

SEVENROOMS

GETTING STARTED WITH ONLINE ORDERING

A STEP-BY-STEP GUIDE



We're here to help give you ownership of your delivery channels. We look forward to working with you as you create and cultivate meaningful, direct relationships with your guests through Online Ordering.

HERE'S WHAT WE MEAN BY DIRECT:

- Your guests book directly through channels where you own the data, not a third-party.
- You can cut costs and increase profits by taking delivery orders through direct, free channels (e.g. your website and social channels), no longer relying exclusively on third party delivery channels with high commissions.
- You have contact information for every guest that orders through you, so you can remarket to them with personalized, automated marketing campaigns that boost revenue & order frequency.
- You know your guests' expectations as soon as they order, so you can exceed them.

SET YOURSELF UP FOR SUCCESS

SEVENROOMS DELIVERY WEBPAGE IMPLEMENTATION

STEP 1

SevenRooms will provide a unique URL during your onboarding process.

STEP 2

Login to your preferred Web Content Management System (WCMS) and add the unique URL tied to your Online Ordering digital ordering page across existing (or newly created) delivery CTA buttons and links on your site.

NOTE: If you require support for this, please contact support@sevenrooms.com

PRO TIP

- Make your CTA button visible with a bright color, large and legible text, and use an action-oriented phrase like “ORDER NOW”.
- We see better order conversion when the experience is highly visual for customers – so make sure you include pictures of your food on your digital menu. Think of the page as a mini advertisement for your business.

UPDATE YOUR SOCIAL ACCOUNTS FOR DIRECT BOOKINGS

You're now ready to drive traffic to your website for online ordering!

NEXT UP:

Making sure all your social media profiles — and any ordering link you control — all go directly to your direct digital ordering solution.



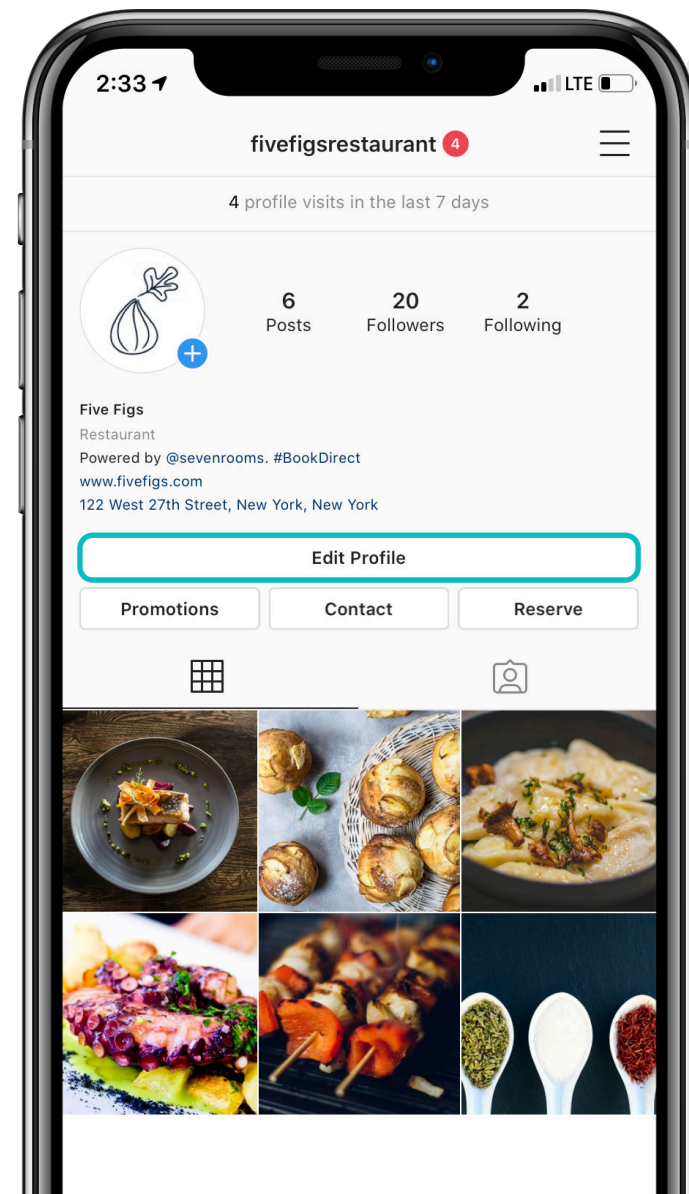
INSTAGRAM ADD YOUR MENU TO YOUR PROFILE

Take advantage of your restaurant's presence and reach on the photo-sharing social network by putting your online ordering link across every place possible. Here's how to make sure your profile has a link to your online ordering menu:

- **Open** your Instagram app and go to **Edit Profile > Website**.
- **Copy** and paste your online ordering link (bbot.menu/locationcode).
- **Select 'Done'** on the right hand corner.

