

SPILLOVER



Promoting Online Ordering

Grow your business with
online ordering directly on
your restaurant's website.



**Promote Effectively.
Grow Your Audience.**

SPILLOVER

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This guide is to help you promote your new online ordering solution from Spillover. After you go live you will receive a URL link for your Online Ordering solution that you can publish anywhere your business has a presence on the internet. Here are some quick and easy tips to help you let the world know you are ready to take pickup and delivery online orders.

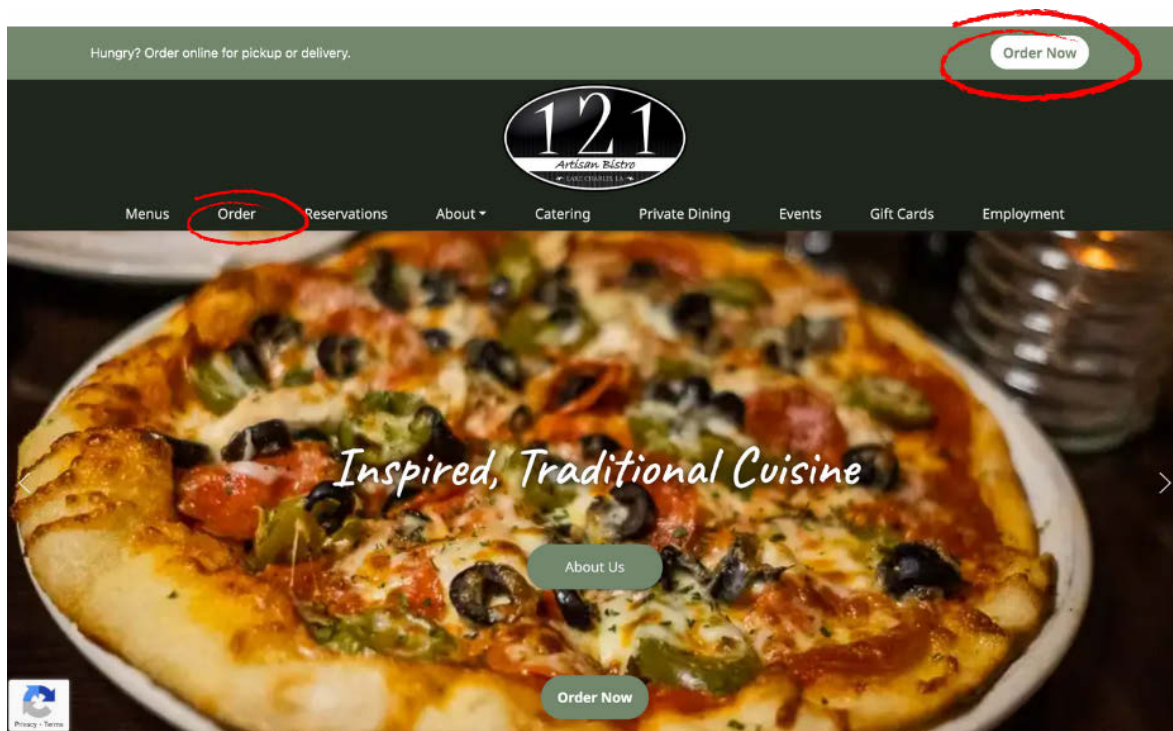
HOT TIP: One of the advantages of having your own online ordering solution and loyalty program is the ability to collect information on your customers, their preferences and purchasing habits. This allows you to create targeted marketing campaigns that drive repeat sales and help grow your business. If you have Spillover's Internet Marketing System, you can automate all of this using our Automated Messaging.

Offer your customers discounts and loyalty rewards for ordering directly with you through your website. Make it worth their time.

