



# SEVENROOMS

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Online Ordering  
Promotional Toolkit

## INTRODUCING ONLINE ORDERING // LAUNCHING TO YOUR CUSTOMERS

Your Direct Delivery digital ordering page is live on your website, and your team is ready to accept delivery orders. So what's next? Promoting to your customers.

Whether your customers are long-time dine-in regulars, or they order every Friday night to their couch, it's crucial that your guests know you are now accepting DIRECT orders via your website and social channels.

This information is important to share with guests to help you reduce spend with third party delivery companies, enabling your staff to focus on providing the best food and experience possible to your delivery and take out customers.

This toolkit will walk you through THREE ways to announce to your customers, spreading awareness of Direct Delivery at your restaurant:

1. Email Announcements
2. Social Media Posts
3. 3rd Party Delivery Bag Inserts

Read on for sample copy and graphics you can use to promote Direct Delivery.



# **ONLINE ORDERING**

## **Email Templates**



# ONLINE ORDERING EMAILS: INTRODUCING ONLINE ORDERING // SHORT & SWEET

## HEADER(S):

*[VENUE] Introduces Online Ordering!*

## BODY TEXT:

*Dear Guest,*

*With the recent closing of our restaurant due to government mandates in [CITY], we're doing our part to ensure your health and safety during this time of uncertainty.*

*While you can't dine in-house with us for the near future, we are so excited to introduce Online Ordering, safely bringing the comfort and experience of [VENUE] straight to your home.*

*To view our offerings and place an order, please visit our website [here](#). Rest assured, we're taking all necessary sanitation and food safety precautions at this time.*

*Your support is greatly appreciated. We miss you, stay safe and healthy!*

*[VENUE]*



# ONLINE ORDERING EMAILS: INTRODUCING ONLINE ORDERING // POSITIVE TONE V1

New York, Five Figs is still here for you!

March 17, 2020 at 6:05 PM



NEW YORK CITY, WE'RE STILL HERE FOR YOU.

Hungry? We've got you covered.

Our mission has always been to serve our community delicious food and best in class experiences, and as our world continues to shift, we're eager to offer our guests direct delivery - bringing the enjoyment of Five Figs straight to your door!

To check out our menu and place an order directly, head to our website here. Please note, our management is keeping a close eye on this evolving situation and will continue to implement the highest level of sanitation and safety, as we bring the experience of Five Figs to you.

Your support is greatly appreciated and we can't wait to see you soon!

Stay safe, take care and please reach out if you have any questions regarding your order.

The Five Figs family



## HEADER(S):

*[CITY], We're Still Here For You*

## BODY TEXT:

*Hungry? We've got you covered.*

*Our mission has always been to serve our community delicious food and best in class experiences, and as our world continues to shift, we're eager to offer our guests direct delivery - bringing the enjoyment of [VENUE] straight to your door!*

*Why does it matter for you to order delivery directly? Because every dollar counts. When you order through Grubhub or a similar service, we're paying upwards of 30% on that order to a third-party company. When you order through our website, it's FREE for us -- which means we can stay open and offering delivery during this time. To check out our menu and place an order directly, head to our website [here](#).*

*Your support is greatly appreciated and we can't wait to see you soon!*

*Stay safe, take care and please reach out if you have any questions regarding your order.*

