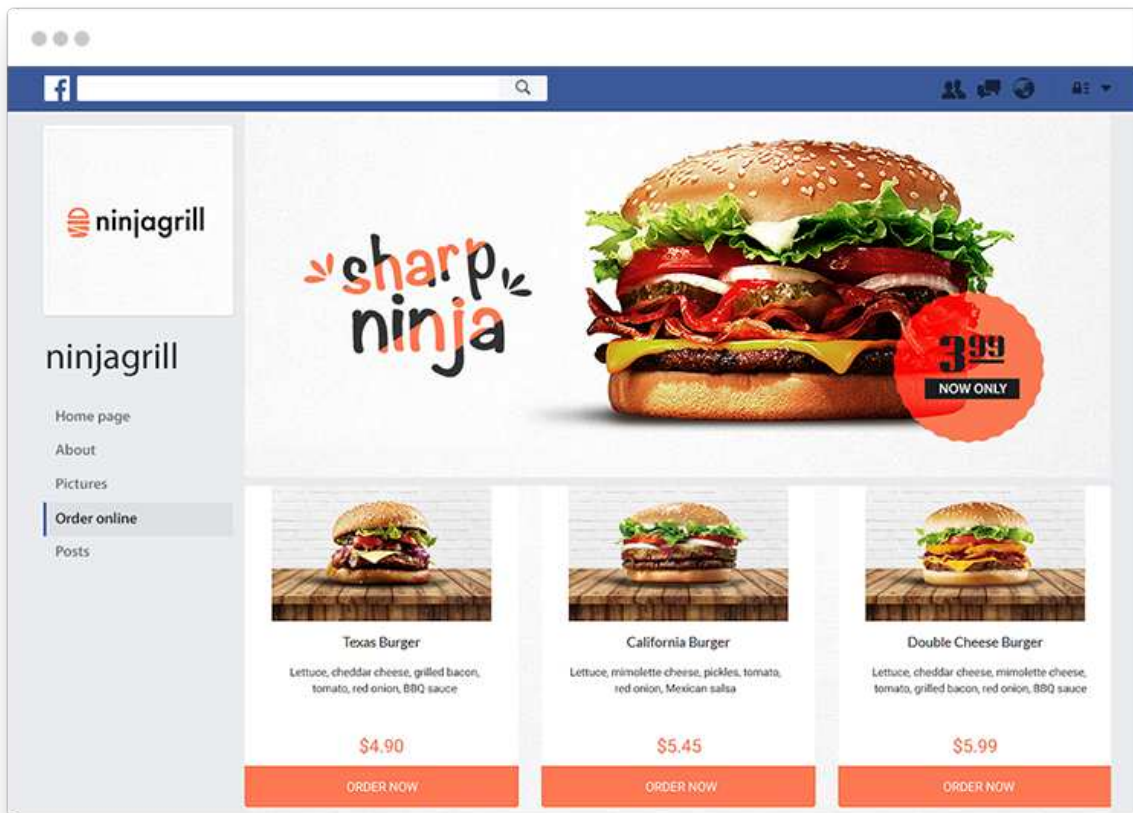


## 2. Include appropriate information on your social media

Keep in mind that most of your customers use social media. Notify them about the new method of ordering food online, for example, on your restaurant Facebook page. Prepare special posts that will encourage customers to benefit from your offer. This way, you will increase the number of deliveries.



Launching the Facebook ordering system is also a great idea. This way, you will open a completely new sales channel and your customers will be able to place orders without leaving Facebook!





### 3. Include information on packaging

Every contact with the customer is a form of marketing. Packaging that is used to deliver food to your customers will always bring associations with their favourite dishes. Marketing activities where you use your packaging are a great method to notify your customers about the online food ordering system and promote it.



