# SEVENROOMS

# GETTING STARTED WITH DIRECT RESERVATIONS

## A STEP-BY-STEP GUIDE
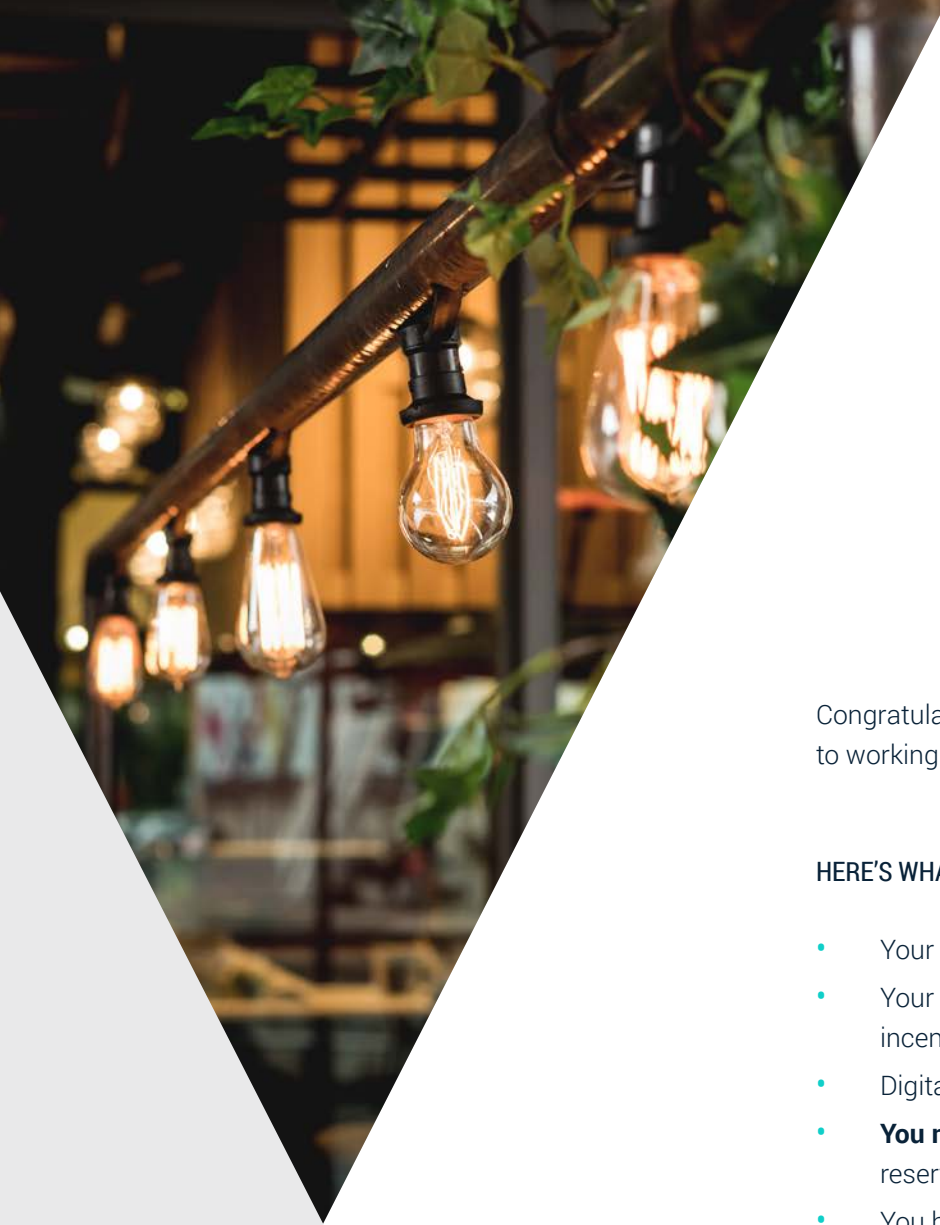
Congratulations on your decision to prioritize ownership of your reservation channels. We look forward to working with you as you create and cultivate meaningful, direct relationships **with your guests**.

HERE'S WHAT WE MEAN BY **DIRECT**:

- Your guests book directly through channels where you **own the data**, not a third-party.
- Your website and social channels **stop pushing guests away** with third party widgets that incentivize guests to go through their website in the future.
- Digital reservation emails and SMS are sent automatically with **your branding**.
- **You no longer have to rely on a third party** that hijacks your search traffic and competes for reservations, reselling them to you for a higher price.
- You have contact information for **every guest that books through you**, so you can remarket to them with personalized campaigns that drive repeat business.
- Each time a repeat customer books again, you recognize them and have **historical purchase and preference information**.
- You know your guests' expectations **as soon as they arrive**, so you can exceed them.

