

Increasing Restaurant Online Food Orders

David Mitroff, Ph.D.



If you would like to set up an appointment with a Long Beach SBDC advisor, please go to www.longbeachsbdc.org/callme

Long Beach Small Business Development Center

We Help Businesses at Every Stage

The SBDC is the SBA's largest service program and provides high quality business & economic development assistance to small businesses & entrepreneurs. We provide no-cost business advising and low-cost training to existing and new businesses.



Startup

Business Planning
Financial Projection
Exploratory Funding



New Business

Financial Packaging
Contract Negotiations
Cash Flow Management



Growing Business

Rebranding and Market Identification
Advanced Web Development (Shopping Cart, SEO, Email Segmentation, etc.)

Business Affected by COVID-19?

Assess your risk and respond to business disruption.

[VIEW THE COVID-19 RESPONSE GUIDE](#)



Restaurants and food businesses have been affected in various ways due to the spread of **COVID-19**. As the virus continues to spread, *changes need to be made to continue growing your business.*

We will review the ways restaurants and food businesses can still increase sales during the COVID-19 outbreak through online food ordering and what the best approaches to it are.

Learning Points

- How to sign up and leverage online platforms such as Ordermark, Doordash, Chowly, Grubhub
- Review effective methods such as streamlining menu, offering catering, etc.
- How to effectively promote online ordering capabilities through social media



David Mitroff, Ph.D.

David Mitroff, Ph.D. is a business consultant, marketing expert and keynote speaker who founded Piedmont Avenue Consulting (www.PiedmontAve.com), where he advises on leveraging new technology to create brand awareness, strengthen loyalty and streamline processes with proven results.

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**Companies are rushing headlong
into content today, and rightly so.
It's a battle to get noticed online
amidst the noise and crowds.**

Adam Audette

Online Ordering *Impact*

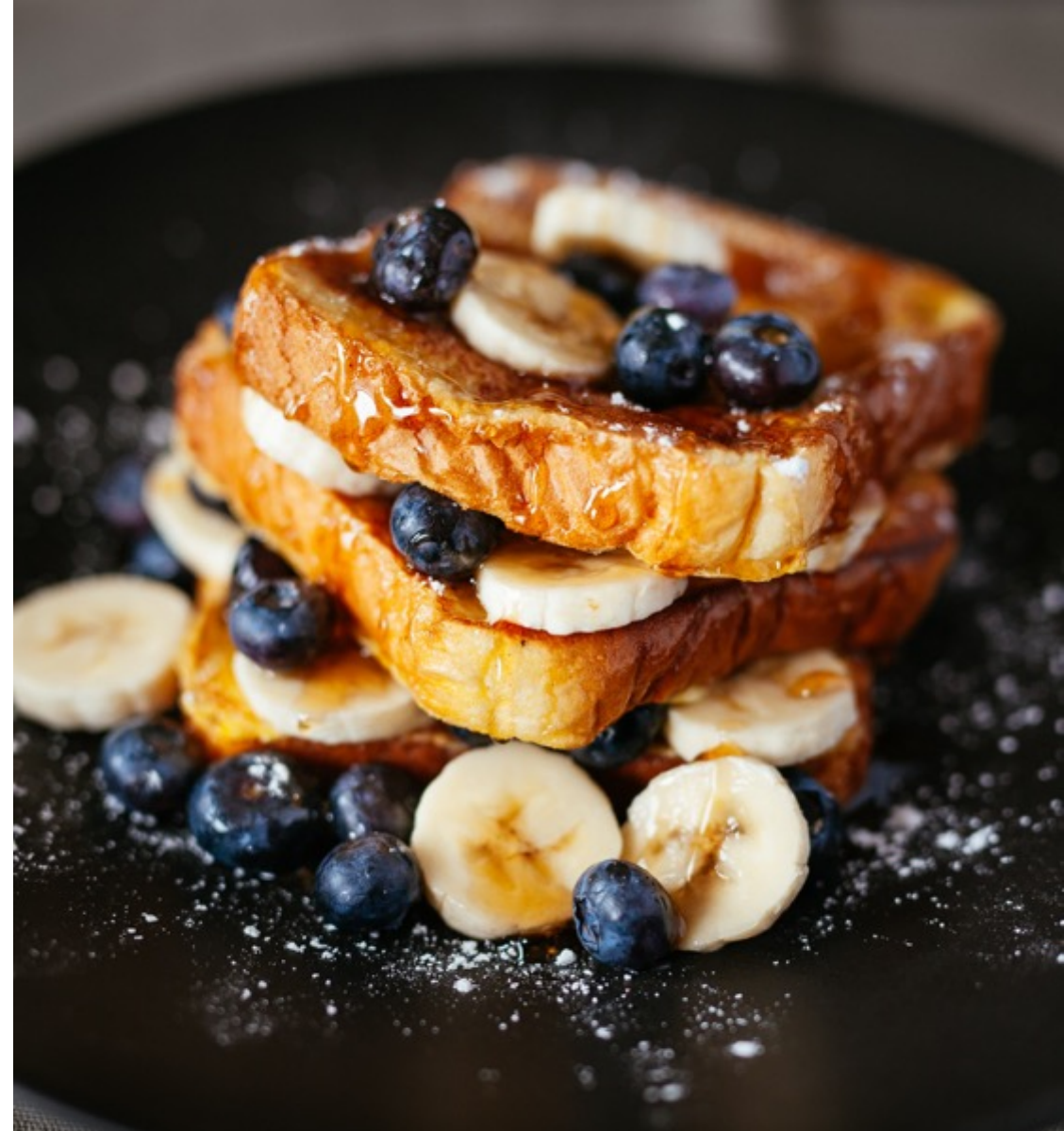
Working with a third party delivery service has been found to raise restaurant sales volume by