#### 4. Train your personnel so that they notify customers about new possibilities

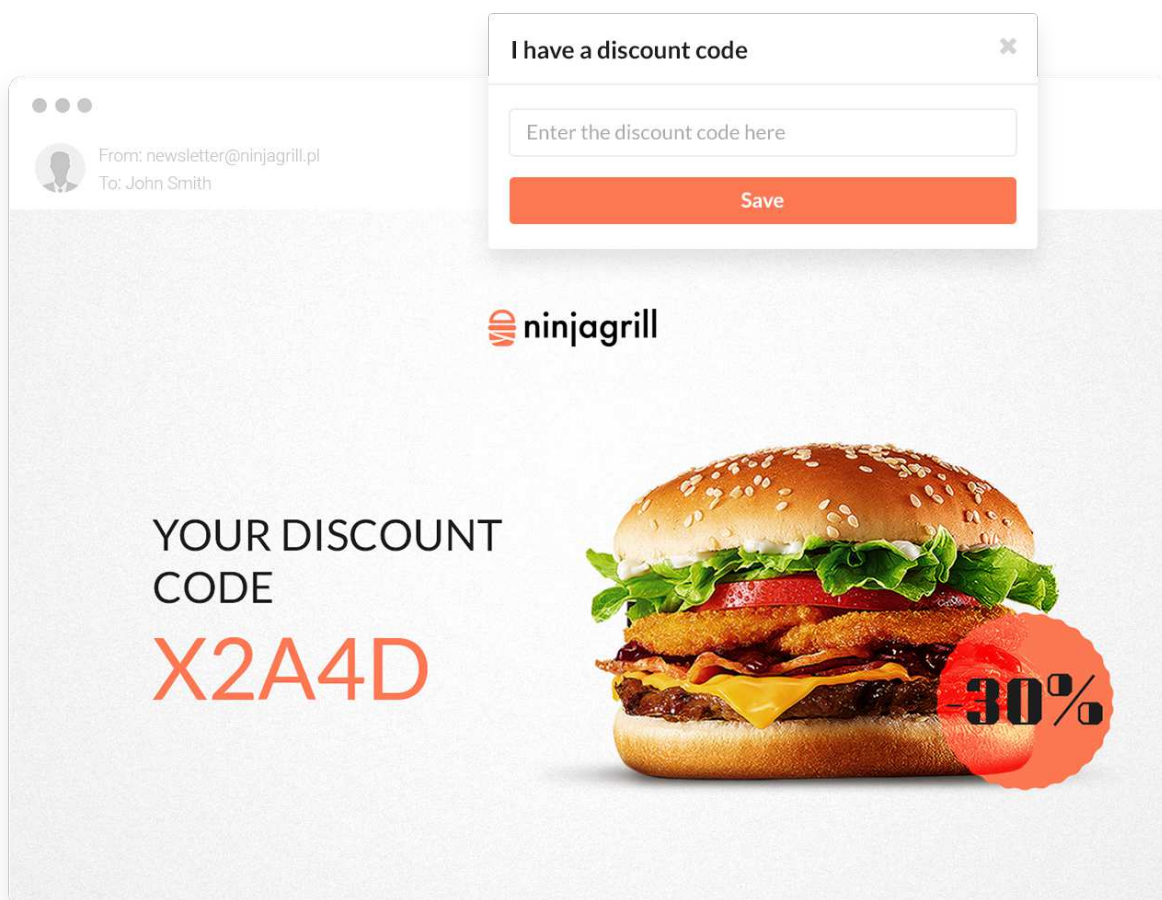
Your team has direct contact with customers and is the closest thing to them. Give your employees particular guidelines, train them about how they should inform customers of the online ordering system. They can share information about it at the restaurant and also when telephone orders are placed.



It is important to redirect customers who place orders via the telephone to the restaurant website or mobile application. This will give you huge marketing possibilities for increasing the number and size of orders!