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**Use this playbook to ensure that your reservation widget and social channels are all set-up properly — and for maximum effect across channels.**

# SET YOURSELF UP
# FOR SUCCESS

## SEVENROOMS RESERVATION WIDGET IMPLEMENTATION

Here's how to copy and paste code into the HTML of your website.

### STEP 1

Set up the buttons or links that will trigger the SEVENROOMS widgets:

Within the HTML of your website, set up the clickable dom elements that will trigger the rendering of the SEVENROOMS widget. The dom elements must have an id attribute in order to identify them. We will refer to this id as the triggerId.

### STEP 2

Copy and paste this script into the HTML of your website:

```
<script src="https://www.sevenrooms.com/reservations/embed.js"></script>
```

### NOTE

The method for implementing multiple widgets on the same page is slightly different from the standard implementation. If you require support for this, please contact support@sevenrooms.com

### STEP 3

To initialize the SEVENROOMS widget, copy and paste the above script into your page. This script must occur after you have loaded the SEVENROOMS embed script.

```
<script>

SevenroomsWidget.init({
venueId: "(sevenrooms id of your venue)",
triggerId: "(id of the dom element that will trigger this widget)",
type: "(widget type)",})

</script>
```

It should be invoked once for each version of the widget you would like to have on your page. The properties on the configuration object should be associated with these value:

- **venueId** will be the id of the venue as found on the SEVENROOMS website. *For example,* if the venue you are referring to has the URL: https://www.sevenrooms.com/manager/catch/reservations/day/ - then catch will be the venueId

- **triggerId** will be the id of the dom element that will launch the respective widget when clicked

- **type** must be either "events", or "reservations". This is the type of widget you will be launching

## PRO TIPS

- Make your reservation button visible with a bright color, large and legible text, and use an action-oriented phrase like "Book A Table.

- Think strategically about the image you display in the reservation widget. We see better conversion when the image offer a visitor core information such as service hours, address, telephone number. Think of the space as mini advertisement. Don't forget to take advantage of the text at the top.

# UPDATE YOUR SOCIAL ACCOUNTS
## FOR DIRECT BOOKINGS

Now you're ready to drive traffic to your reservation widget! Next up: making sure all your social media profiles -- and really any reservation link you control -- all go directly to your SevenRooms widget.

**A few things to keep in mind:**

You'll notice several of the how-to's below reference Tracking Links. Using a SevenRooms Tracking Link passes through a "Booked By" variable from the URL to the backend of SevenRooms, making it easy for you to view the "Booked By" source on a reservation, and even report on it.  (For more detailed information, check out the **Help Center article** on Tracking Links.)

For clients who currently do significant paid digital marketing, and require more detailed campaign reporting, please contact **support@sevenrooms.com** to inquire about our beta campaign reporting features.

# INSTAGRAM ADD A RESERVE BUTTON

Take advantage of your restaurant's presence on the photo-sharing social network by using of SevenRoom's direct integration with Instagram. Here's how to make sure your profile has a "Reserve" button:

- Ensure your restaurant has a **business profile** set-up on Instagram
- Navigate to SevenRooms
- Go to Marketing > Tracking Links
- Copy your Instagram link for reservations
- Open your Instagram app and go to
  Edit Profile > Contact Options > Add An Action Button.
  Choose SevenRooms.
- Paste your URL from above, but add this parameter at the end: ?instant_experiences_enabled=true