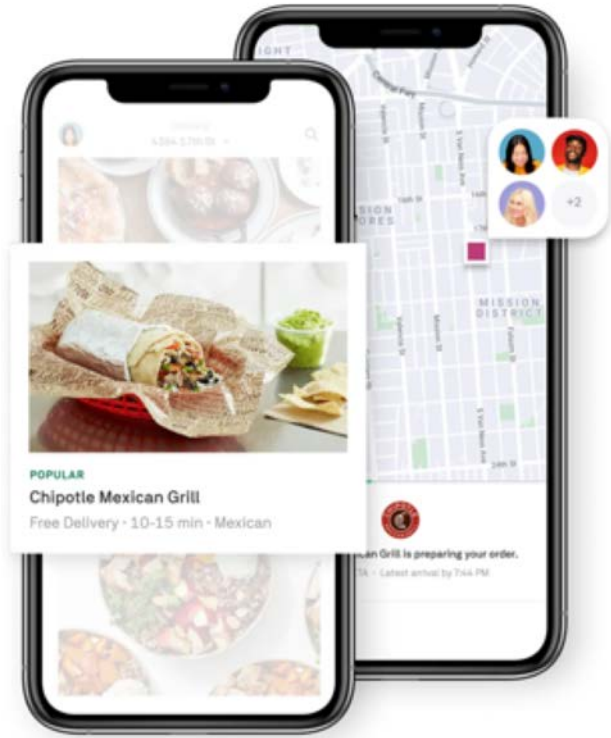
10-20%



Your Restaurant on Every Platform!

It *costs you nothing* to be listed on all of the platforms out there. Some customers primarily only use 1 or 2, and you want to *reach as many customers as possible*.





Customers primarily use apps to order.

There are many to choose from, and every customer has their preference in apps, but why not be an option on every single one?



**You crave.
We get it.**





UBER
eats



Simplify Your Process !

When assisting a number of customers on different platforms, it's easy to think things can get overwhelming.

Update your tech—**simplify how things are done.**



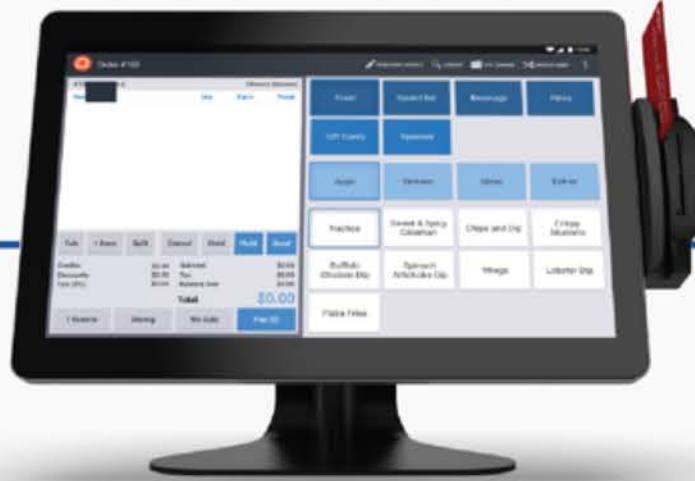
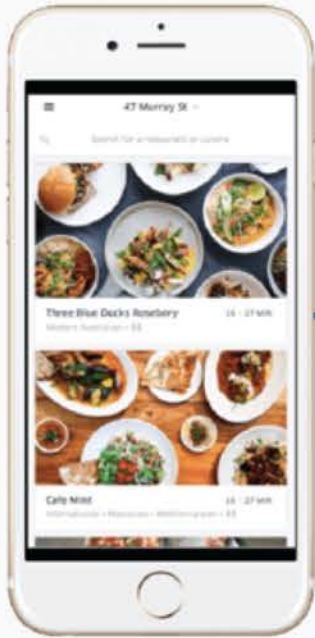


Point of Sales Integration

When your restaurant is on the map for multiple delivery service apps, then customer management is a must.

Why to Invest in POS Integration:

- Increase revenue
- Simple management & Data collection
- More focus on other aspect of business
- Leaves room for productivity
- Consistency

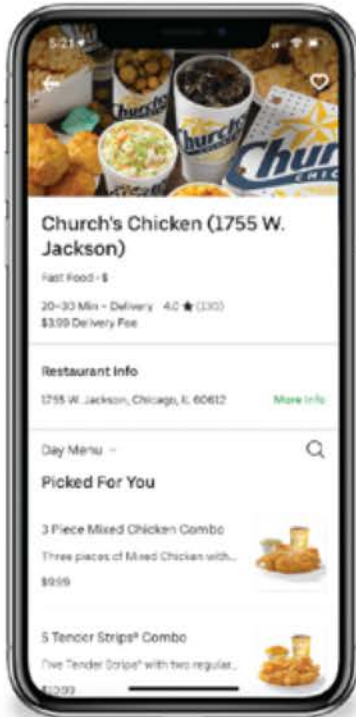


Customers order from multiple platforms: Postmates, Grubhub, Caviar etc.

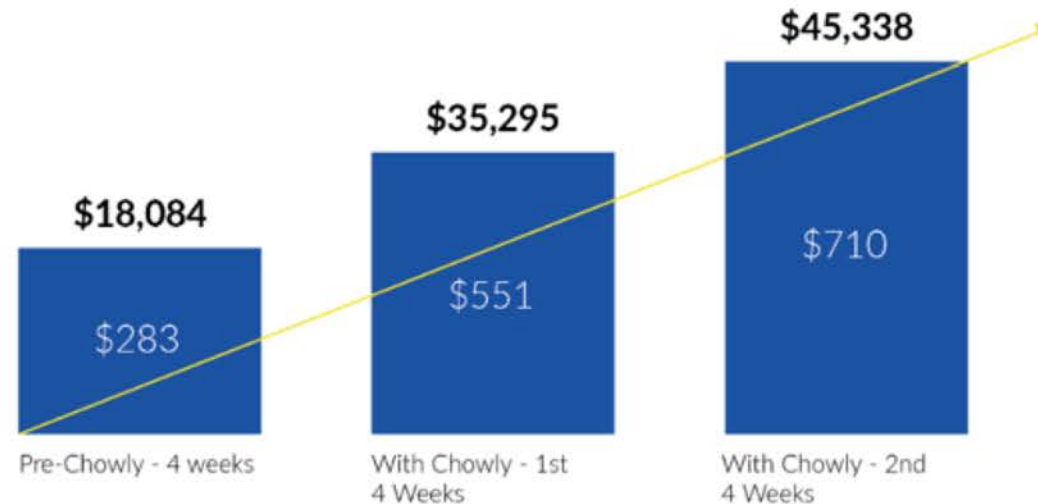
Orders are listed on a single POS software. Gets sent directly to kitchen.