PRO TIP

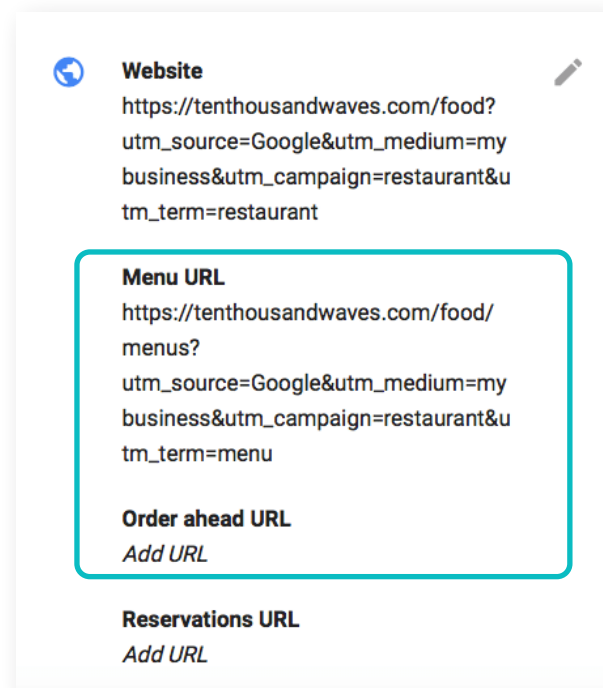
If your account has more than 10,000 followers, create a variety of stories highlighting your online ordering offerings, with a CTA to 'Swipe Up' to ORDER NOW. This will help drive conversions when people are thinking about your venue while swiping through Instagram Stories.



GOOGLE BUSINESS LISTING

Using Google, you can now pay zero commissions on delivery orders booked through your Google My Business listing when adding an Online Ordering link. By adding a custom link to your Google Business Page, guests looking to order delivery and take-out through Google Search and Google Maps can go directly to your digital menu page to browse your offerings and place an order.

- If you don't already have one, **create a Google My Business account** (or claim an existing one) for your restaurant.
- **Sign in** to your Google My Business account.
- Click on the **'Info' tab** for your listing.
- In the URLs section, **copy and paste your online ordering link** (bbot.menu/locationcode) into the 'Order Ahead URL' and "Menu URL" fields.
- **Click Apply.**