*[VENUE]*



## ONLINE ORDERING EMAILS: INTRODUCING ONLINE ORDERING // POSITIVE TONE V2

### HEADER(S):

*[CITY], We're Still Here For You!  
Don't despair, delivery is here!*

### BODY TEXT:

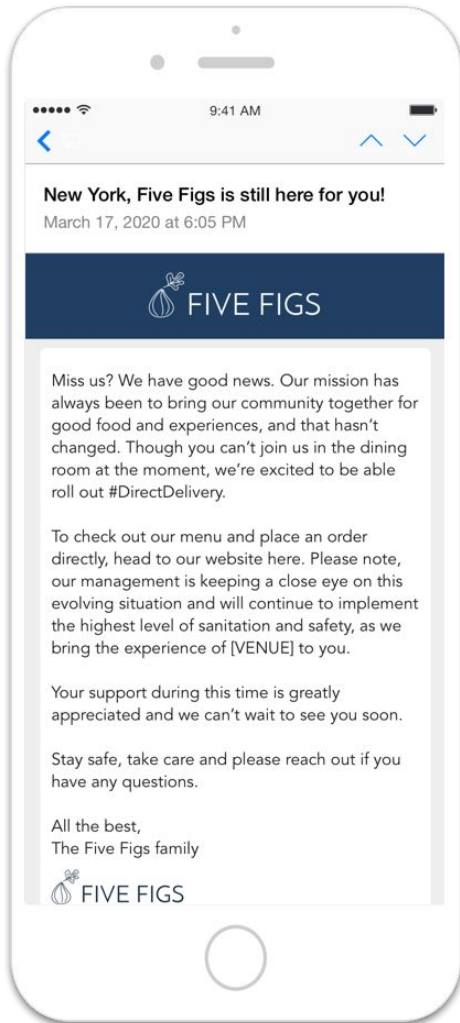
*Our mission has always been to bring our community together for good food and experiences, and that hasn't changed. Though you can't join us in the dining room at the moment, we're excited to be able roll out #DirectDelivery.*

*As our industry adapts over the next few weeks to a new reality, we need your help. We know that apps and services like Grubhub, Uber Eats and Doordash are convenient. However, these services charge us 25-30% per order. We would appreciate it if you go directly to our website to order delivery and take out when you're craving [VENUE]. By ordering delivery directly, we can keep more staff employed for a longer time while we navigate the closures related to COVID-19.*

*To check out our menu and place an order directly, head to our website [here](#). Your support during this time is greatly appreciated and we can't wait to see you soon.*

*Stay safe, take care and please reach out if you have any questions.*

*All the best,  
[VENUE]*



# ONLINE ORDERING EMAILS: INTRODUCING ONLINE ORDERING // MANDATED CLOSURES

## HEADER:

## BODY TEXT:

*To Our Community:*

*As of [MONTH DATE], 2020, [CITY] restaurants and bars have been mandated to close for on-premise service.*

*While the impact of this decision is already being felt by our industry, amongst the uncertainty, one thing remains the same - our unwavering dedication to our customers.*

*So you don't miss out on [VENUE] while at home, you can now order delivery directly online via our [website](#). Please consider supporting our business by ordering direct on our website for you, your roommates, or your family while our restaurant is closed. Delivery apps like Grubhub and Uber Eats cost us upwards of 30% per order, so every direct order counts. If you're feeling hungry, please consider visiting our website instead of one of these sites -- it helps us keep our team employed longer.*

*We look forward to bringing our best-in-class food directly to a couch near you.*

*Always here to serve you,  
[VENUE]*



# **ONLINE ORDERING Social Media Templates**





## SOCIAL MEDIA: INTRODUCING ONLINE ORDERING



**CAPTION:**

We might have closed our doors, but our kitchens are still fired up! ORDER DIRECT TODAY.

**POST COPY:**

Order delivery directly through our website, and receive 10% off your meal.



## SOCIAL MEDIA: INTRODUCING ONLINE ORDERING



### **CAPTION:**

We might have closed our doors, but our kitchens are still fired up! ORDER DIRECT TODAY.

### **POST COPY:**

Order delivery directly via our website today, and receive a gift card for the amount of your order for future in-restaurant dining.



## SOCIAL MEDIA: INTRODUCING ONLINE ORDERING



### **CAPTION:**

We've closed our doors, but our kitchens are heating up! ORDER DIRECT TODAY.

### **POST COPY:**

Order direct delivery via our website, and we'll donate 25% of each order towards our employees affected by the shutdown.