GET MORE INFO
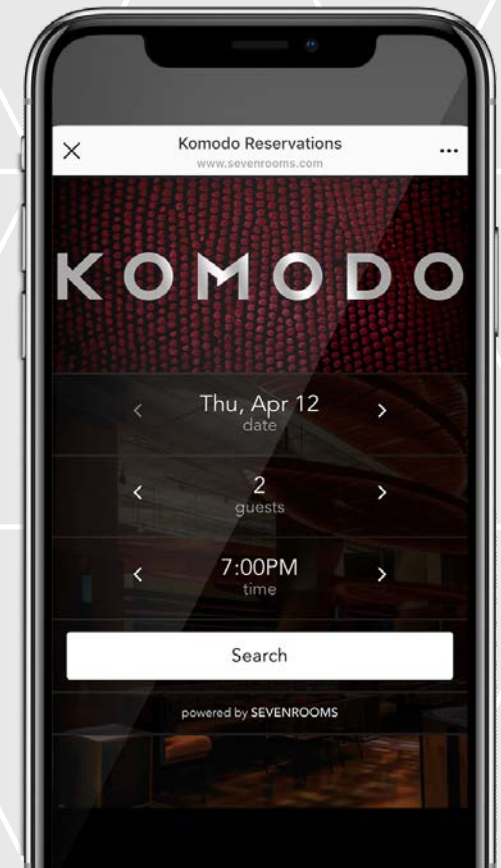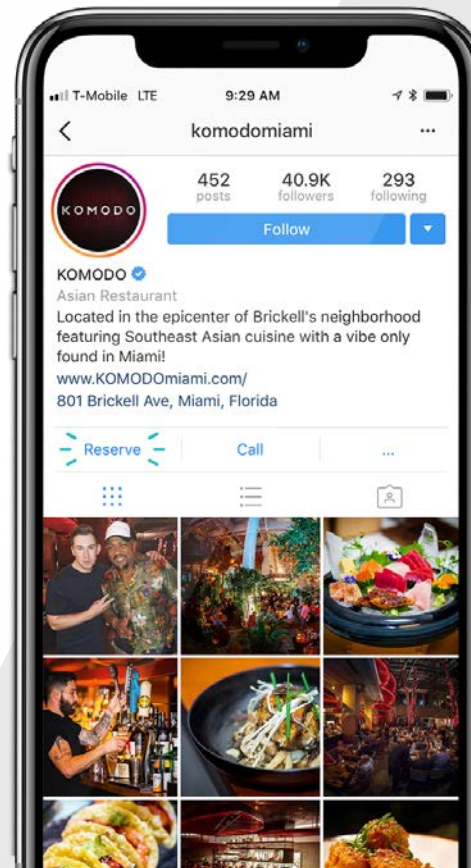
# GOOGLE BUSINESS LISTING

Guests looking for your restaurant through Google Search and Google Maps now have the ability to make a direct reservation as well. With this feature in place, restaurants can add custom links to their Google Business Page that will enable guests to take direct actions, including making reservations, viewing the menu and placing an order.

- If you don't already have one, create a Google My Business account for your restaurant.

- Sign in to your Google My Business account.

- Click on the Info tab for your listing.

- In the URLs section, update the Reservation URL field.

- Ensure you link directly to your SevenRooms widget in pop-up mode. To do that, add "?triggerSevenrooms=true" to the end of your URL *For example:* http://www.YOUR-VENUE-HERE. com/?triggerSevenrooms=true

