



# YOUR RESTAURANT'S ONLINE STRATEGY

**pesapal**  
[www.pesapal.com](http://www.pesapal.com)

# OVERVIEW

## 01 YOU'RE ONLINE, WHAT NEXT?

Your restaurant is now online ready. What are the next steps?

## 02 GETTING THE WORD OUT THERE

Do your customers know they can order and pay online?

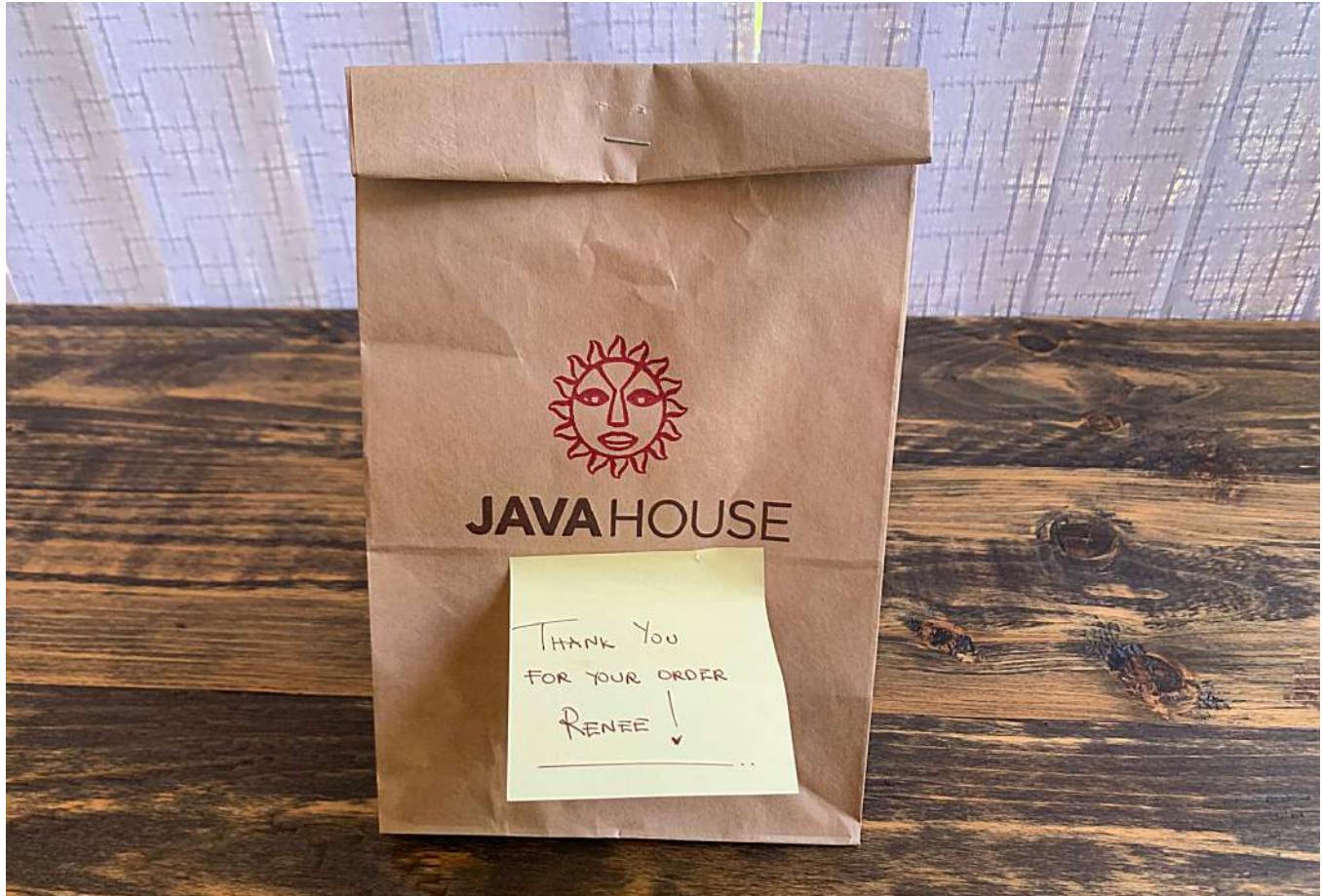
## 03 REVAMP YOUR MARKETING

How to implement more marketing strategies to find your hidden / new customers.