Orders are made and sent off for delivery.

Customer Success Story

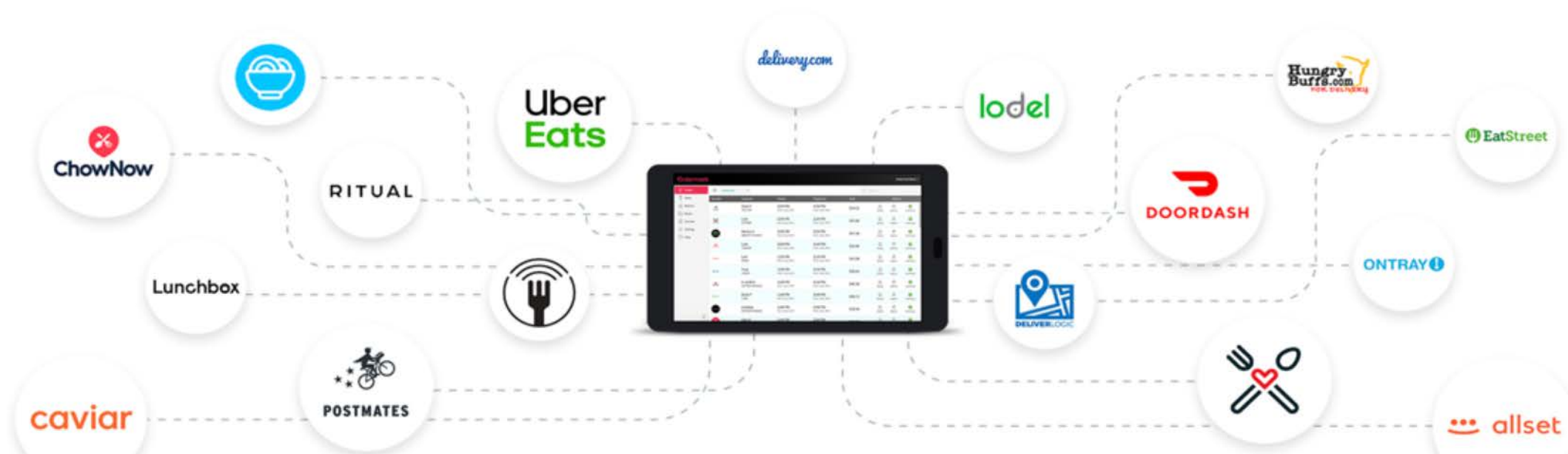


Church's Chicken's St. Louis market was examined over an eight week period after implementing Chowly's technology and saw a **180%** increase in third-party delivery sales.