## SOCIAL MEDIA: INTRODUCING ONLINE ORDERING

FIVE FIGS RESTAURANT

**WE'D LOVE  
YOUR SUPPORT**



**ORDER DELIVERY DIRECTLY  
THROUGH OUR WEBSITE TODAY AND  
RECEIVE 15% OFF YOUR ORDER.**

[WWW.FIVEFIGS.COM/ORDER](http://WWW.FIVEFIGS.COM/ORDER)

### **CAPTION:**

Our restaurants are closed until further notice to protect your health, but we're still offering delivery and take out. Order DIRECT via our website TODAY.

### **POST COPY:**

We'd love your support!

Order directly through our website today and receive 15% off your order.



## SOCIAL MEDIA: INTRODUCING ONLINE ORDERING



### CAPTION:

Though our restaurant is closed, delivery and takeout are still available. Order DIRECT via our website TODAY.

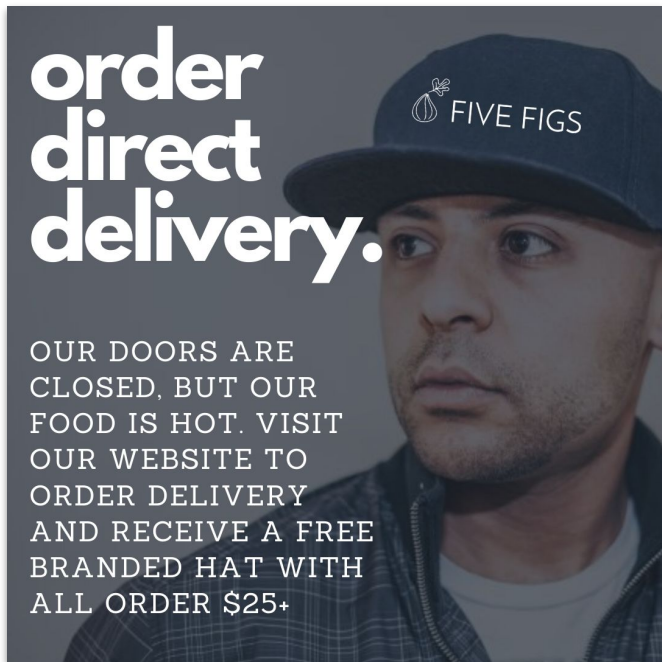
### POST COPY:

We'd love your support!

Order directly through our website and we'll donate 20% of your order to No Kid Hungry (or other local organization - e.g. City Harvest).



## SOCIAL MEDIA: INTRODUCING ONLINE ORDERING



### **CAPTION:**

We've taken the decision to temporarily close our doors, but we're still open for delivery and takeout. Order DIRECT via our website TODAY. #StaySafe #StayHealthy

### **POST COPY:**

ORDER DIRECT DELIVERY!

Our doors are closed, but our food is hot. Visit our website to order delivery and receive a free branded hat with all order \$25+



## SOCIAL MEDIA: INTRODUCING ONLINE ORDERING



### CAPTION:

We've taken the decision to temporarily close our doors, but we're still open for delivery and takeout. Order DIRECT via our website TODAY. #StaySafe #StayHealthy

### POST COPY:

#DIRECTDELIVERY

Order directly through our website today, and receive 15% off your order.

This offer is exclusive to direct delivery orders.



# **ONLINE ORDERING 3rd Party Delivery Inserts**





## 3RD PARTY DELIVERY INSERTS: INTRODUCING ONLINE ORDERING

### COPY:

Love getting [VENUE] delivered straight to your door?

Order your next delivery directly through our website, and receive 10% off your next meal.



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*ORDER DIRECT DELIVERY!*

---

**LOVE GETTING FIVE FIGS  
DELIVERED TO YOUR DOOR?**

**Order your next delivery directly  
through our website and receive 10%  
off your next meal.**

**WWW.FIVEFIGS.COM**



## 3RD PARTY DELIVERY INSERTS: INTRODUCING ONLINE ORDERING

### COPY:

We now offer direct delivery!

