

BITEBACK

by Paymentsense

PROMOTE YOUR BUSINESS ONLINE

Generate income with our 'how-to' guide to create an online presence for your business.



CREATING THE MESSAGE

Now you're set up for online sales it's time to shout about it. We've put together a guide for you to get the word out in your local area.

1. CREATING THE MESSAGE

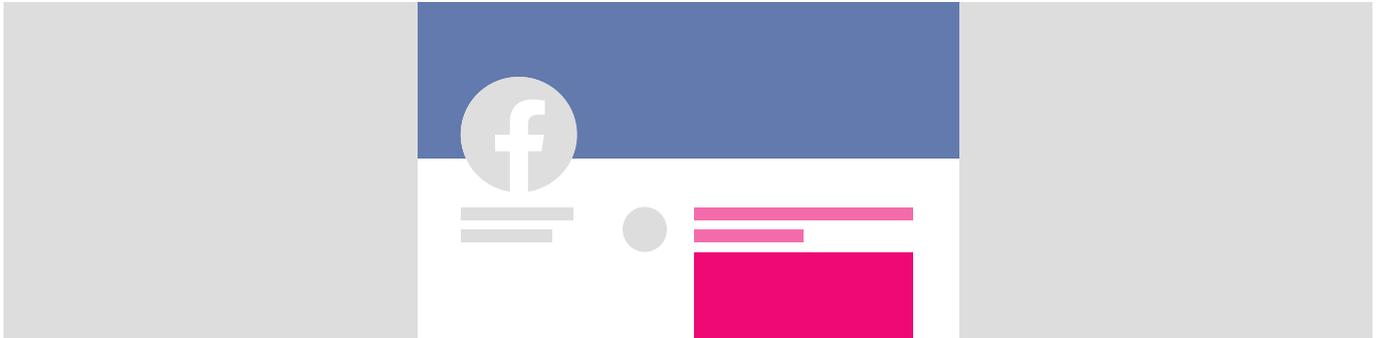
To help you get the message out, we've created a few customisable ideas for social posts. Your customers must know:

- **What you are offering:** Collection of online orders
- **Promotions:** What percent discount can you offer in order to drive more sales?
- **Collection only:** Are there any specifics regarding this that customers need to know ahead of ordering?

While social posts should include all relevant details, they're also a great way to inject some personality. If you know your audience well, don't be afraid to talk to them directly in a way that sounds familiar.



FACEBOOK TEMPLATE POSTS



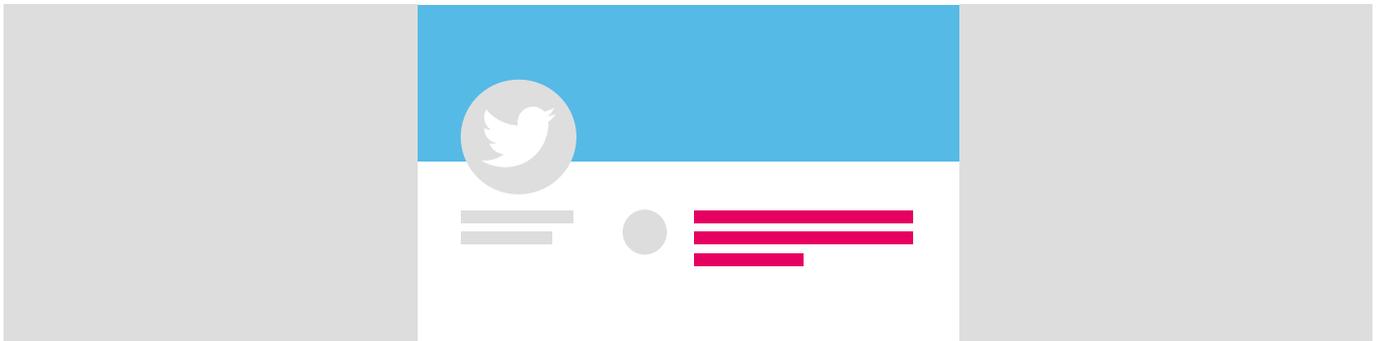
Collection only

1. We've revised our menu to make it mobile! After all, where there's a will, there's a takeaway! Try **[restaurant name]** today and you'll get 10% off your online order here: **[landing page]** – and we'll accept payment on pickup.
2. We're changing the way we operate here at **[restaurant name]** so that we can continue to provide customers with a tasty meal and a welcome break from beans on toast. From now on we're doing takeaway and accepting collections. You can find our revised menu and order online here **[landing page]** with 10% off your first order.
3. Netflix and chill? More like dine and distance! **[restaurant name]** is now accepting takeaway orders, which means you can enjoy your favourite meals from the comfort of your own home. Simply order online here **[landing page]** and pay at collection. We're even knocking 10% off your order, too!