@ordermark

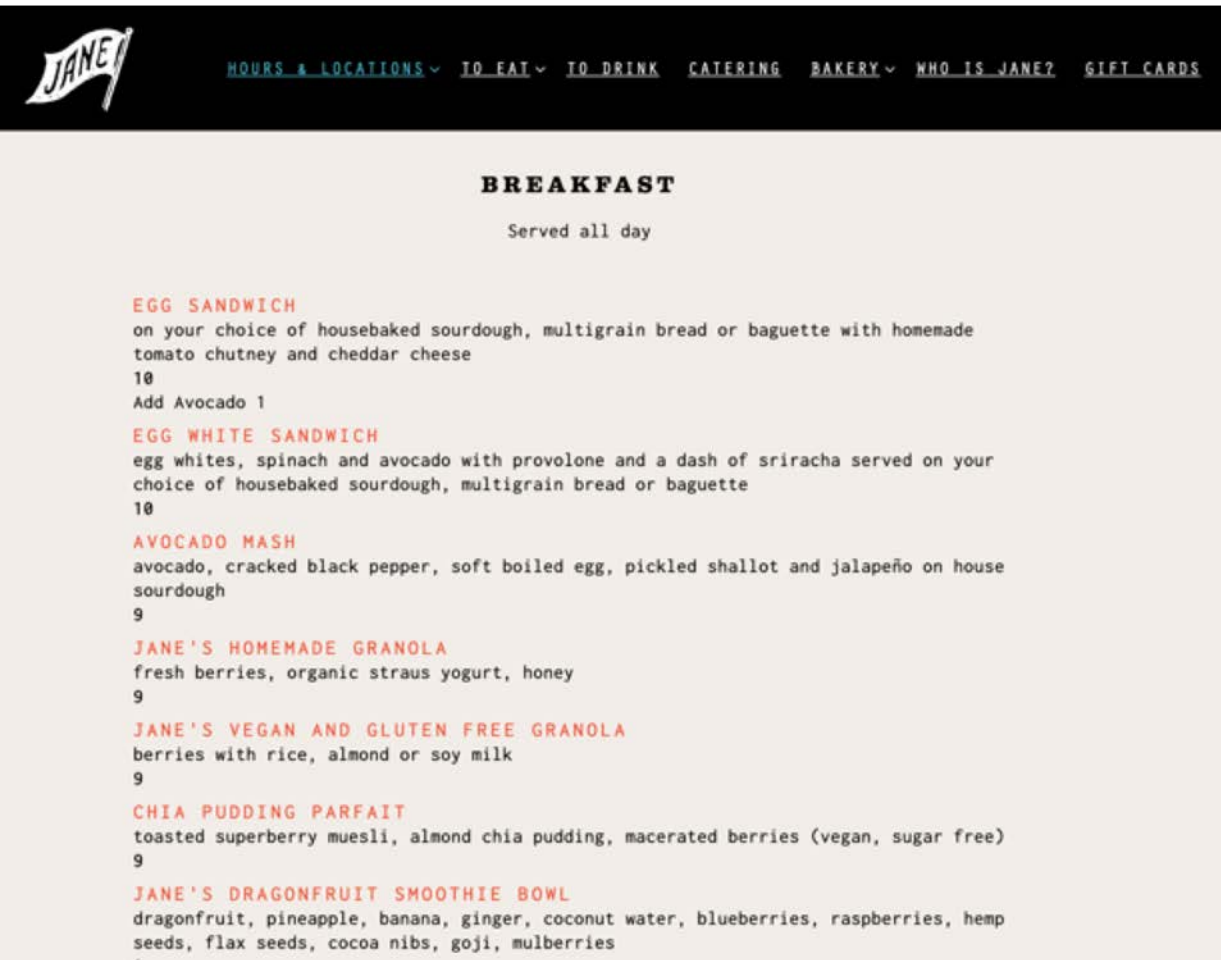


Menu Importance

Your take-out menu is very important. It must be

- Simple
- Fewer items
- Higher price
- Include catering





Simple, smaller Menu

The delivery menu should contain fewer items.

A simple menu is **easy to navigate and easy to order**. Listing items that are easy to create, are popular, and simple to construct for delivery makes it all the easier for the restaurant and the customer.

MAS FUEGO

Cantina Tequilaria Cocina

HOME OF THE BEST STREET TACOS

TAKE OUT MENU

House Made Chips & Salsa Trio

Trio Of Salsas Consist of: Salsa Tomatillo (level 1), Rojo (level 2), & Habenero (level 3)

Chef's Signature Guacamole & Chips

Queso Fundido & Chips

House made warm cheese dip & tortilla chips

Caesar Salad

Little gem lettuce, fried tortilla strips, parmesan cheese, house made Cesar dressing.

Add Choice of Protein (\$6) - Grilled Chicken Breast, NY Steak Carne Asada, Salmon, or Carnitas

Baby Kale & Arugula Salad

Baby kale, chipotle lime vinaigrette, pepitas, cherry tomatoes, queso fresco.

Add Choice of Protein (\$6) - Grilled Chicken Breast, NY Steak Carne Asada, Salmon, or Carnitas

Chicken Tortilla Soup

Served with Fried tortillas strips and queso fresco.

Flautas

Shredded chicken rolled tortillas with chipotle sauce, lettuce, crema, & queso fresco

Mas Fuego House Ceviche

Rock Shrimp, Avocado, Tomato Relish

Elote

Grilled Mexican style street corn rolled in spices, topped with queso fresco, cotija, & lime

Street Taco Platter (3)

Choice Of One Protein: Slow Roasted Organic Carnitas A La Plancha, Grilled Chicken Breast, NY Steak Carne Asada, or marinated & Grilled Portobello Mushroom

La Taqueria Taco Combo (2)

Choice Of One Protein: Slow Roasted Organic Carnitas A La Plancha, Grilled Chicken Breast, NY Steak Carne Asada, or marinated & Grilled Portobello Mushroom

Vegetarian Share Plates

Choice Of Any Two: Fried Plantains, Spicy Black Beans with Cotija, Slow Cooked Pinto Beans with Queso Fresco, Jicama & Papaya Slaw, Oven Roasted Asparagus (Seasonal), Yucatan Style Rice, or Yucca Fries with Housemade Chipotle Ketchup



Pricing

Pricing can be marked higher as a convenience fee.

When selling single items that are normally a lower price, (for example: tacos), the items can be ***sold in bundles*** to justify the delivery of small items.

Include Catering on the Menu

Catering brings in a lot of **revenue**. Having catering as an option online, simplifies the process for *families* or *essential business employees* to have access to ordering options.



KUI SHIN BO

1424 LOMBARD ST. SAN FRANCISCO
B/W VAN NESS & FRANKLIN
(415) 655-9496 KuiShinBoSF.com

CATERING MENU

Delivery in San Francisco only. Minimum order \$200. Delivery Fee \$10

SUSHI PLATTERS

1 Kui Shin Bo Sushi Platter

Sushi rolls, 72 total pieces. Includes 16-pieces California Roll, 16-pieces Spicy Tuna, 8-pieces Avocado Roll, 16-pieces Sake Maki Roll, 8-pieces Unagi Roll, 8-pieces Shrimp Tempura. Platter includes soy sauce, wasabi, ginger, plates, napkins and chopsticks. Serves 10.

\$69

2 Sushi Roll + Nigiri Platter

Sushi rolls + nigiri, 64 total pieces. Includes 16-pieces California Roll, 8-pieces Spicy Tuna Roll, 8-pieces Sake Maki Roll, 32-pieces Nigiri, 6-pieces each: Hamachi, Sake, Maguro, Ebi, Shiro Maguro and Unagi, Edamame. Platter includes soy sauce, wasabi, ginger, plates, napkins and chopsticks. Serves 6.

\$134



3 Sashimi Platter

Sashimi (fish only), 50 total pieces, 10-pieces each: Maguro, Shiro Maguro, Sake, Hamachi and Tai, Edamame. Platter includes soy sauce, wasabi, ginger, plates, napkins and chopsticks. Serves 10.

\$105

4 Sashimi + Nigiri Platter

50 total pieces. Includes 25-pieces Sashimi, 5 pieces each: Maguro, Hamachi, Sake, Shiro Maguro and Tai. Includes 25-pieces Nigiri, 5-pieces each: Sake, Maguro, Shiro Maguro, Ebi and Tai, Edamame. Platter includes soy sauce, wasabi, ginger, plates, napkins and chopsticks. Serves 10.

\$125



5 Veggie Crunchy Platter

6 Specialty Roll Platter



High Resolution Photos

A good photo gets attention.