- Click Apply.
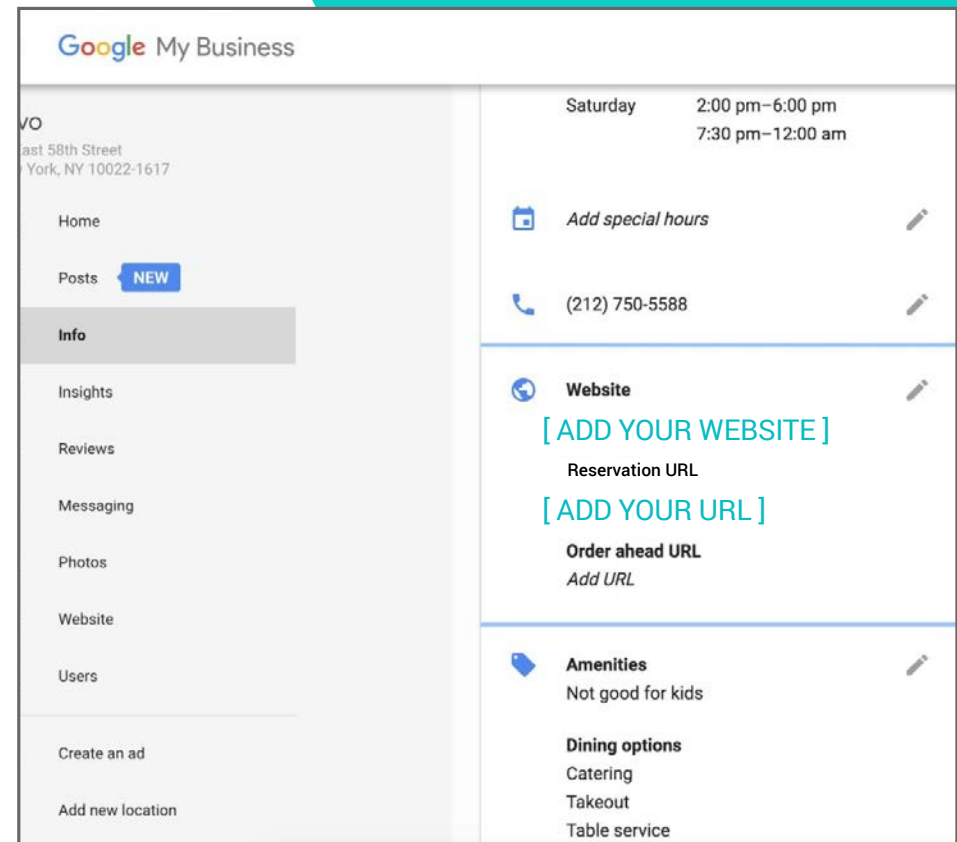
## BONUS

- **SevenRooms clients automatically get a Reserve With Google button, which means guests searching for your restaurant can book without ever leaving Google.**
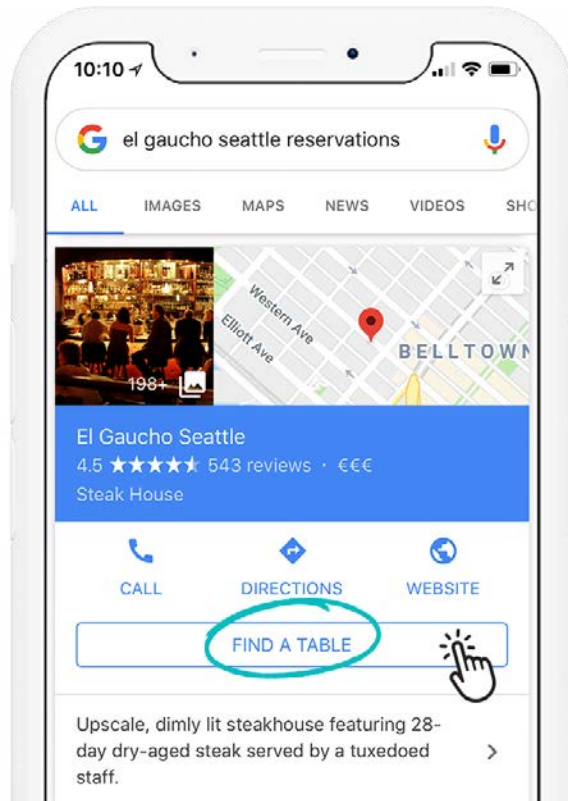
# FACEBOOK ADD A BOOK NOW BUTTON

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 reservations.



- Navigate to the Marketing Tab in SevenRooms and select Tracking Links[1.]

- Copy the Tracking Link for Facebook.

- Go to your Page's cover photo and click + Add a Button.

- Choose a "Book Now" button, and enter your unique booking widget URL (paste the link you copied from SevenRooms Tracking Links.)

- Click Create.

## NOTE

The Tracking Link should look like this:
http://sevenrooms.com/reservations/YOUR-VENUE-HERE/fb
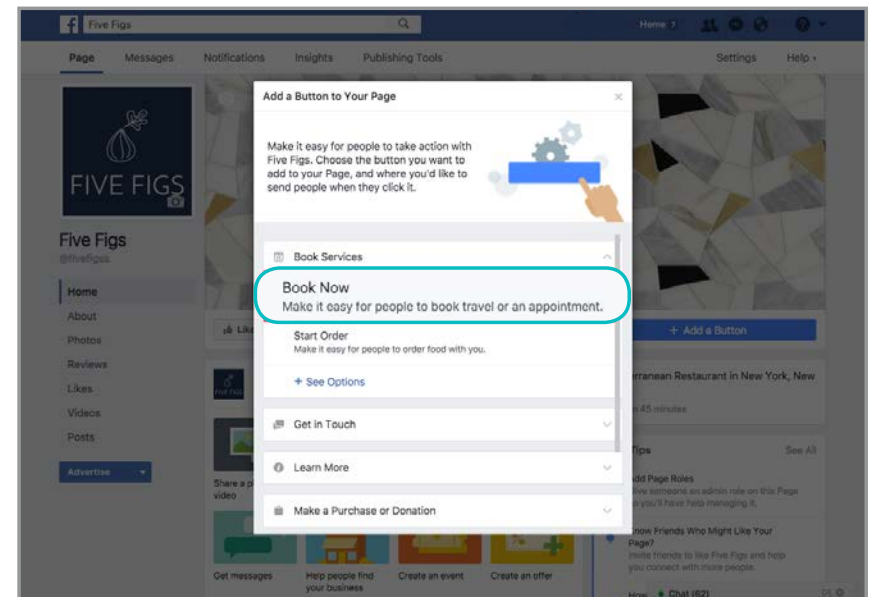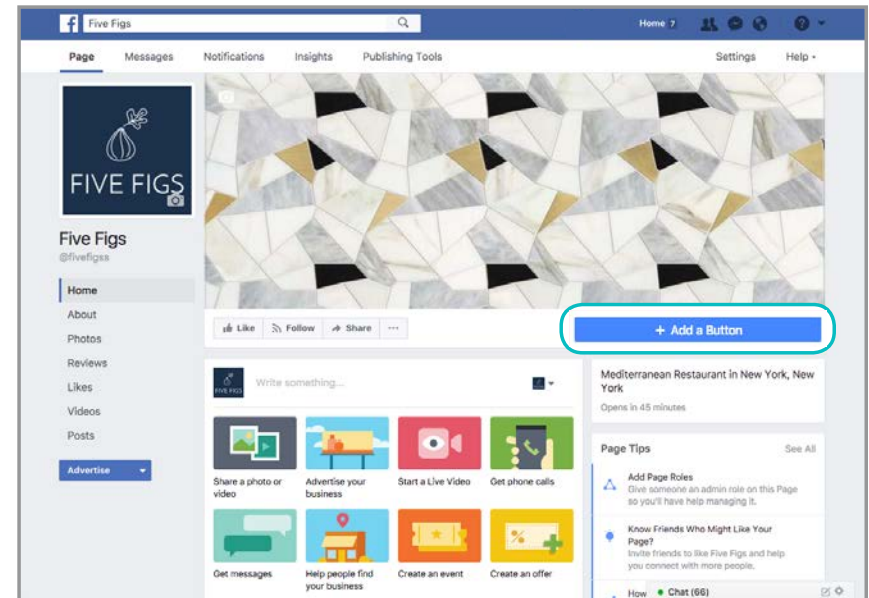
# YELP ADD A RESERVE NOW BUTTON