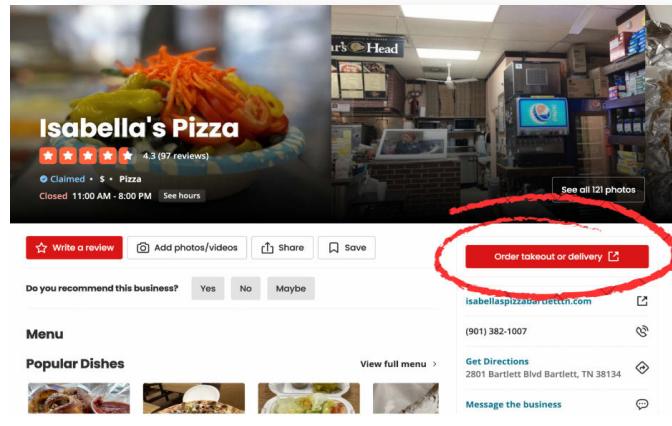
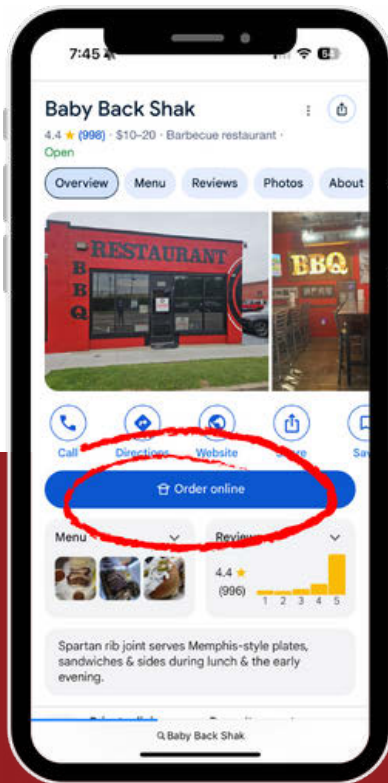
WEBSITE

Make sure your direct online ordering is prominently featured on your website and avoid adding multiple 3rd party links! **We recommend having a fixed banner or floating button in addition to your main navigation link and promotiles, so your ordering is accessible from every page.** If Spillover built your website, have no fear, we will add your online ordering links and buttons for you.

HOT TIP: Consider using Home Page Popup Messages to promote Specials and Discounts.



GOOGLE, YELP and Online Profiles



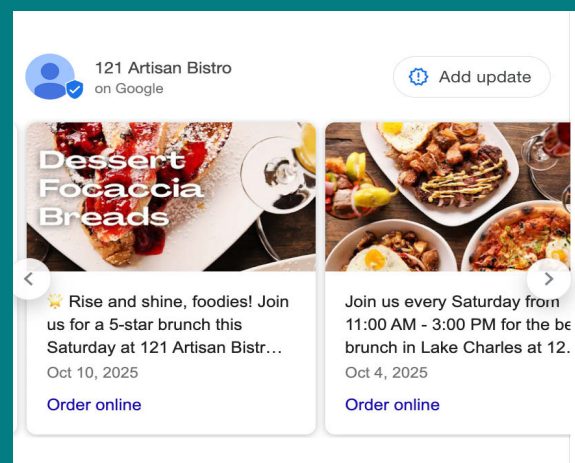
Claim your Google and Yelp business and update your website, menu and online order links. Make sure to set your Spillover Ordering as "Preferred"

USEFUL LINKS

Google My Business
www.google.com/business

Yelp for Business
www.biz.yelp.com

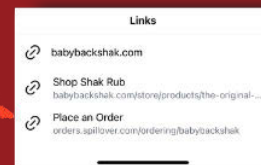
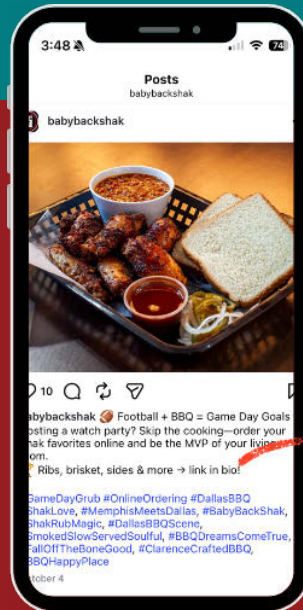
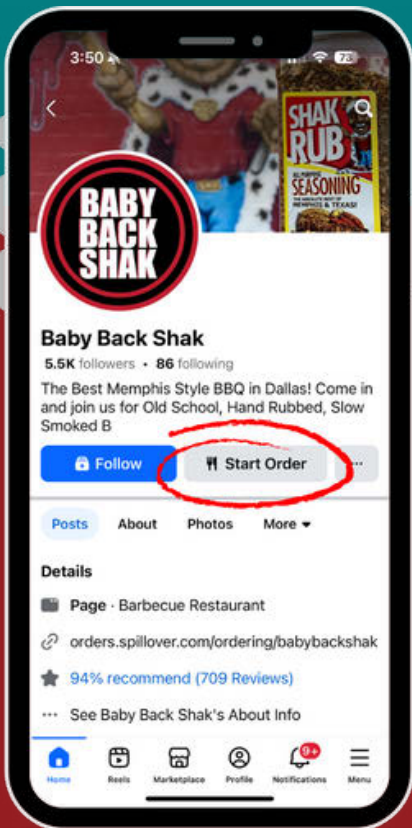
HOT TIP: Publish regular **Google Action Posts** to Promote your Ordering. This also helps your website SEO! SENALYSIS from Spillover makes it easy to generate and schedule google posts.