## 04 SUPPORT FROM PESAPAL

How we'll hold your hand on this exciting online journey.





## YOU'RE ONLINE... WHAT NEXT?

### (EMBRACING YOUR NEW DISTRIBUTION CHANNELS)

With your Pesapal account, you can now accept online orders and your customer journey should now reflect your new process. A key area you can start with is your website. Put a clear Call To Action (CTA) to notify your customers they can order online for pick up or delivery.

#### **Personalise Your Delivery**

With our delivery partners, your customers can get their food delivered to their doorstep.

If you know the name of the customer, add a thank you note, stay safe (or a personalised message) to enhance your customer experience.

#### **No More Waiting In Line**

Tell your customers that they can order and come pick up their food when its ready.

With the new normal of social distancing, some of your customers will appreciate the fact that they will spend less time in a confined space waiting for their order.

# YOUR PHYSICAL RESTAURANT SHOULD SHOW YOU MEAN BUSINESS

(LET THEM KNOW YOU'RE SAFE TO ORDER FROM)

As we're coming out of the lockdown, your customers may or may not know that their favorite restaurant is back in business and it's easier to get their food. Notify your past, current and future customers that you are safe and back in operation.

You should communicate that...

- Your physical location has adhered to the government regulation and it's a safe place to get their food
- You have adopted a cashless payment policy to minimise the risk of spreading Covid-19. Encourage your customers to pay using digital payment options such as cards & mobile money.
- Put a sign on your website or physical location that customers can order online for delivery or pick up.





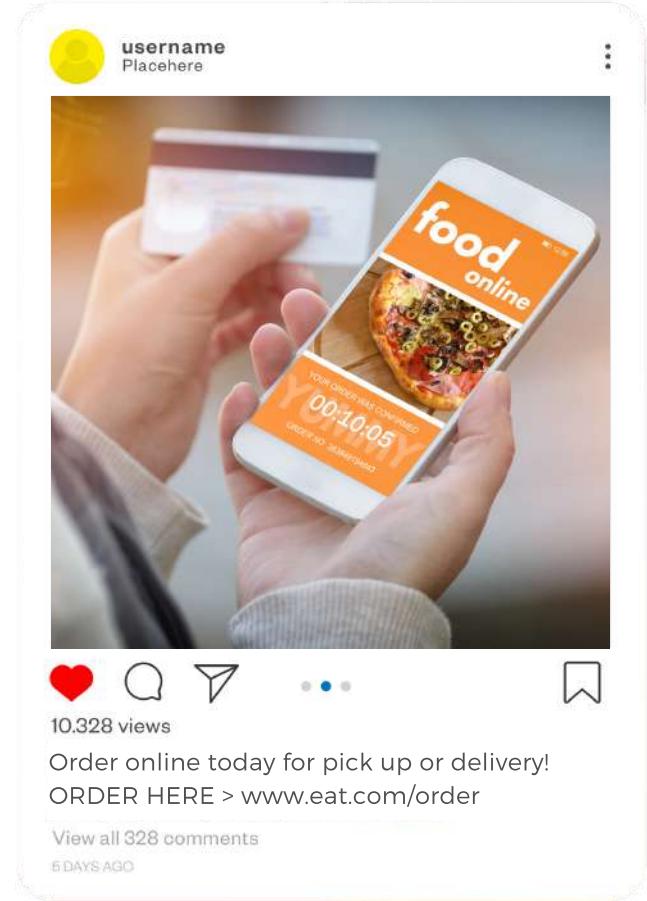
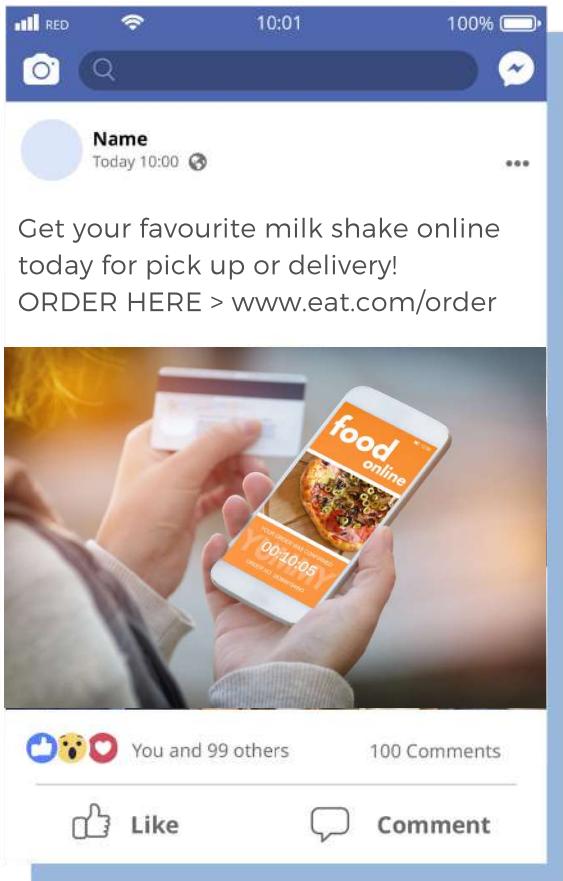
## REVAMP YOUR MARKETING AND GET TO YOUR HIDDEN CUSTOMER