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 booking reservations by adding a "Reserve Now" button to your Yelp Business page.

- Navigate to the Marketing Tab in SevenRooms and select Tracking Links[1].
- Copy the Tracking Link for Yelp.
- Go to the Yelp for Business Owners page.
- In the Call to Action section, click Edit[2].
- Click on the Book Now button and then Get Started.
- Complete your purchase by agreeing to the monthly Call to Action fee.
- Follow the instructions and insert your unique booking widget URL when prompted.

NOTE

[1] - The Tracking Link needs to be your restaurant's website domain. If you embed your widget on the sevenrooms.com domain, you'll need to link to your website homepage instead — letting the guest find your reservation button from there.

[2] - Any edits to your restaurant's Call to Action must be approved by Yelp, and that approval may take 2-3 business days.
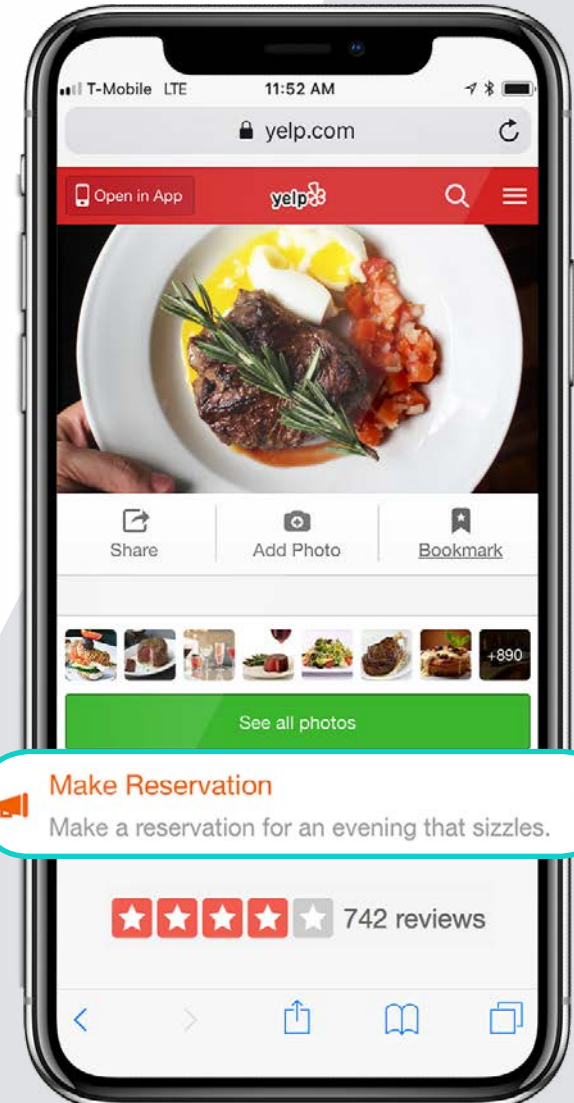
# MAKE DIRECT BOOKING
## COMPELLING

You've already made the important decision to implement SevenRooms which gives you all the tools you need to create and cultivate meaningful relationships with your guests.