Stick out in a crowd by having a collection of pictures of what you offer.

The more creative and dynamic the plating, the better.





Ike's Love & Sandwiches ✓

POPULAR

\$1.99 Delivery · 30-45 min



McDonald's ✓

NEW

\$3.99 Delivery · 20-35 min



Jack in the Box ✓

\$3.99 Delivery · 20-35 min

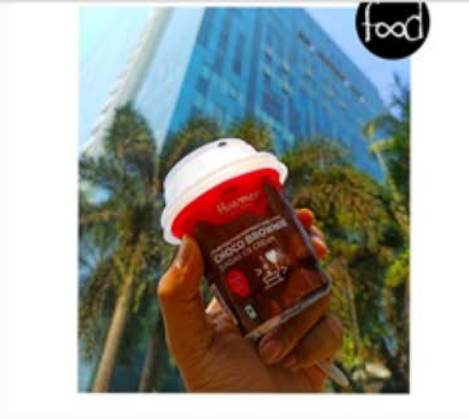
Infatuation Approved

The best spots reviewed by The Infatuation.

[View all 51 >](#)



Quality of
Photography
according to
“Most Popular”
listing & “Best
Reviewed” on
Postmates.



In this *Age of Social Media*, one of the aspects of eating out besides quality of food is how it photographs.



Plating, color variation, and creative finesse make dishes look more appealing. The eye will immediately be drawn toward the photograph—and then the photos customers take and post will promote your restaurant further.

TIP: Try creating your own #HashTag

Invest in good food photography or design for your online presence!

recent



How can you further utilize a good set of photos?



Elevate your Online Presence! Use photographs, hashtags, and SEO to stick out in a crowd.

- Stay Relevant
- Engage on Social Media with your customers
- Reuse photos for marketing material
- Use them across all platforms:
 - Facebook
 - Instagram
 - Yelp
 - Google
 - Twitter
 - Delivery Applications



Stay ENGAGED



- 
- **Respond to reviews** on Social Media
 - Update social media with **events, promotions, and announcements**
 - **Respond** to customer comments on Social Media (& say 'Thank You')
 - Maintain **customer engagement**

Ghost Kitchens

What is a ghost kitchen?

How can it benefit your business?



A **ghost kitchen** is a professional food preparation and cooking facility set up for the preparation of delivery-only meals. Restaurants that use ghost kitchens may have a different physical location for walk-in customers or may be a delivery-only ghost restaurant.

The use of a ghost kitchen is another way to expand your business in a big way.

Create whole separate restaurants from a single kitchen.

Dessert delivery + Boba delivery?

Sushi delivery + Poke delivery?

Benefits of Ghost Kitchens:

- Expand your business
- Simplifying delivery process
- Separating sit-in restaurants with an active delivery service
- Leaves room to focus on other aspects of the business



TIPS

for Growing Your Business *Fast*



Content Marketing

Website The Hub of Your Online Strategy

- Definition of *you* and *your message*
Tell your story / Clear message
- **Central hub** with links to other sites
- You control it
- Provide links to other pages
Share links to Facebook/Twitter
- Update your content
Maintain consistency / Invite feedback and questions



SEO

SEO language: location and what you do

- Helps drive traffic to your site

- Off-page SEO

(work that takes place separate from your website)

- On-page SEO

(website changes to increase rank)



Content for Your Website that can *Utilize SEO*

Business Description

- Emphasize Location
- Brief
- Can be used for more business content and materials

Blog Posts

- Emphasize SEO language more thoroughly
- If updated frequently, helps boost Google Search
- Can be used as promotion material and to maintain relevancy

About Page

- Emphasize SEO language more thoroughly

What Do You Write About?



Event
Invitation



Download
E-Book



Support a
Cause



Hints + Tips

- What you know that they don't
- What you have access to that they don't
- “original” isn't required... Just be **interesting** and **relevant**

What Do You Write About?

- Focus on a vertical or a project
- Write articles or find related resources on a single subject
- Come up with a weekly or monthly theme
- Keep it short
- Pictures are key, but keep them small
- Videos get clicked

Call to Action

Call to Action

- What are your next steps, requests, actions
- Are services/products labeled and promoted properly?

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Stephen M.H. Braitman, ASA 415-897-6999

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Let's Talk!

Thanks for stopping by! We're here to help, please don't hesitate to reach out.

Leave details



Powered by vCita



TOOLS



SQUARESPACE



WORDPRESS

Automation

Email Marketing Strategy

- Easy tools for keeping track of your lists
- Make email campaigns look professional
- Track your open and click rates easily



SLEEP STAGES

A Guide to the Different Stages of Sleep



READ MORE

Get ready for your best sleep. Ever.

With its perfect blend of ingredients like lavender and chamomile, rellloom Natural Sleep Drink is the secret to better sleep, every night.

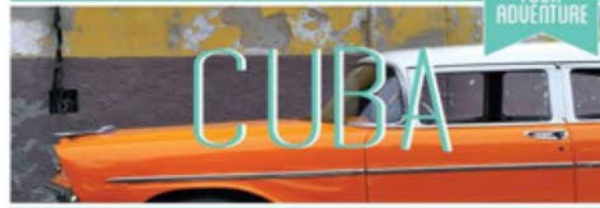
SHOP NOW



WORK IT OUT

These Items Make for the Perfect Plant Lady Starter Pack

READ MORE



YOUR GUIDE TO NEW ADVENTURES

Put together by passionate travellers who scour the globe for authentic and excellent experiences, the *REAL ADVENTURES* app recognises that travellers want the tools to start exploring a destination quickly and with confidence. They also want to get a sense of what makes a place special and how its inhabitants enjoy it.



DANCE

TRINIDAD - CASA DE LA MUSICA

One of Trinidad's and Cuba's classic venues, this casa is an afternoon affair that congregates on the sweeping staircase beside the Iglesia Parroquial off Plaza Mayor. A good mix of tourists and locals take in the 19th substance show here. Alternatively, full-on salsa concerts are held in the casa's rear courtyard. Be prepared to participate for the whole experience!