Order your next delivery through our website to receive 25% off.



**FIVE FIGS SUSHI**

**We now offer direct delivery!**  
Order your next delivery through our website to receive...

**25% OFF**  
WWW.FIVEFIGS.COM



## 3RD PARTY DELIVERY INSERTS: INTRODUCING ONLINE ORDERING

### COPY:

Our doors are closed for now, but thanks to customers like you our kitchens are still fired up!

Order your next delivery directly via our website, and receive a gift card for the amount of your order for future in-restaurant dining.



FIVE FIGS

Our doors are closed for now, but thanks to customers like you, our kitchens are still fired up!

Order your next delivery directly via our website and receive a gift card for the amount of your order for future in-restaurant dining. Thank you for your support during this time!

[WWW.FIVEFIGS.COM](http://WWW.FIVEFIGS.COM)



## 3RD PARTY DELIVERY INSERTS: INTRODUCING ONLINE ORDERING

### COPY:

WE'D LOVE YOUR SUPPORT.

Order your next delivery directly via our website, and we'll donate 25% of each order towards our employees affected by the shutdown.



## 3RD PARTY DELIVERY INSERTS: INTRODUCING ONLINE ORDERING

### COPY:

Want to help us do our part?

Order your next delivery directly via our website, and we'll donate 20% of your order to CITY HARVEST (or other local organization - e.g. NO KID HUNGRY).



**PLEASE HELP US DO  
OUR PART**

ORDER YOUR NEXT DELIVERY **DIRECTLY VIA  
OUR WEBSITE** AND WE'LL **DONATE 20% OF  
YOUR ORDER** TO CITY HARVEST.

[WWW.FIVEFIGS.COM/ORDER](http://WWW.FIVEFIGS.COM/ORDER)



## 3RD PARTY DELIVERY INSERTS: INTRODUCING ONLINE ORDERING

### COPY:

WE'D LOVE YOUR HELP.

Our doors are closed, but our food is hot. Visit our website to order your next delivery order today, and receive a free branded hat with all orders \$25+.

#DIRECTDELIVERY!

An advertisement for Five Figs direct delivery. The background is a dark, moody photograph of a man wearing a dark blue baseball cap with the Five Figs logo and the text 'FIVE FIGS' on it. The man is looking off to the side. Overlaid on the left side of the image is the text 'order direct delivery.' in a large, white, sans-serif font. Below this, in a smaller, white, all-caps sans-serif font, is the text: 'OUR DOORS ARE CLOSED, BUT OUR FOOD IS HOT. VISIT OUR WEBSITE TO ORDER YOUR NEXT DELIVERY AND RECEIVE A FREE BRANDED HAT WITH ALL ORDER \$25+'. In the bottom right corner of the image, the website address 'WWW.FIVEFIGS.COM/ORDER' is written in a small, white, all-caps sans-serif font.

**order  
direct  
delivery.**

OUR DOORS ARE  
CLOSED, BUT OUR  
FOOD IS HOT. VISIT  
OUR WEBSITE TO  
ORDER YOUR NEXT  
DELIVERY AND  
RECEIVE A FREE  
BRANDED HAT WITH  
ALL ORDER \$25+

WWW.FIVEFIGS.COM/ORDER



# LEVERAGING ONLINE ORDERING // CONTINUED ENGAGEMENT WITH YOUR CUSTOMERS

Your customers are now leveraging your direct digital ordering page to submit their orders. So how do you stay top-of-mind when hunger strikes?