## 5. Offer a discount for the first order

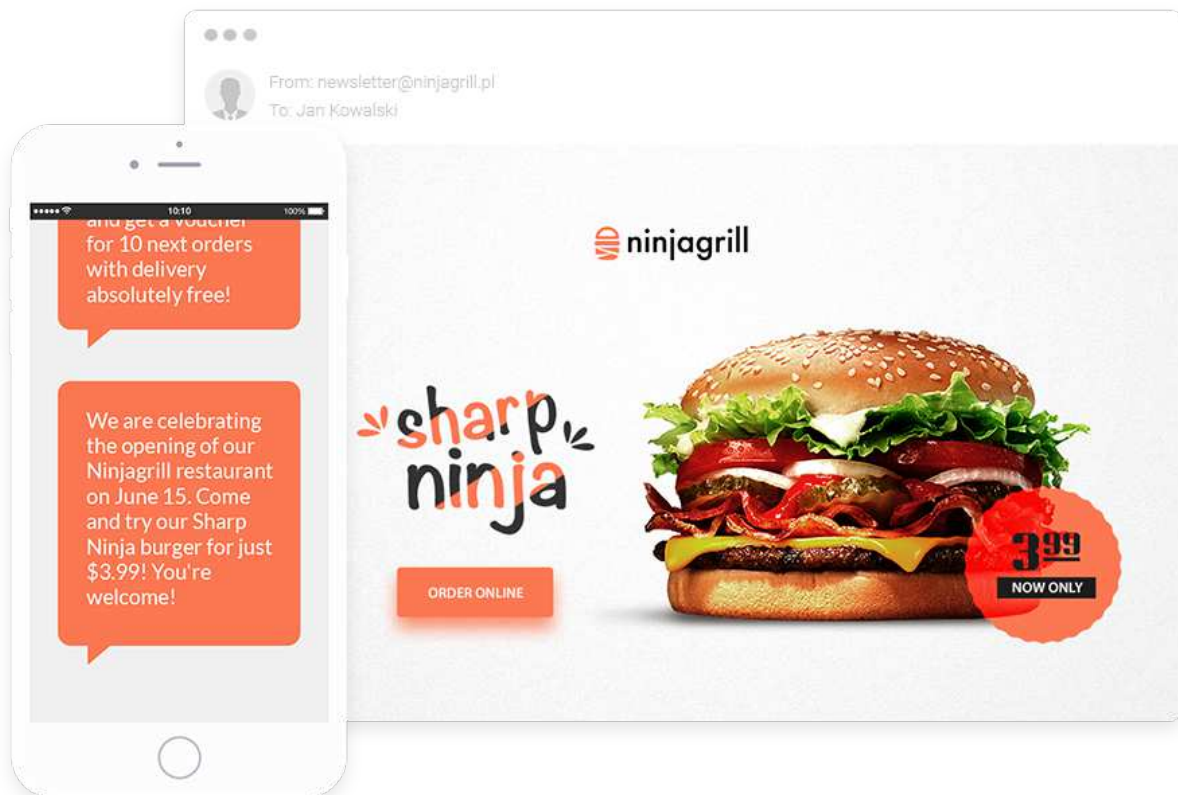
Sometimes customers need a small incentive to make their first order through the Internet and to try out a new tool. A discount for the first order is a great idea and can be set easily using the UpMenu system.





## 6. Develop a customer database

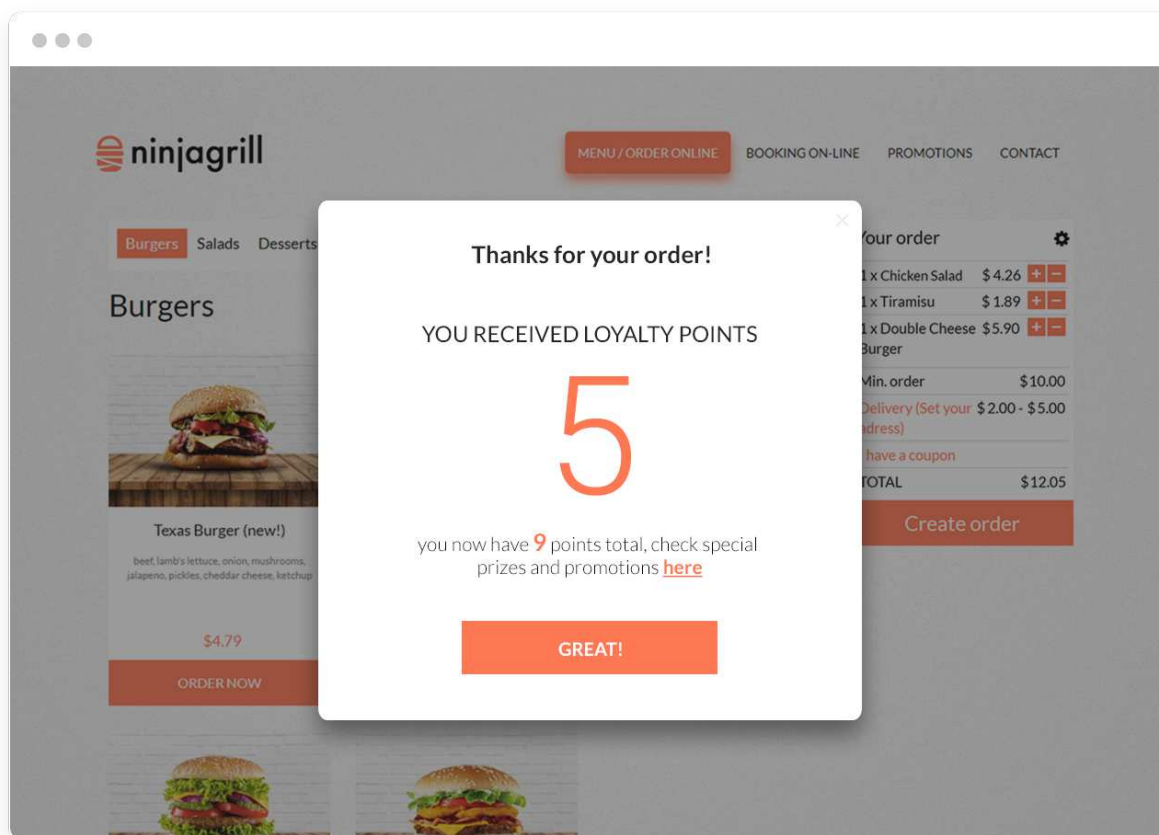
It is very important to build a customer database with marketing communication consents from the very start of your online food ordering system being in operation. This will make it possible for you to send email, SMS, and push campaigns to your customers, notifying them about new products and promotions that you can set yourself or with the help of your account manager.