READ MORE ABOUT CASA DE LA MUSICA



DRINKS

HAVANA - EL FLORIDITA

Promoting itself as the 'cradle of the daiquiri', El Floridita was a favourite of expat Americans long before Ernest Hemingway dropped by in 1930s (hence the name which means 'Little Florida'). A bartender named Constante Ribalduque invented the daiquiri soon after WWI, but it was Hemingway who popularised it and ultimately the bar christened a drink in his honour 'the Papa Hemingway Special' (basically, a daiquiri made with seasonal grapefruit juice).

READ MORE ABOUT EL FLORIDITA



CATAMARAN CRUISE

VARADERO - SAFARI CAÑO BLANCO

One of Varadero's most popular cruises is the Safari Caño Blanco. This trip includes the dolphin show at the Delphinario, open bar, lunch on Caño Blanco, two swimming stops, live music and hotel transfers. This trip comes with a free sunset cruise that can be carried over to the following day if desired. There's also a two-hour guided 'Real Adventure' by jet ski as an optional extra.

READ MORE ABOUT SAFARI CAÑO BLANCO



CULTURE

HAVANA - CATEDRAL DE SAN CRISTOBAL

Dominated by two unequal towers and framed by a theatrical baroque facade designed by Italian architect Francesco Robotti, the graceful Cathedral de San Cristobal de La Habana was described by novelist Andr   Carpenter as 'music set in stone'. When the building was finished in 1787, the diocese of Havana was created and the church became a cathedral - one of the oldest in the Americas. Tours run on weekdays from 10.30am to 11.30am.

READ MORE ABOUT CATEDRAL DE SAN CRISTOBAL DE LA HABANA



REAL ADVENTURES APP

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Available for 50 countries. Download the *Real*



So you're the only designer at your company

A guide to surviving—and prospering—as a one-person design team.

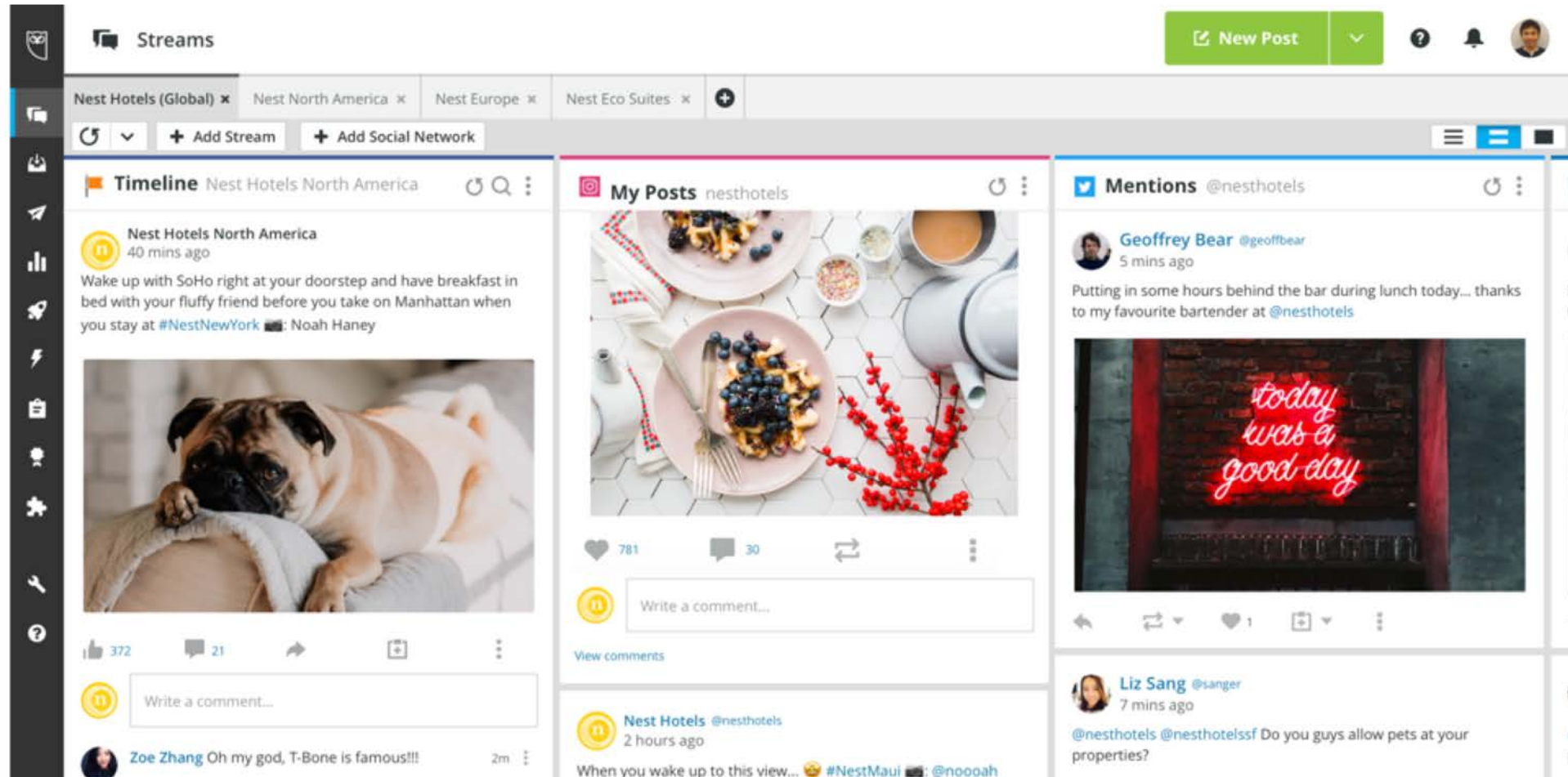
LONELY IPSUM

DSM.