Read on for additional campaign ideas to help drive more customers to your direct ordering pages, including crafting campaigns leveraging:

- Big delivery nights (Thursday/Sunday)
- Weather-related communications (Rainy or Extreme Heat days)
- Timely messages (11am/4pm – before lunch and dinner)
- Value-add messages (e.g. promotions)
- Holidays (Easter, Passover, Cinco de Mayo, Mother's Day)
- Thirsty Thursday
- Wine Wednesday
- Taco Tuesday
- Sushi Saturday
- Margarita Monday



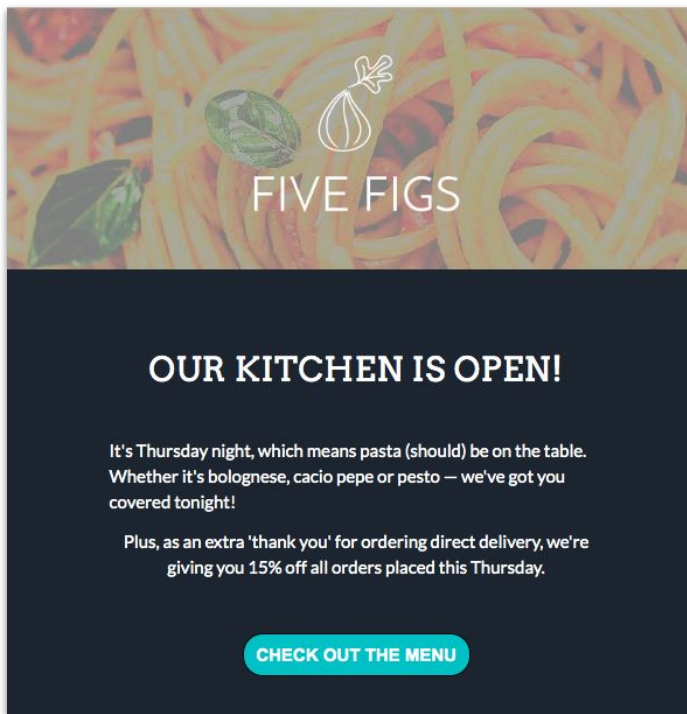
# **ONLINE ORDERING**

## **Engagement Campaigns**





## ENGAGEMENT CAMPAIGNS: THURSDAYS & SUNDAYS



### HEADER(S):

*It's Thursday Night... What's on your table?*

### BODY TEXT:

*OUR KITCHEN IS OPEN*

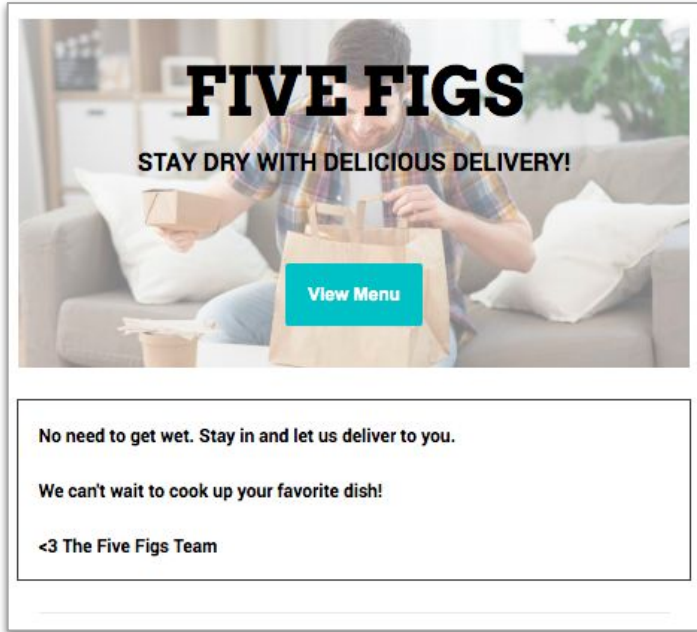
*It's Thursday night, which mean pasta (should) be on the table. Whether it's bolognese, cacio pepe or pesto – we've got you covered tonight!*

*Plus, as an extra 'thank you' for ordering direct delivery, we're giving you 15% off all orders placed this Thursday.*