Don't forget that the UpMenu system will create such a database for you automatically! When placing an order, your customers will grant their consent for receiving marketing messages. This way, you will acquire contacts and increase the loyalty of your customers!

## 7. Launch a restaurant loyalty programme

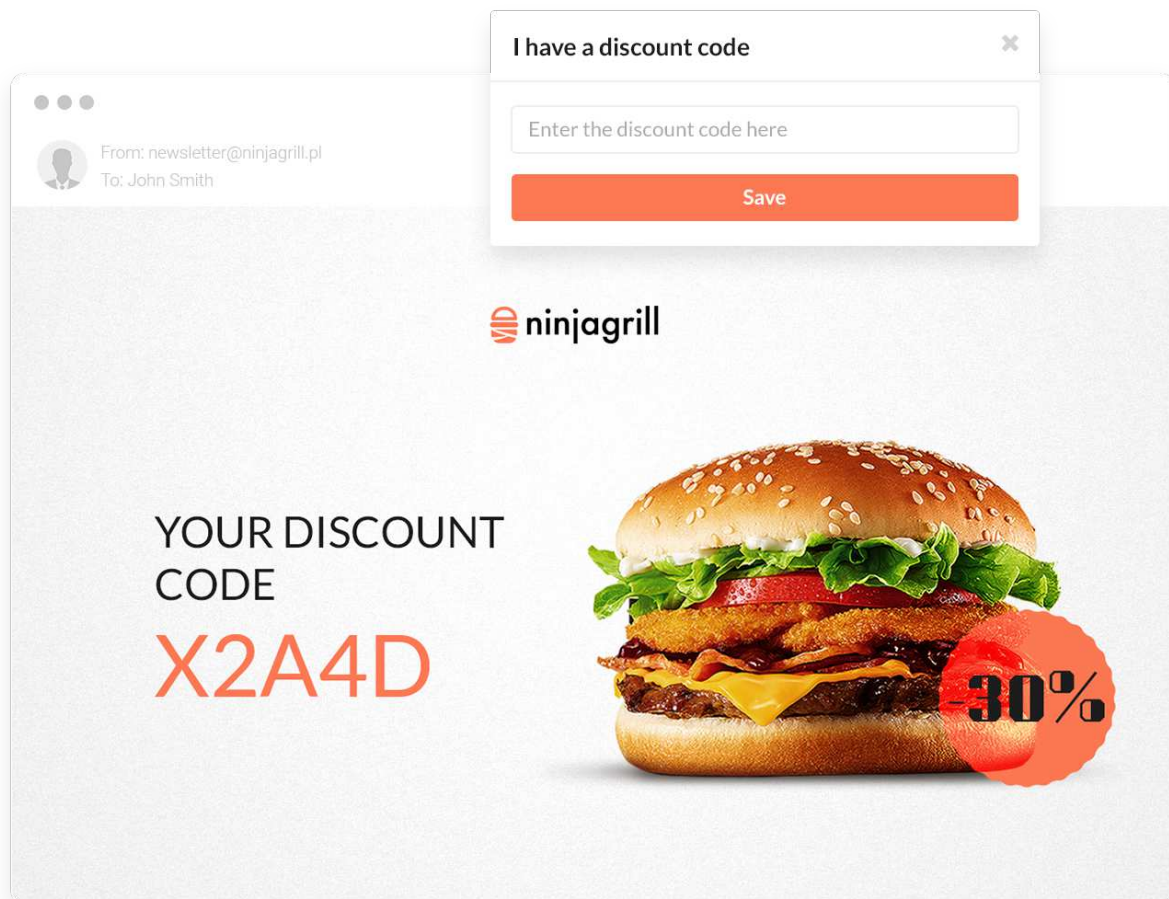
Restaurant loyalty programmes are the best method to ensure your customer order more and more often. Rewarding them will make them feel important and appreciated, it's how you develop loyalty. Your customers can collect stamps or points and exchange them for rewards online or at the restaurant.