Now, help direct reservations stand out by thinking strategically about your reservation experience. Here are some ideas to consider -- all taken from what we're already seeing clients do successfully all over the globe with SevenRooms.
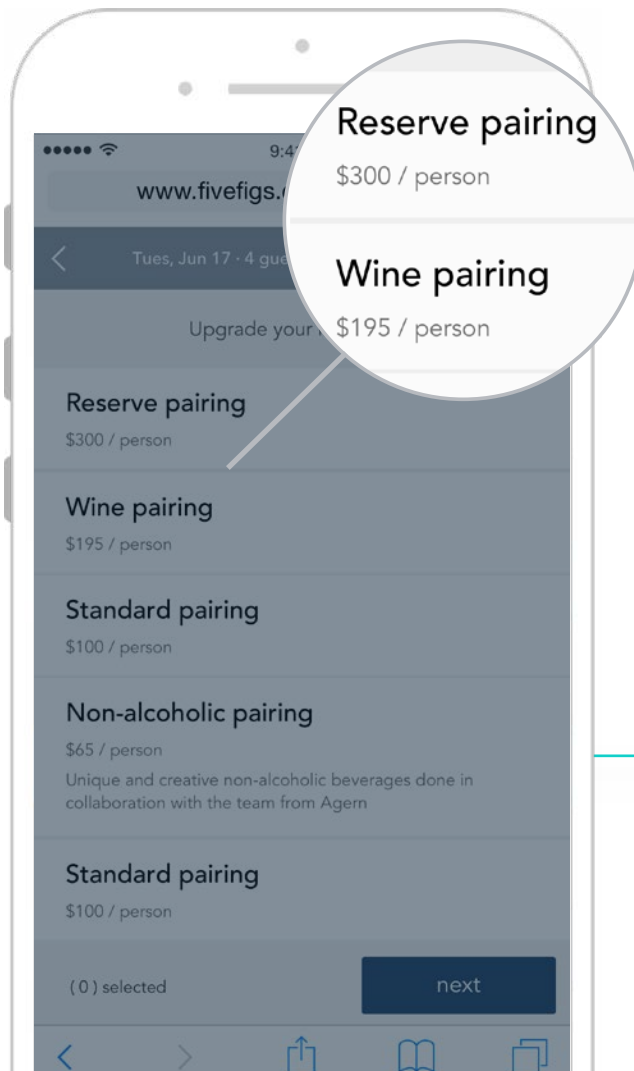
01

# DIFFERENTIATE THE
## BOOKING EXPERIENCE

✓ Allow guests to book tables further in advance – only releasing tables to OpenTable and other channels at a later time.

✓ Allow guests to place themselves on a waitlist and be notified directly when availability opens up.

✓ Be prepared to update your widget to accept last minute availabilities or cancellations.

✓ Consider enabling guests to talk directly with your staff via webchat on the website.

✓ Offer upgrades on your website that are only available for direct reservations, including special menus, wine pairings, or preferred access or discounted tickets to events.
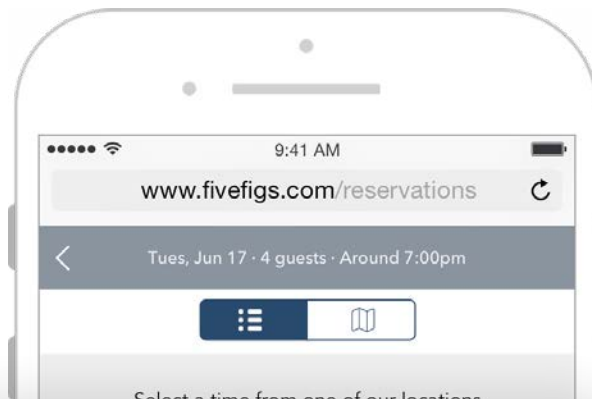
# DIFFERENTIATE
# INVENTORY

✓  Provide preferred seating and availability for direct website bookings.

✓  Offer access to exclusive dining experiences, such as kitchen tours or chef's tables — the options are endless.

✓  Leverage SevenRooms' multi-location reservation widget so guests can search, view and make reservations across your entire restaurant group all at one time.

✓  Cross promote other restaurant properties in your portfolio if a guests preferred time is not available.