*[CHECK OUT THE MENU]*



# ENGAGEMENT CAMPAIGNS: WEATHER-RELATED COMMUNICATIONS



## HEADER(S):

*Rainy days = delivery!  
Stay dry, stay fed.*

## BODY TEXT:

*Stay dry with delicious delivery!*

*[VIEW MENU]*

*No need to get wet. Stay in and let us deliver to you.*

*We can't wait to cook up your favorite dish!*

*<3 The Five Figs Team*



## ENGAGEMENT CAMPAIGNS: TIMELY MESSAGES



### HEADER(S):

*It's almost lunch time...*

*No sad desk salads here.*

*Click now for instant delivery!*

*What are you having for dinner?*

*What's on the menu tonight?*

### BODY TEXT:

*It's that time... lunchtime. Have you ordered your delivery yet?*

*Order by 11:30am for guaranteed delivery by 12:30pm. Plus, receive a free mini dessert with every order over \$20.*

*[I'M HUNGRY]*



# ENGAGEMENT CAMPAIGNS: VALUE-ADD EMAILS



## FIVE FIGS

It's been a long week, and it's only Wednesday. Five Figs has so many exciting things happening, but only one matters today. We have launched direct delivery, bring you all the cocktails and food you'd expect from Five Figs, directly to your door.

Order delivery directly through our website today and receive 10% off your order with promo code MEAL. No strings attached.

Thank you for supporting our restaurant and community!

**ORDER DIRECT  
DELIVERY**

FIVE FIGS RESTAURANT  
122 W. 27TH STREET, NEW YORK, NY 10001  
212-242-5607

### HEADER(S):

*[NAME], you deserve a drink*

*[NAME], you deserve a treat*

*Delivery deals inside...*

*10% off your order ahead*

### BODY TEXT:

*Craving a delicious deal? We've got you covered.*

*Order delivery directly through our website and receive 10% off your order -- no strings attached.*


*Thank you for supporting our restaurant!*

*[ORDER NOW]*



# ENGAGEMENT CAMPAIGNS: HOLIDAYS - EASTER / PASSOVER

## FIVE FIGS



**Easter Sunday Delivery!**

This Easter, don't forget to order our family meals to your home!

To feed your hungry family this Easter, we're offering 2 meal packages of our favorites, including roast lamb, potato salad, asparagus and homemade biscuits.

**Meal Package 1 (Feeds 2-3 people)**  
1lb Roast Lamb, 1 Pint Potato Salad, 1 Pint Asparagus, 4x biscuits

**Meal Package 2 (Feeds 4-6 people)**  
3lbs Roast Lamb, 2 Pints Potato Salad, 2 Pints Asparagus, 12x biscuits

**PLUS, DON'T FORGET TO ADD ON OUR DELICIOUS DESSERTS!**  
Place your order today for delivery on Easter.

[ORDER NOW](#)

[www.fivefigs.com/order](http://www.fivefigs.com/order)

Five Figs Restaurant  
122 W. 27th Street, New York, NY 10001



### HEADER(S):

*Easter is here. Have you ordered your meal yet?*

*Get Your Easter Sunday Meal Today!*

*Pass the potato latkes! We're delivering for Passover.*

### BODY TEXT:

*This Easter, don't forget to order our family meals!*

*To feed your hungry family this Easter Sunday, we're offering 2 meal packages of our favorites – including [MENU ITEM 1], [MENU ITEM 2], and [MENU ITEM 3].*

*Meal Package 1 (Feeds 2-3 people)*

- *[MENU ITEM 1], [MENU ITEM 2], [MENU ITEM 3]*

*Meal Package 2 (Feeds 4-6 people)*

- *[MENU ITEM 1], [MENU ITEM 2], [MENU ITEM 3], [MENU ITEM 4]*

*Plus, don't forget the wine! We're now delivering bottles from our extensive collection of wines.*

*[ORDER NOW]*



# ENGAGEMENT CAMPAIGNS: HOLIDAYS - CINCO DE MAYO

## FIVE FIGS

### CELEBRATE CINCO DE MAYO!

#### Have you ordered your Cinco de Mayo survival kits yet?

This year, we're doing Cinco de Mayo a little differently, offering DIY Taco and Margarita kits!