(REACHING OUT TO YOUR CUSTOMER BASE)

Your current or past marketing strategies should influence your new customer journey by making sure its easy for your customers to find the relevant information they need and take action. You want to reach out to past, current and future customers via social media, emails, whatsapp and posters in your restaurant.

Offering discounts is a quick way to get customers through the door/ website. Let's cover five quick ways you can compliment your current marketing efforts at no cost.





## USE SOCIAL MEDIA

(ATTRACT NEW ORDERS BY SHOWING YOUR RESTAURANT IS NOW DIGITAL)

Post the your ordering link on social media, especially when you're running offers or special promos for direct orders. Some examples

Message - We're Accepting Online Orders!

The post will consist of 4 main components

### 1. Image

a. An image that shows your main message at a glance

### 2. Caption

a. Short summary of the message

i. <We're accepting online orders!>

### 3. Call to Action

a. What action you want the reader to take

i. <Order Here>

### 4. Insert Link

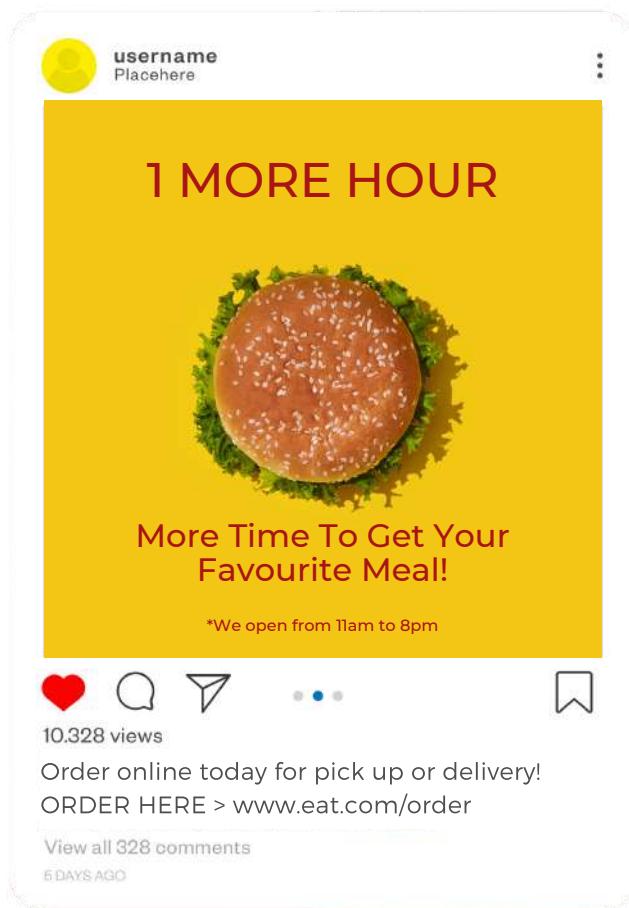
a. The CTA should redirect your customer to the right page to take action

i. Insert Link <[eat.com/menu](http://eat.com/menu)>

# UPDATE OPERATING HOURS

## KEEP FOLLOWERS ON YOUR UPDATED OPERATING HOURS

The government updates the economy operating hours based on the cover-19 situation, especially now that the restrictions are slowly being lifted. Your customers may want to buy from you but may assume your closed or are not accepting online orders for delivery. Here are a few tips to solve that:



## UPDATE YOUR FACEBOOK PAGE

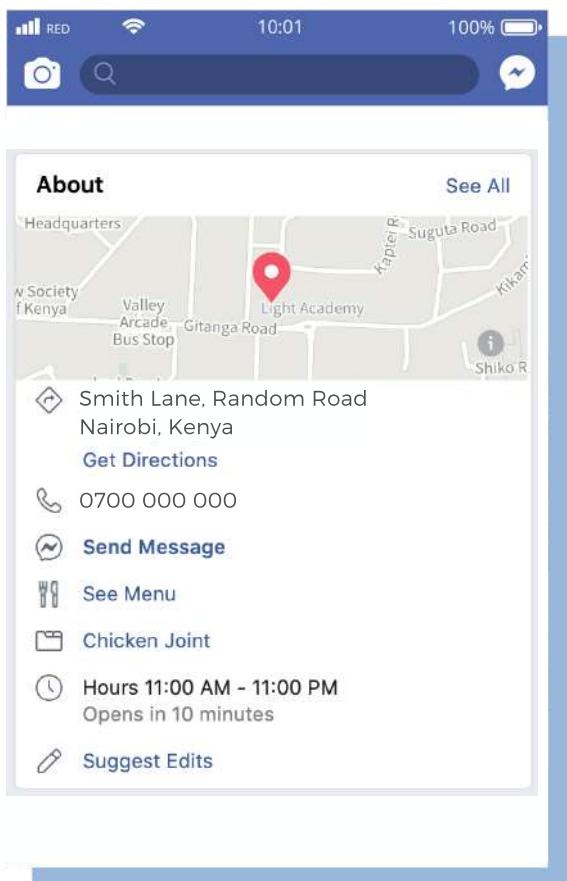
A quick way your customers can know when you operate is by checking the "about" section on your Facebook page.

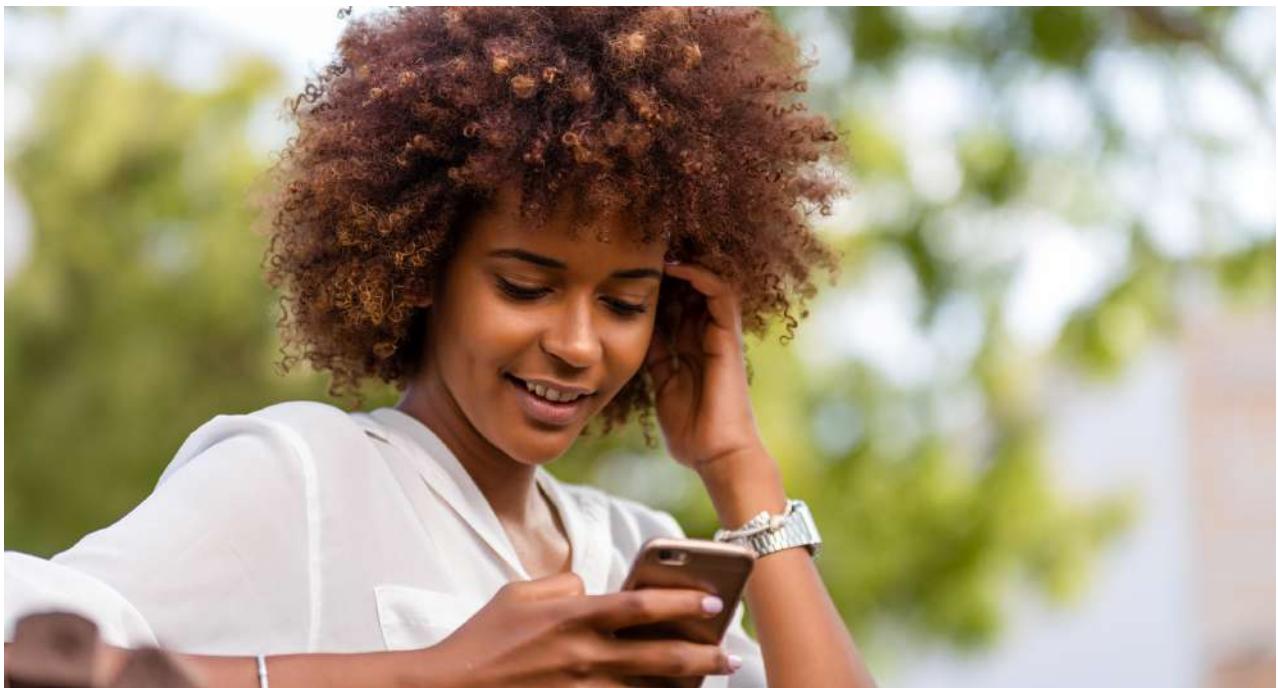
Make sure to update this section to match the current operating hours.