03
# DIFFERENTIATE YOUR
# POLICIES

✓ Enforce a cancellation fee for third-party bookings.

✓ Require a credit card for all third-party bookings.

✓ Do not allow those using third-party booking services to make reservation changes by calling the restaurant. Let them know adjustments over the phone can only be made if they cancel the third-party reservation and re-book directly.
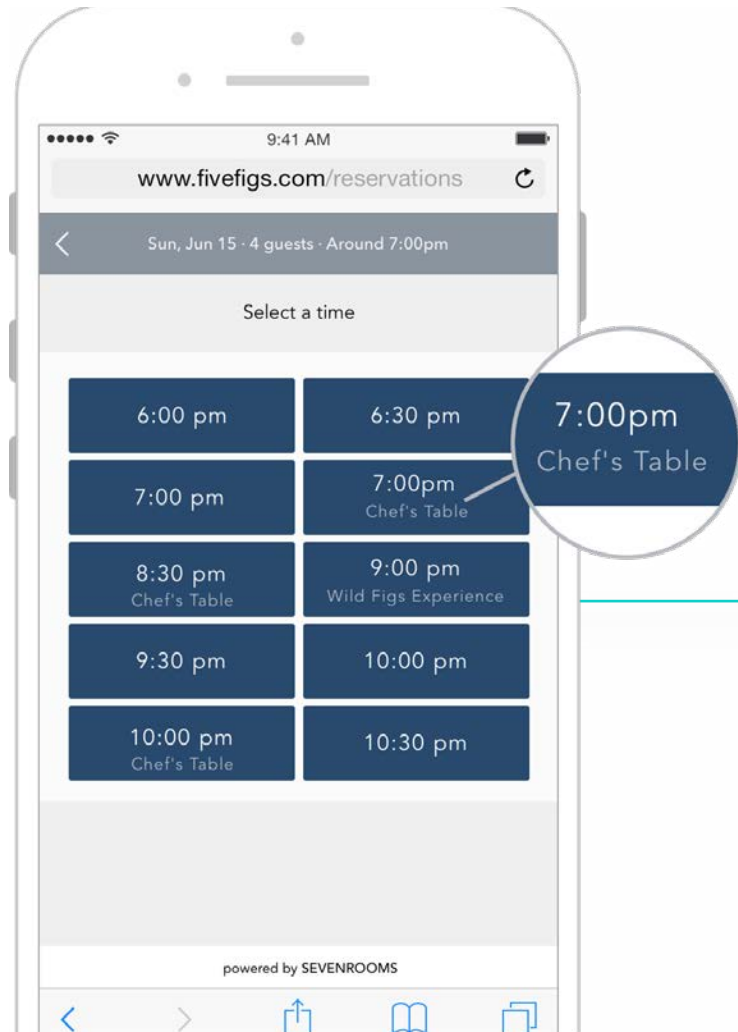
04
## TAILOR THE
## IN-STORE SERVICE

✓  Offers parking credit or validation, or work with a ride-sharing service to distribute ride credit to your guests.

✓  Surprise and delight guests who book direct; some ideas include celebrate guest arrivals with a complimentary round of champagne or surprise them with a kitchen tour.

✓  Offer unique dining experiences via your website that cannot be found anywhere else, it could be a kitchen tours or chef's tables - the options are endless. (Check out the **Help Center article** on Experiences.)

✓  Seat guests who book direct first.

✓  Have managers, GM's and sommeliers touch every table of a direct booking.

# PROMOTE
## WHY DIRECT IS BEST

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

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

"