##### DIY Taco Kit (Feeds 4) - \$45

*Our signature flour tortillas, your choice of chicken or vegetable filling, salsa verde, pico de gallo, sides of beans, rice & guac, shredded lettuce & cheese, and chopped onions & cilantro.*

##### DIY Margarita Kit (8 Drinks) - \$55

*Blanco tequila, fresh squeeze lime juice, agave syrup, your choice of regular or smoked salt, lime slices.*

Each kit comes with a recipe booklet with step-by-step instructions.

**GET THE PARTY STARTED**

[WWW.FIVEFIGS.COM/ORDER](http://WWW.FIVEFIGS.COM/ORDER)

FIVE FIGS RESTAURANT  
122 W. 27TH STREET, NEW YORK, NY 10001

#### HEADER(S):

*Cinco de Drinko -- We now deliver margaritas!  
Celebrate Cinco de Mayo with Tacos & Tequila!  
Your margarita fix ✓*

#### BODY TEXT:

*Have you ordered your Cinco de Mayo survival kits yet?*

*This year, we're doing Cinco de Mayo a little differently, offering DIY taco and margarita kits!*

#### DIY Taco Kit (Feeds 4 people) - \$45

- *Our signature flour tortillas, your choice of chicken or vegetable filling, salsa verde or pico de gallo, sides of beans, rice, and avocado, shredded lettuce and cheese, and chopped onions and cilantro*

#### DIY Margarita Kit (Ingredients for 8 drinks) - \$55

- *Blanco tequila, fresh squeezed lime juice, agave syrup, salt*

*Each kit comes with a recipe booklet with step-by-step instructions.*

*[GET THE PARTY STARTED]*



## ENGAGEMENT CAMPAIGNS: THIRSTY THURSDAY

FIVE FIGS

THIRSTY THURSDAY

IT'S THAT TIME OF THE WEEK AGAIN...  
THIRSTY THURSDAY! ARE YOU FULLY  
STOCKED TO TAKE ADVANTAGE OF HAPPY  
HOUR TONIGHT?

ORDER YOUR LIBATIONS NOW VIA OUR  
WEBSITE. WHETHER IT'S WINE, BEER OR  
LIQUOR, WE HAVE YOU COVERED.

PLUS, EVERY ORDER \$50+ RECEIVES AN  
EXCLUSIVE FIVE FIGS-BRANDED WINE  
BOTTLE OPENER.

ORDER NOW

[WWW.FIVEFIGS.COM/ORDER](http://WWW.FIVEFIGS.COM/ORDER)

FIVE FIGS RESTAURANT  
122 W. 27TH STREET, NEW YORK, NY 10001

### HEADER(S):

*[NAME], join us for a drink?*

*Drinks. Delivered.*

*It's 5 o'clock somewhere*

### BODY TEXT:

*It's that time of the week again... Thirsty Thursday! Are you fully stocked to take advantage of happy hour tonight?*

*Order your libations now via our website -- whether it's wine, beer or liquor, we have you covered.*

*Plus, every order \$50+ receives an exclusive [VENUE]-branded wine bottle opener.*

*[ORDER NOW]*



## ENGAGEMENT CAMPAIGNS: WINE WEDNESDAY



### HEADER(S):

*Winding down for Wine Wednesday*

*Wine Wednesday > Hump Day*

*BOGO 50% OFF ALL WINES - TODAY ONLY!*

*Your mid-week treat*

### BODY TEXT:

*Hump Day got you down? Turn that frown upside down, with buy one, get one 50% off on all bottles of wine when you order directly via our website.*

---

*Calling all wine lovers. Enjoy a mid-week treat with direct delivery from [VENUE]!*