Managing your design system just got easier

The latest release of InVision Design System Manager is packed full of enhancements that our early users have been

Plan out your social media for the month:



TOOLS



Robly



buffer



Hootsuite™



Constant Contact®



MailChimp.

“Remote work is the Future of work.” – Alexis Chanian

Due to COVID-19, business all around the world are reconsidering how businesses are run. Remote work is going to come up in a big way, and companies are going to have an establish work-from-home blueprint in place incase they are to face a Pandemic again, possibly even giving employees the option to work from home large parts of their week.

Delivery services have been growing in opportunity for a long time, but if more workers are going to be at home, that growth may gain momentum.

Be prepared and flourish.

BUSY

- Too busy for meetings



FULL

- Time to Think
- Proactive

IN

- Day to Day Tasks



ON

- Growing Business



Outsourcing



It's okay to seek help for your business, so it can grow faster and more efficiently.

Outsourcing Options

Tip: This is where the operations binder will come in handy for these employees.



What You Can Outsource:

- Graphic Design
- Content Writing
- Translation
- Video
- Music
- Voice-Over
- Social Media
- Illustration
- Packaging Design



TOOLS

Eventbrite

upwork™

kindle

direct
publishing

Rev

Unsplash



G Suite

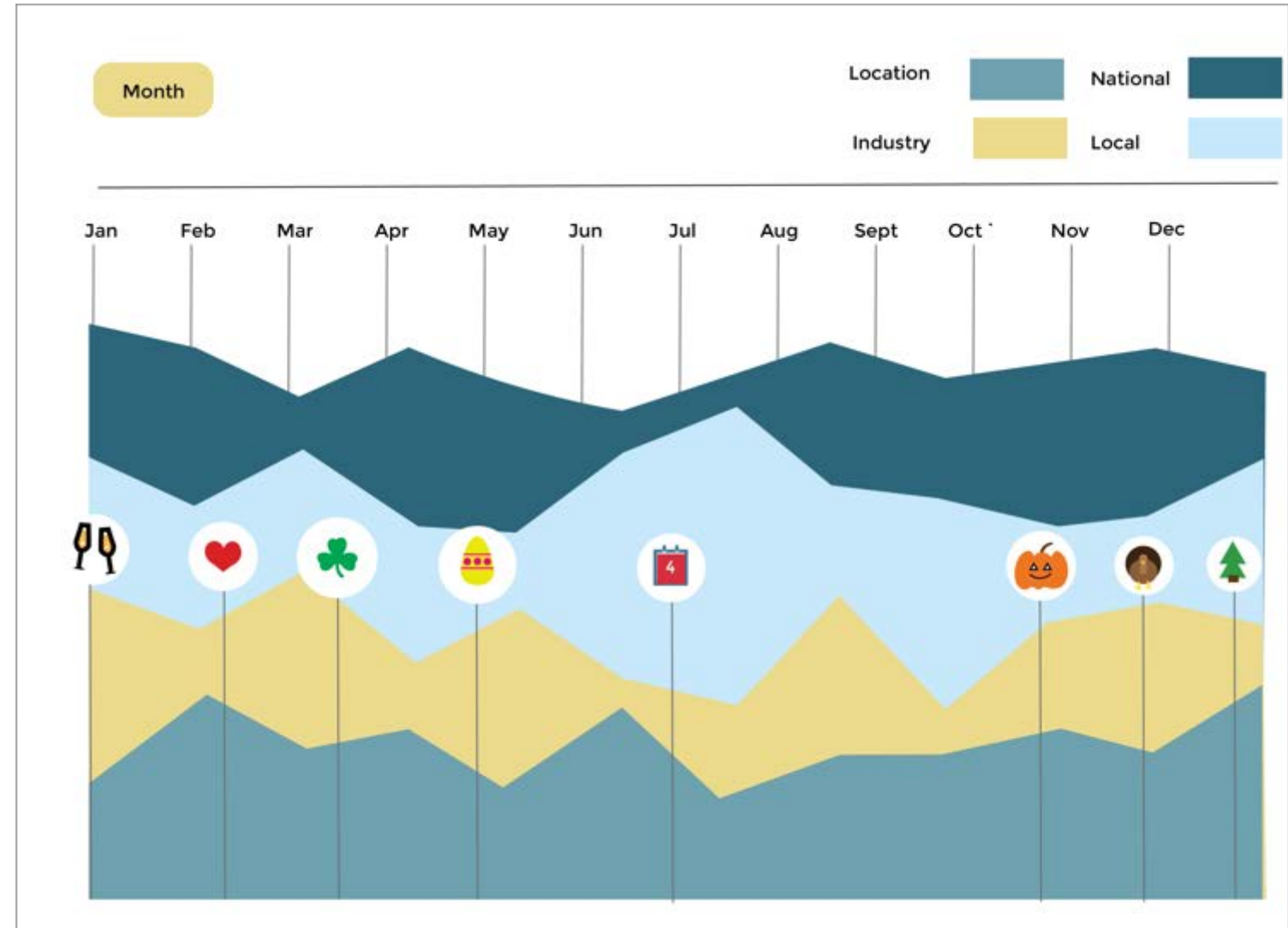


pixabay

12 Month Marketing Calendar

12 Month Marketing Calendar

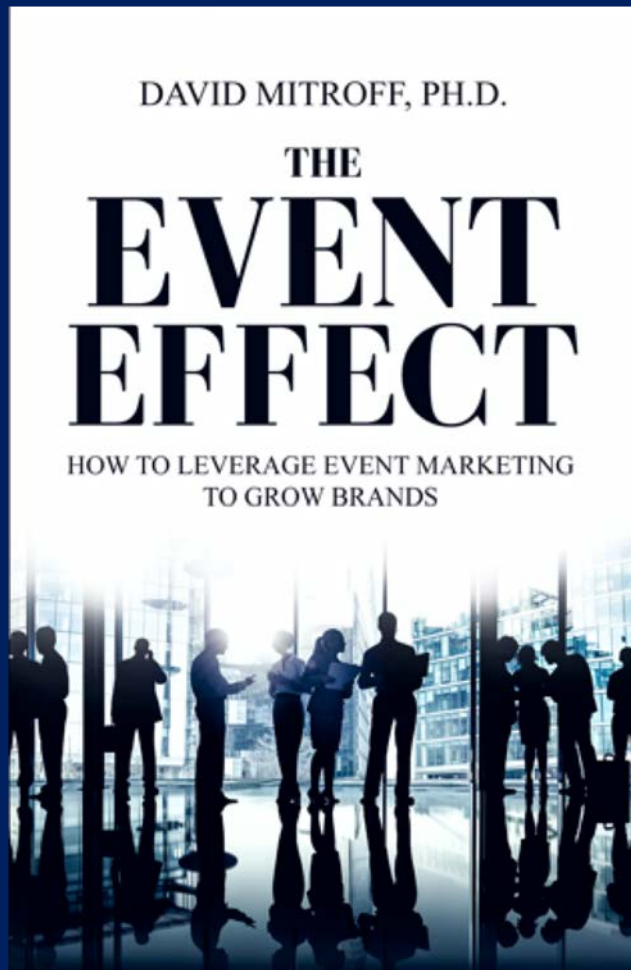
Include national holidays, local holidays, and events, industry-related events, and location-based events