## SHARE POSTS ACROSS YOUR SOCIAL PAGES

As opening hours keep evolving based on government directives, a simple catchy post will send the message quickly to your followers. It's important to observe the below:

- Be clear with the opening and closing time
- Add an image that relates to message.
- Remember to add a call to action to call or order online



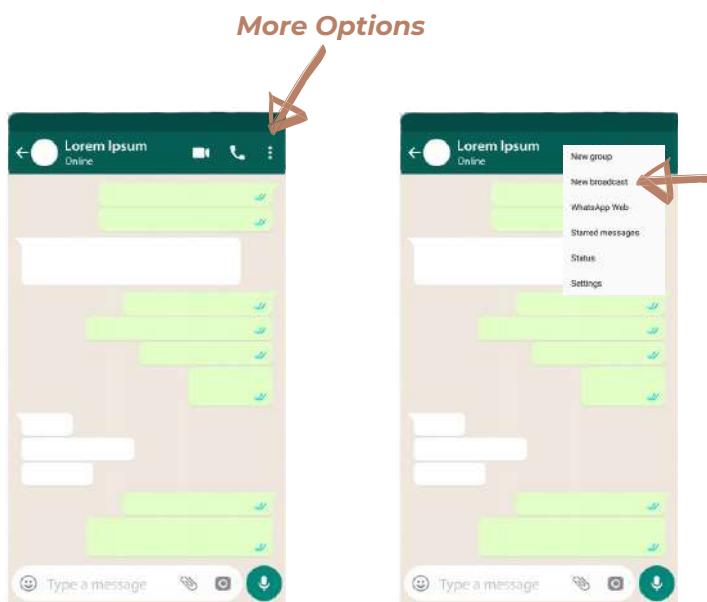


## DUSTOFF YOUR WHATSAPP STRATEGY

(A QUICK WAY TO GET YOUR MESSAGE OUT THERE)

Did you know that WhatsApp has over 1.5 billion monthly active users? This means that many of your customers are probably already using it. A quick way you can send out alerts to your customers to order online for delivery or pick up is by using **broadcast lists**.