*Every Wednesday, enjoy 25% off bottles of wine when you order one of our artisan pizzas.*

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*Wine Wednesday. Your new favorite day of the week.*

*Take your pick of our extensive wine collection, and enjoy:*

*10% off 2 bottles | 15% off 3 bottles | 20% off 4 bottles*

*Stock up now for your best Wine Wednesday yet!*

*[GIVE ME THE VINO]*

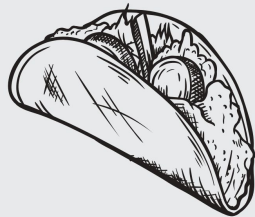




## ENGAGEMENT CAMPAIGNS: TACO TUESDAY

### FIVE FIGS

#### TACO TUESDAY DEALS



**3 Tacos for \$5**  
**8 Tacos for \$10**

**Taco Party Platters - \$30**

*(Feeds 3-4 people)*

Includes: 12 tacos, guacamole & chips, rice & beans

**ORDER TACOS**

[www.fivefigs.com/order](http://www.fivefigs.com/order)

Five Figs Restaurant  
122 W. 27th Street, New York, NY 10001



#### HEADER(S):

*Taco Tuesday Deals Ahead*

*#TacoTuesday 🌮*

*Let's TACO-bout these Taco Tuesday deals...*

*Holy guacamole! Taco Tuesday is here.*

#### BODY TEXT:

*TACO TUESDAY DEALS*

*3 Tacos for \$5*

*8 Tacos for \$10*

*Taco Party Platters (feeds 3-4) - \$30*

*Includes: 12 tacos, guacamole & chips, rice & beans*

*Order now to fill your taco needs!*

*[ORDER TACOS]*



## ENGAGEMENT CAMPAIGNS: SUSHI SATURDAY




FIVE FIGS

Got sushi on the mind? We can help.

Place your sushi order now directly through our website and receive a free edamame appetizer with orders \$15+ or a free California roll with orders \$25+.

Plus, don't forget the sake! We now offer carafes and bottles to go. Order now from our extensive collection of junmai and daiginjo sake.

FEED ME



FIVE FIGS RESTAURANT  
122 W. 27th Street, New York, NY 10001  
212.242.5607

### HEADER(S):

*#SushiSaturday is here...*

### BODY TEXT:

*Got sushi on the mind? We can help.*

*Place your sushi order now directly through our website and receive a free edamame with orders \$15+ or a free California roll with orders \$25+.*

*Plus, don't forget the sake! We now offer carafes and bottles to go. Order now from our extensive collection of junmai and daiginjo sakes.*

[FEED ME]



## ENGAGEMENT CAMPAIGNS: MARGARITA MONDAY

### FIVE FIGS

MARGARITA  
MONDAYS



Got a case of the Mondays? We've got you covered with Margaritas on demand!

Order now directly via our website, with exclusive direct delivery flavors including mango, strawberry jalapeno, and pineapple.

PASS THE MARG

[www.fivefigs.com/order](http://www.fivefigs.com/order)

Five Figs Restaurant  
122 W. 27th Street, New York, NY 10001



#### HEADER(S):

*Margaritas. Delivered now.*

*#MargaritaMonday*

*Got a case of the Mondays?*

#### BODY TEXT:

*Got a case of the Mondays? We've got you covered with Margaritas on demand!*

*Order now directly via our website -- offering exclusive direct delivery flavors including mango, strawberry jalapeno, and pineapple.*

*[PASS THE MARG]*



## Additional Resources

For additional ideas from operators around the U.S. on how to leverage delivery and takeout, check out our [Inspiration Guide](#).

Want to share Online Ordering with someone in the industry? Please share the [following link](#).

## SEVENROOMS

### ONLINE ORDERING SALES

hello@trysevenrooms.com

+1 212 242 5607

www.sevenrooms.com



@sevenrooms



@sevenrooms



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