PRO TIP

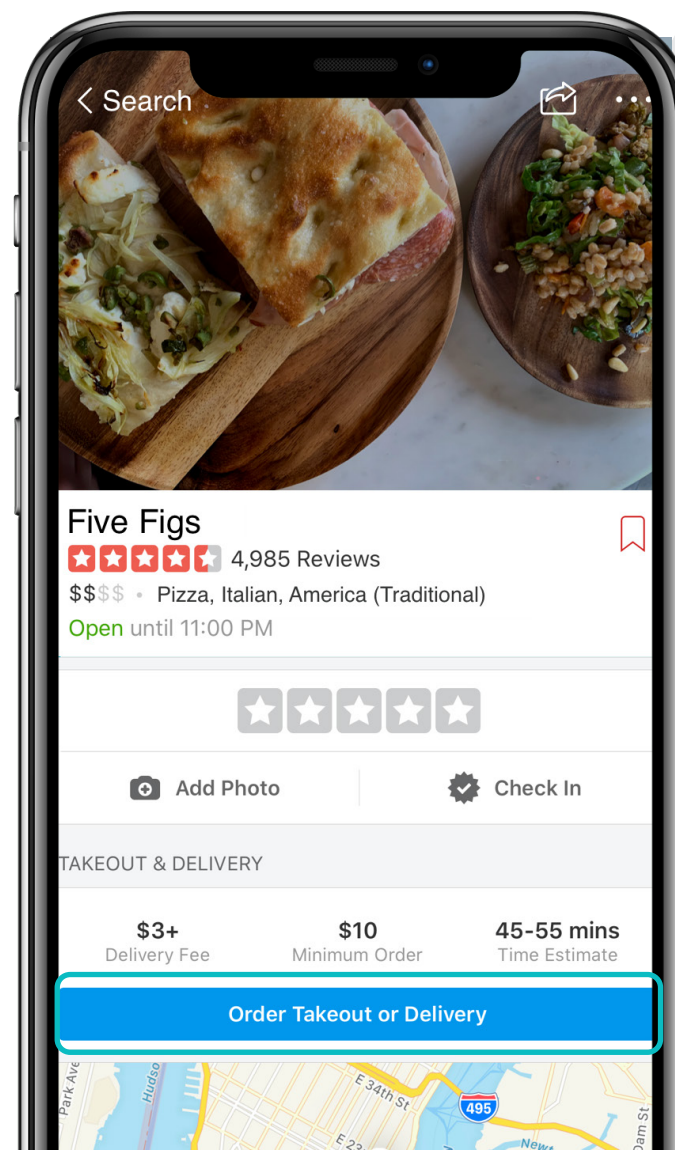
If you use a third party delivery system, you likely already have an 'Order Online' button enabled on your profile. You are currently not able to change which provider this links out to (i.e. to your own commission-free direct order website), but you can remove this button from your profile. Simply sign in to Google My Business, click 'Info' in the menu on the left, scroll to 'Food ordering' and click Edit. Under 'Delivery, Takeout and Order Ahead' turn off 'Accept partner orders on Google.'

If your restaurant has been affected by COVID-19, [visit this link for instructions](#) on how to update your Google My Business listing to make the most up-to-date information available to customers.

YELP ADD A CALL TO ACTION BUTTON

Yelp may be a go-to resource for online reviews, but the site is also ranked as the most frequently used review site for discovering restaurants. Provide an easy way for Yelp users to go from browsing reviews to ordering delivery by adding a “Order Now” button to your Yelp Business page.

- **The ‘Call to Action’ feature** is included in some of Yelp’s advertising programs.
- **Visit the ‘Billing’ section** of Yelp for Business Owners to see the list of products currently available.
- **Contact** your Yelp Customer Success Manager to enable this feature.