SOCIAL MEDIA

Make sure you add your website or online ordering link on your Social Media account profiles (Facebook, Instagram & X).

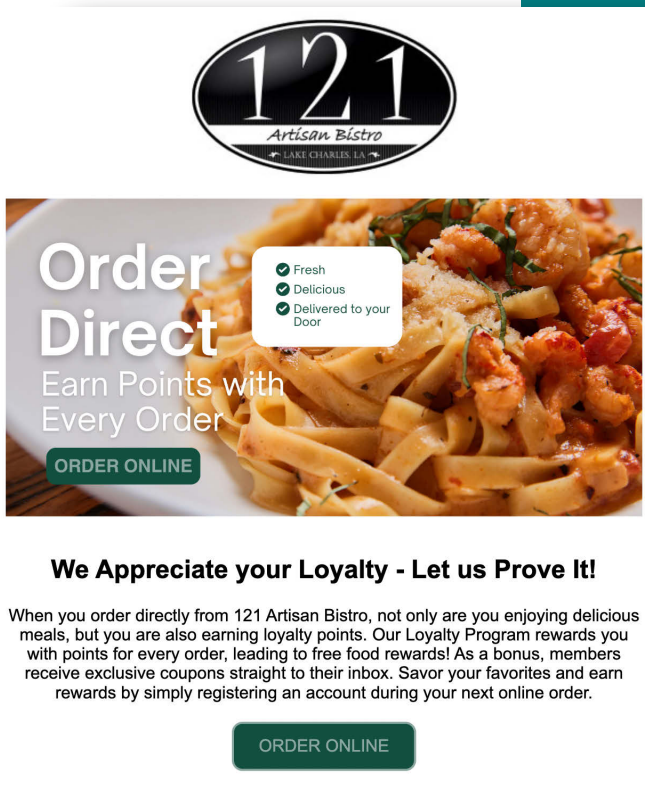
HOT TIP: Facebook allows you to create a 'Start Order' Button on your business page and Instagram allows you to add multiple links to your Bio.



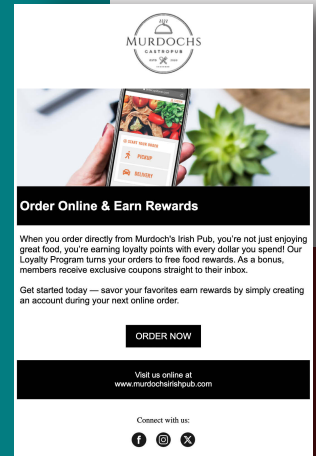
HOT TIP : Add a online order tracking link to every post! SENALYSIS from Spillover makes it easy to add trackable short links to your posts.



EMAIL MARKETING



"Order directly from our website and earn points with every order!"



It's important to let all your regular customers know that you're ready to receive orders directly on your website, and there's no easier way than an email blast! With Spillover's Internet Marketing System you have a wide range of pre-built email templates at your disposal, ready to help take all the guesswork out of crafting a beautiful custom email.

Be sure to add your online ordering link or website link to your email blast so that customers can click on a button and immediately place an order.

HOT TIP: Consider including an Online Order Discount Coupon to entice your mailing list members to place an order! With Spillover's Online Ordering Solution, it's really easy to create discount coupons and set up automated **Re-Engage Campaigns** for lapsed customers. Contact Spillover Support if you need help.

PRINTED FLYERS

If you also use a 3rd party ordering/delivery service, consider adding a printed QR Code flyer to every order that promotes your direct online ordering business and loyalty program. Let your customers know that they can support you and earn rewards by placing their orders directly with you, rather than using a 3rd party service that takes a very large commission.



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HOT TIP: Spillover's Internet Marketing System makes it easy to create QR Code Flyers that allow your customers link directly to your Online Ordering by scanning the code with their phone.

HOT TIP: Consider also including an Online Order Discount Coupon Code to entice customers to place an order directly with you.

Contact Spillover Support if you need help