Delivery and collection:

1. We've revised our menu to make it mobile! After all, where there's a will, there's a takeaway! Try **[restaurant name]** today and you'll get 10% off your online order here: **[landing page]** – and we'll accept payment on delivery.
2. We're adapting to the new normal. From now on **[restaurant name]** will offer both delivery and takeaway services across **[insert location/postcode radius]**. You can make your first online order here **[landing page]** with 10% off – and we'll accept payment on collection or delivery.
3. Netflix and chill? More like dine and distance! We're now accepting delivery and takeaway orders, which means you can enjoy your favourite meals from the comfort of your own home. Simply order online here **[landing page]** and pay on collection. We're even knocking 10% off your order, too!

TWITTER TEMPLATE POSTS (280 CHARACTERS PER POST)



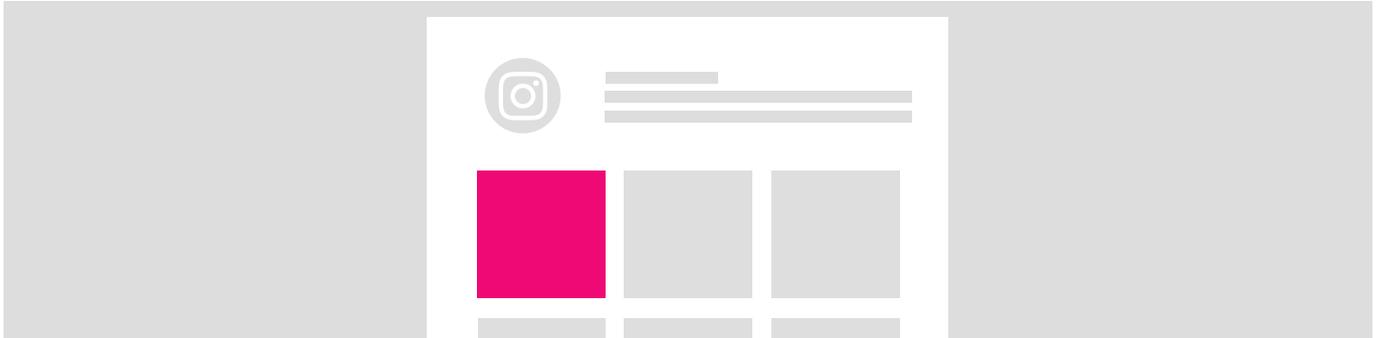
Collection only

1. We're now offering all of our customers a takeaway collection option. Order here **[landing page]** and we're giving 10% off as a thank you for supporting us. Payment will be taken at collection.
2. Beans on toast got you down? We're now taking online orders for collection only from our site here: **[landing page]**. Enjoy 10% off your first order as a thank you for supporting us. Payment will be taken at collection.

Delivery and collection:

1. We're now offering all of our customers a takeaway collection and delivery option. Order here **[landing page]** and we'll give you 10% off as a thank you for supporting us.
2. Beans on toast got you down? We're now taking online orders for collection and delivery from our site here: **[landing page]**. Enjoy 10% off your first order as a thank you for supporting us.

INSTAGRAM



If you have an Instagram business account, you can tweak the above content to create a caption for a post announcing your restaurant's new shift to takeaway.

Advice for visual posts:

- **Use people:** Take pictures of your staff to make your post more friendly
- **Don't overthink it:** Use simple imagery for maximum impact
- **Use imagery of your best selling dishes:** Entice your customers to buy

Instagram Stories:

As well as uploading a permanent post, why not publish a story image with the message on, too? This will last 24 hours and give you more exposure.