Events (Remote)

- ❖ Reinforcement and enhancement of brand awareness - Throwing an event will help you get your company in the eye of more people.
- ❖ Lead generation - You can target people and follow up with them after the event.
- ❖ Creation of better relationships - Meet people who are interested in similar things as you and your business.
- ❖ Collaboration with others and development of partnerships
- ❖ Letting your audience know what's going on - Use Social Media to publicize and make it easy for your audience to find out what's going on with your business.





Getting Started with Events

Is this Event Remote?

WHO will be at the event? How many people?

THEME for the Event? Educational, food, social, business?

WHEN during the year would the event be? Time your event announcements?

WHAT does success look like? How will you measure it?

BUDGET for the event? Charge for attendance?

PARTNERSHIPS & SPONSORS with media, alumni, local associations, etc.?

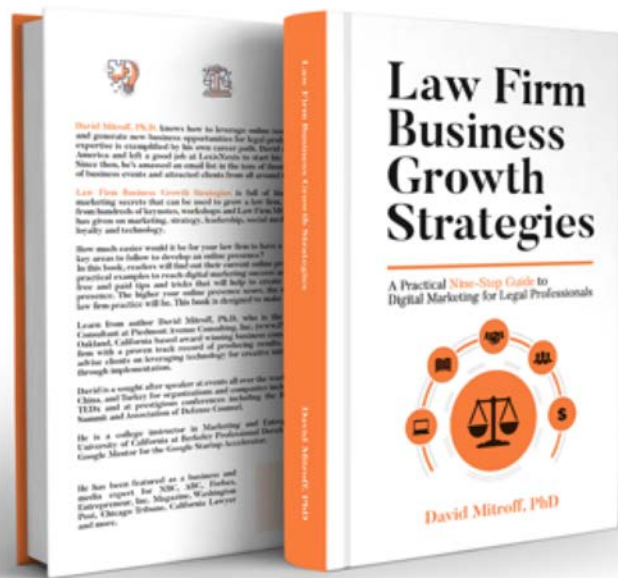
Attendees should be able to leave
with something, whether it be
new connections or knowledge

In Summary ...

- Sign up and leverage online platforms such as Ordermark, Doordash, Chowly, Grubhub
- Review effective methods such as streamlining menu, offering catering, etc.
- How to effectively promote online ordering capabilities through social media
- Tips for growing your business now



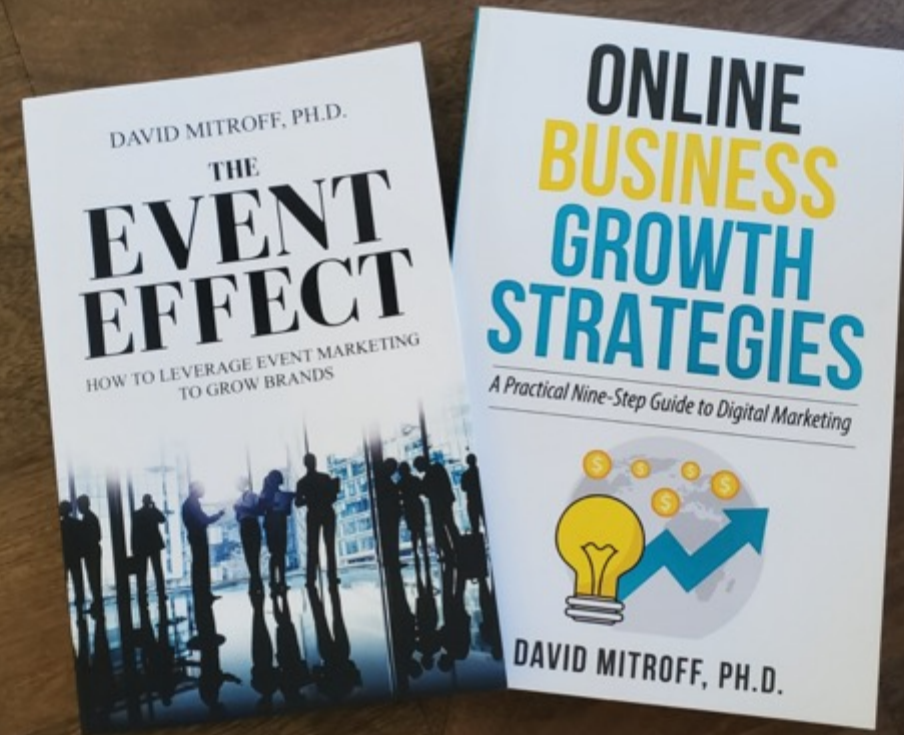
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Find more at www.PiedmontAve.com/Resources

QUESTIONS



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ANSWERS