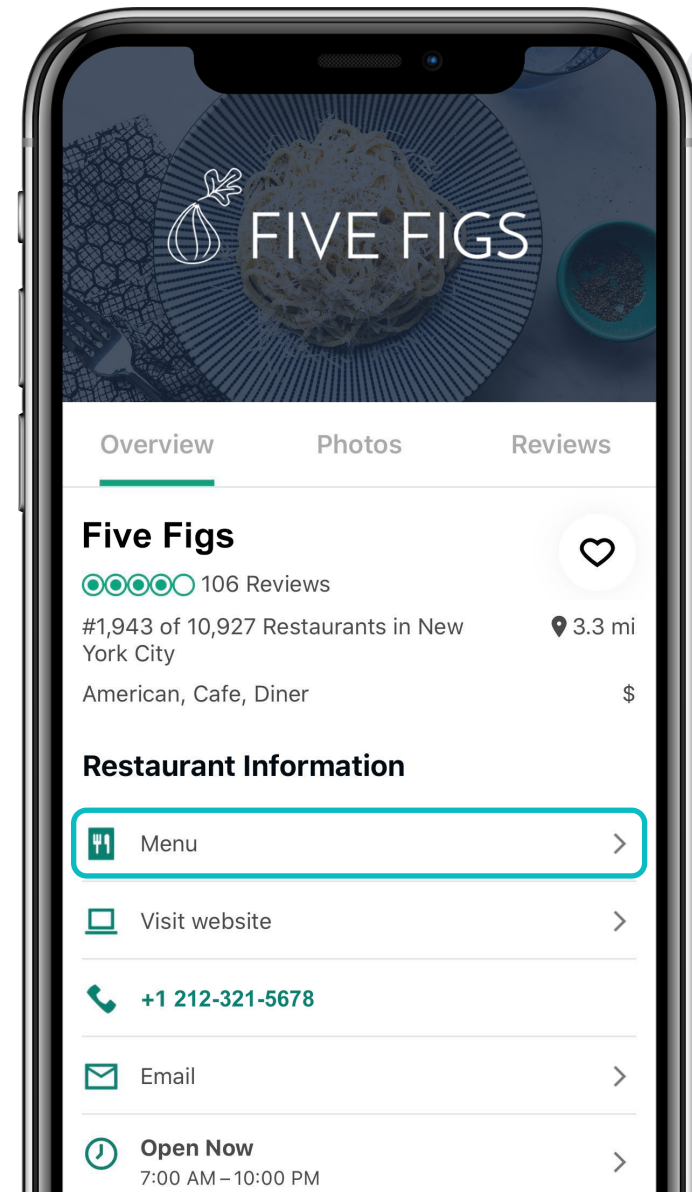


TRIPADVISOR

ADD A MENU LINK

As the world's largest travel site, Tripadvisor is an important channel for sourcing online orders, helping you connect to millions of potential customers. Adding a menu link to your restaurant listing on Tripadvisor is a quick and easy way to display your menu and drive direct orders.

- **Sign in** to your Tripadvisor account.
- **Visit 'Menu'** under the 'Manage Listing' tab and copy and paste your online ordering URL (`bbot.menu/locationcode`).

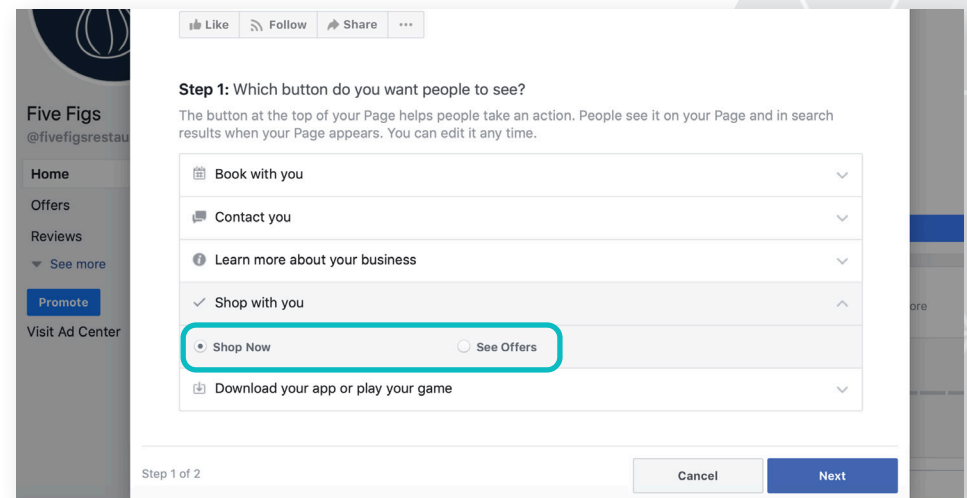


FACEBOOK ADD A SHOP NOW BUTTON

Facebook remains the most-used social networking site by restaurants. Nearly 74 percent of restaurant owners use Facebook as their social media channel of choice to promote their business.

Not only is Facebook used as a place for restaurants to invest in digital marketing, but you can also use your restaurant's Facebook page to drive direct deliveries.

- On the right-hand side of your business page, **select 'Edit Button'**. Select the type of button you want to display -- we recommend 'Shop Now' or 'See Offers'.
- **Copy your Online Ordering link** (bbot.menu/locationcode)
Select Done on the right hand corner.



PROMOTE WHY DIRECT IS BEST

We've reviewed how to add links across your website and social media channels, but it's important to not forget to add these links across your own communications with customers.

Other delivery services heavily market to guests and reward them for returning to their site to order. So you'll need to be proactive in marketing why guests should order directly with you instead.

Once you are confident you are really offering a better guest experience for guests who order directly, it's time to shout it from the rooftops. All your guests should know direct deliveries are a more convenient and rewarding option, especially for returning guests.

Using your custom URL (bbot.menu/locationcode), insert the link anytime you want to drive customers to order delivery or pick up – whether that's when announcing a new weekly special, Taco Tuesday, or a whole array of other offerings.

For more ideas on how you can promote Online Ordering via email and social media – check out this [Promotional Toolkit](#).





For any additional questions, feel free to contact us at support@sevenrooms.com.

www.sevenrooms.com

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