The appearance of the restaurant loyalty programme is adjusted to the brand of your restaurant. The fact that the loyalty programme is fully integrated with the online food ordering system, which applies points or adds stamps automatically in the UpMenu system, is another benefit.

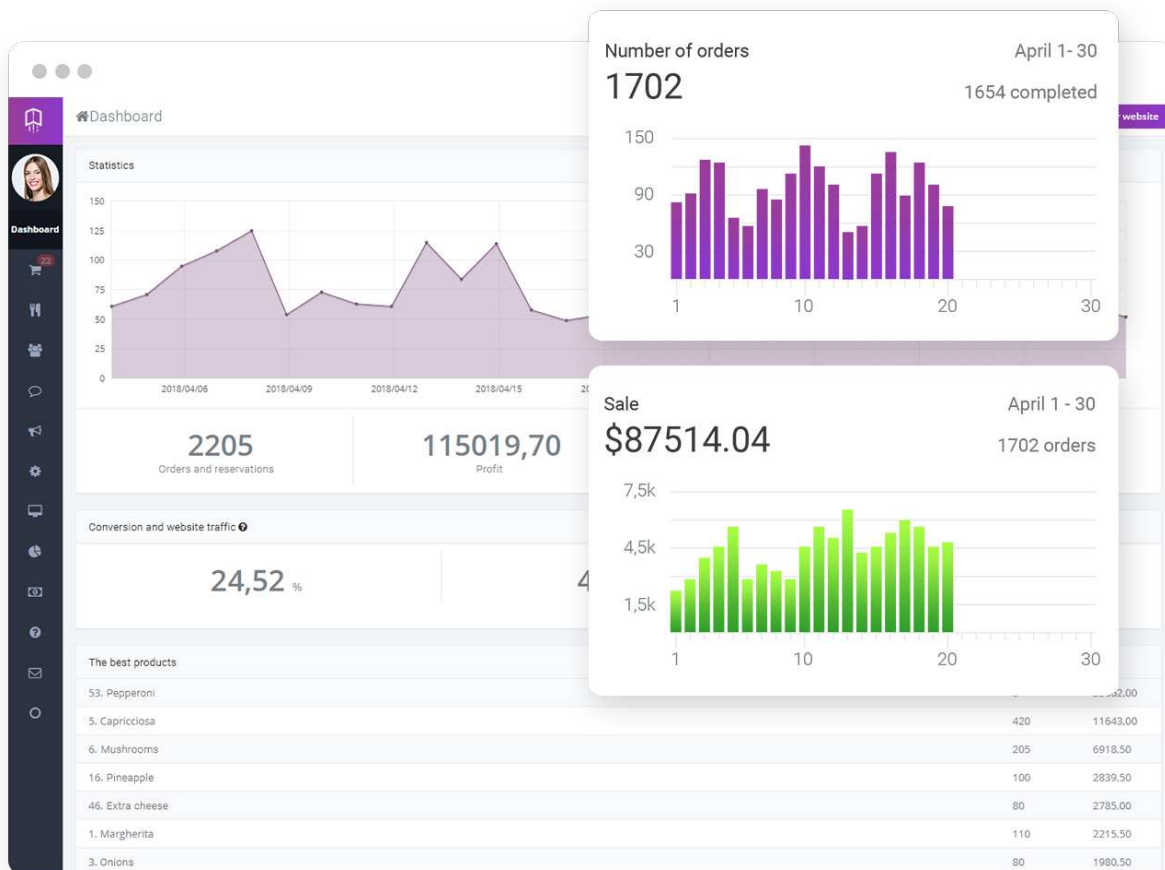
## 8. Reward your customers with the online food ordering system