**GUEST BEHAVIOR WILL NOT CHANGE** WITHOUT YOUR DEDICATED EFFORT.
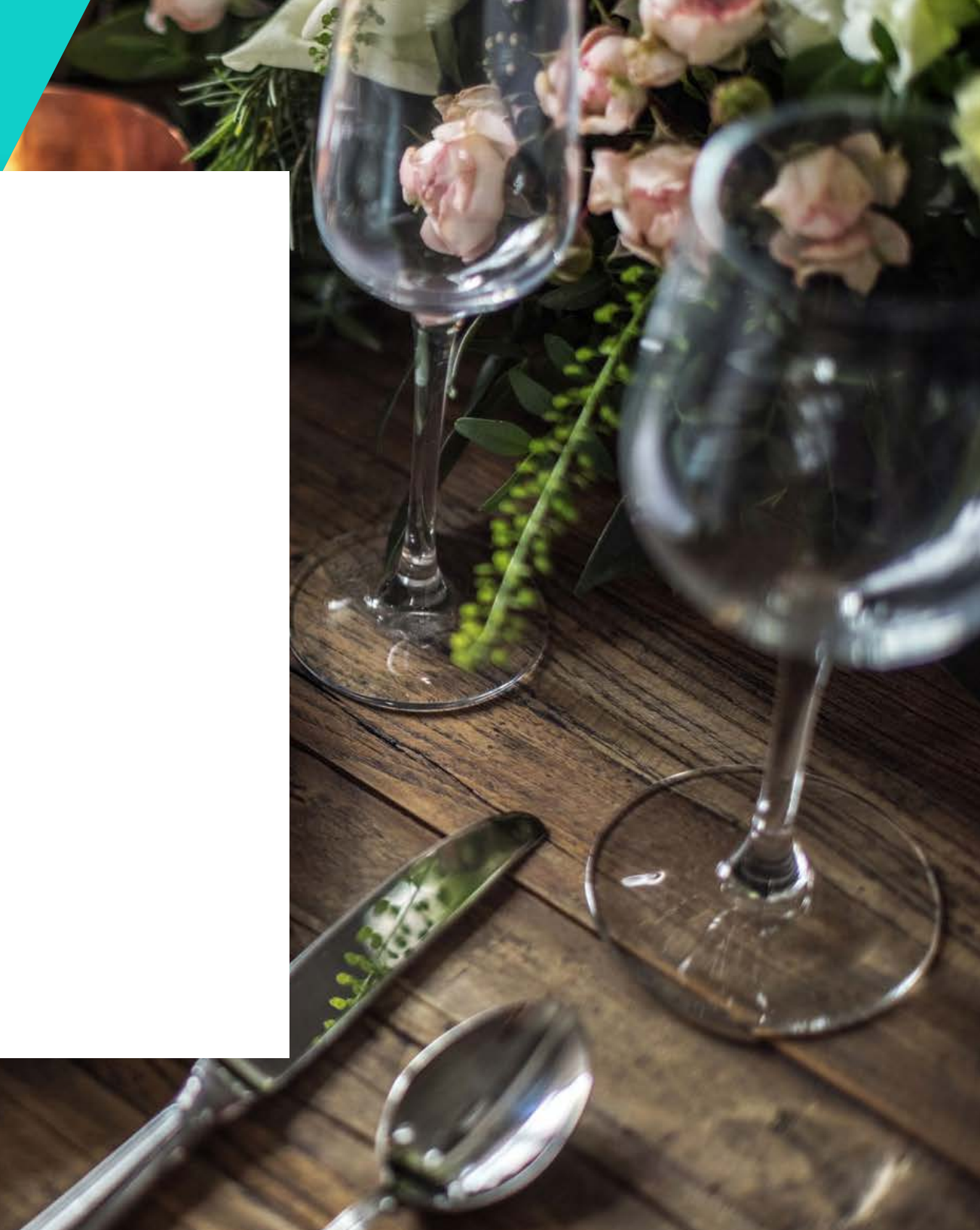
# SHARE THE **BENEFITS**

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Promote direct reservations in all email communications to guests, even those that are generated by your booking channel partners.

—

Talk about your direct reservations (and the perks that come with it) across all your restaurant's social media channels. Encourage guests to share as well with one-time incentives or promotions. #bookdirect #directisbest

—

If your website is enabled with a chat service, use it as way to educate guests about direct reservations. A simple, friendly message could go a long way.

*For example:* "Do you like Champagne? Great, because, we welcome all guests who book direct with a glass of Champagne (or their drink of choice)!"

—

Use the check printer to show your appreciation by including a message thanking guests for booking direct on the bottom of their receipts.

—

Use pop-up notifications on your website. Some visitors may be on your website just researching and viewing menus - make sure they know it's better to book direct when they are still in research mode.

—

Take advantage of the check holder and always include a card to collect email address and communicate the benefits of booking direct.

## EDUCATE YOUR STAFF TO
## EDUCATE CUSTOMERS

—

Train servers and hosts to offer guests a complimentary drink or dessert when they book direct for their next visit. Personalize the invitation by offering guests a printed card to redeem their reward.

—

Use reservationists or call centers to tell guests about the benefits of direct reservations and your reservation policies.

—

Train hosts to ask all guests, including walk-ins, for their email addresses and phone numbers, when they visit the restaurant.

—

Show your appreciation and always remember that a simple "thank you for booking direct" goes a long way.

# IT'S GO TIME!
## AND WE'LL BE WITH YOU EVERY STEP OF THE WAY.

Visit our the Help Center at **www.sevenrooms.com/help** to access a wide range of how-to articles and FAQ's or contact us at **support@sevenrooms.com**.

**SEVENROOMS**