HASHTAGS (ACROSS ALL PLATFORMS)

When posting, to gain more visibility, use hashtags that are relevant to your industry and location.

Some suggestions:

#yourlocalarea e.g (harringay)

#restaurants+yourlocal area (e.g. #restaurantsharringay)

#typeofrestaurant (e.g. #greekrestaurants)

#independentbusinesses

#localrestaurants

#hospitality

#delivery

#takeaway

#supportlocal

#localbusiness

FOOD SURPLUS POSTS

If your restaurant has surplus food at risk of going to waste, consider selling it at a consumer rate to local residents.

Create custom social posts across your business pages and be sure to post on local group pages.

See [this article](#) for more details.

You can use this template for guidance:

If you need any **[insert products on offer]** in **[local area]**, we have some going spare to sell from **[restaurant name]**. Please drop down to **[address]** to purchase. This will not only save on food-wastage but help local business owners.

2. SHARING THE MESSAGE

Be proactive across social media, as well as using other communication tools such as SMS and email, where you can. The more you do, the better.

SOCIAL SHARING

1. Sharing on your own page

- Share different variants of social posts regularly (3-4 times per week) on your own business page
- Use different forms of media to help create different messaging and increase levels of engagement. Choose your own imagery or videos if you have them
- Think about the timings of your post. When are people most likely to consider making dinner choices?
- Break up posts. One post in the late morning and two across the late afternoon/early evening

2. Social sharing in local pages and forums

Become a member of local groups on Facebook. Once you've been granted posting access, share a social post along with an image featuring your details, including your landing page.

SHARING THE MESSAGE

How to find relevant groups on Facebook

- Use the search bar to type in 'locals' and then the name of your restaurant's location – e.g. 'Locals Stoke Newington'
- Use nicknames for places: E.g. 'Stokey locals'

A screenshot of a Facebook search bar with the text 'stoke newington locals' and a magnifying glass icon. Below the search bar, three search results are displayed:

- Stokey Folks**: Group · 3.8K members. Stokey Folks... 90 posts a day. + Join
- Stoke Newington Residents**: Group · 2.5K members. Welcome to Stoke Newington Residents Facebook Group! This group is for Stoke Newington Residents and Businesses to discu... 20 posts a day. + Join
- I lived in Stoke Newington**: Group · 3.1K members. + Join

- Look at business-specific forums in your area – e.g. 'business community Surrey'
- Use keywords such as 'community' and 'citizens'
- Look at the surrounding areas - for example, boroughs and areas- E.g. 'Hackney locals', 'North London small businesses'

Posting in business communities

If you can find local, relevant business community pages on Facebook, use these not only as a platform to share your new offering but as a soundboard to bounce ideas off and discuss plans with other small business owners.

Would there be any mutual benefits from partnering up with a local corner shop, bakery or pub? Perhaps you're able to offer some sort of discount for customers when you work together? A bottle of wine and a meal for two?

A screenshot of a Facebook search bar with the text 'stoke newington business' and a magnifying glass icon. Below the search bar, one search result is displayed:

- Stoke Newington Business Association**: Page · 201 like this. Stoke Newington Business Association supporting local businesses, our community and our environment. Like

SMS AND EMAIL

As well as posting across social forums on Facebook, consider the tools that you already have to speak to customers directly.

If you have a database of reliable contacts and can reach out via email or SMS (using a third party supplier that helps you stay GDPR compliant), then proactively send out an email and text message.

This will help get the message across to a captive audience who are already interested in hearing news and updates from your restaurant.

SMS providers such as Text Magic are currently offering a free trial. See their [website](#) for more information.

1. SMS (160 characters per message)

[Restaurant name] is now accepting **[takeaways/pickup]** in **[local area/postcode radius]**. We have adapted our online menu and are offering **[10%]** off all orders.

Please visit **[landing page]** to order today

[Restaurant name]

2. Email

Hi **[x]**,

We just wanted to let you know that **[Restaurant name]** is now accepting **[takeaways/pickup]** in **[local area/postcode radius]**. We've adapted our menu and are offering **[10%]** off all orders during this time.

To find out more visit **[landing page]** and order today to pay **[on collection/arrival]**.

We hope to see you soon.

Best wishes from everyone at
[Restaurant name]