Find your [online food ordering portal alternative](#). Offer a special discount code to your customers who place orders with your restaurant via a portal. You can send it in a newsletter or include it on a flyer and attach it to an order so that your customer can place the next order directly through the restaurant website or mobile application using the promotional code you awarded them.



## 9. Monitor conversions and order numbers

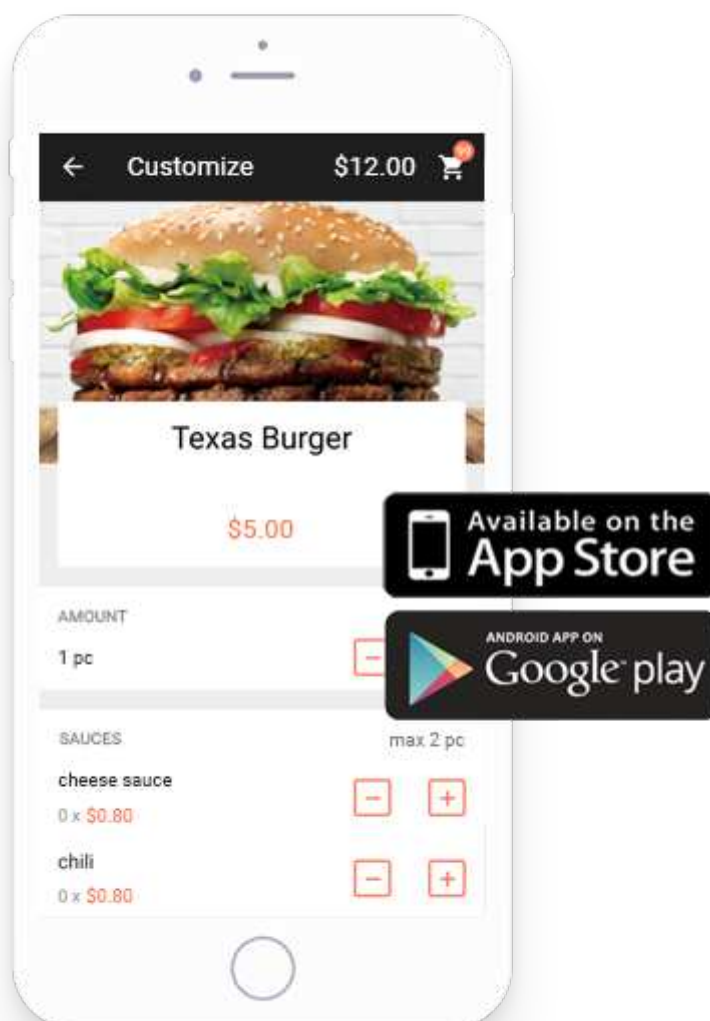
With your own online food ordering system you have the possibility to generate reports and you can also gain better control over your restaurant. The UpMenu system provides access to all the important information regarding your online sales. Additionally, you will obtain a weekly summary of the key indicators from the previous week so that you can make better business decisions based on detailed information.





## 10. Launch a mobile application for restaurants

With the [restaurant mobile app](#) you will simplify and speed up the process of placing orders for your customers to the maximum possible extent. You will receive two applications from UpMenu – one for Android and one for iOS devices. With the restaurant mobile application you will increase customer loyalty while awareness of your brand will improve in the restaurant market. Additionally, you will gain a wide range of possibilities for developing restaurant online marketing which converts into greater numbers of online orders and higher profits.



## Conclusion

One of the best things you can do for your restaurant is to launch an online food ordering system on your website and restaurant mobile app. Keep in mind, however, that nothing will happen without your actions so, in order for the online ordering system to generate satisfying results, you have to promote it properly.

We hope that the simple tips contained in this eBook will help you with informing your customers about the new product your restaurant offers, namely your own food ordering system. Promote it and create offers so that your customers simply can't resist using it and ensure they are up to date with the latest campaigns you have prepared.