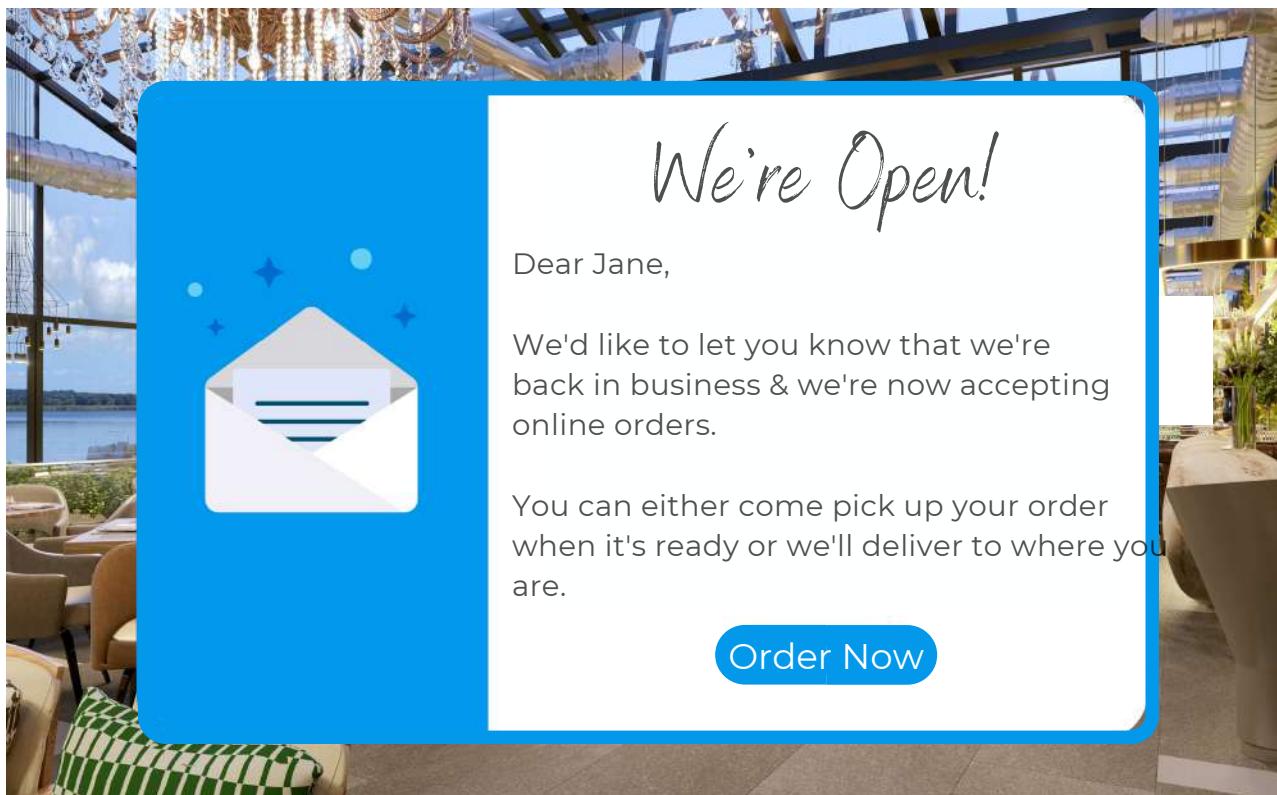
When you send a message to a broadcast list, it will go to anyone in the list who has your number saved in their phones' address book. Go to WhatsApp > More options > New broadcast.



### New Broadcast

The message will be sent to all recipients in the list who have your number saved in their phones' address book. Recipients will receive the message as a normal message.

When they reply, it'll appear as a normal message in your CHATS screen.



## SHARE AN EMAIL

(TELL YOUR CUSTOMERS YOU'RE ONLINE AND YOU CAN DELIVER)

Putting an email together and sending it to your database goes along way in getting back those customers that had shied away because of social distancing. The email (or series of emails) can be structured to share your latest information such as:

- Your new/revamped website that accepts online orders
- Your restaurant is safe and cashless (cards and mobile money are accepted)
- Any offers you may have to entice your customers back to the restaurant or order online.





## COLLABORATE WITH US

**AS YOUR PAYMENT PARTNER, WE'RE HERE FOR YOU**

You may be thinking right now, "That's all great, but where do I start?" As Pesapal we're ready to support you with the below:

- Designed posters for your restaurant to show your customers you're now supporting online orders for pick up / delivery.
- Social media designs for your restaurant website and any new offers you may be running or want to run.
- A ready to send email template that contains all the online ordering, payment, pick up and delivery information for your customers
- We'll promote your restaurant on our social media pages.



# Want To Get Started Online?

## STEP 01

Register for a merchant account with us.

[Click Here](#)

## STEP 02

Our team will setup your account within 24hrs & you'll receive an email to verify your account.

## STEP 03

We'll contact you to setup your ordering portal & connect to your website. (or give you a new one)

## STEP 04

Congratulations! You've taken the first step towards growing your business online.

## CONTACT US

[www.pesapal.com](http://www.pesapal.com)  
[sales@pesapal.com](mailto:sales@pesapal.com)

