



Facebook

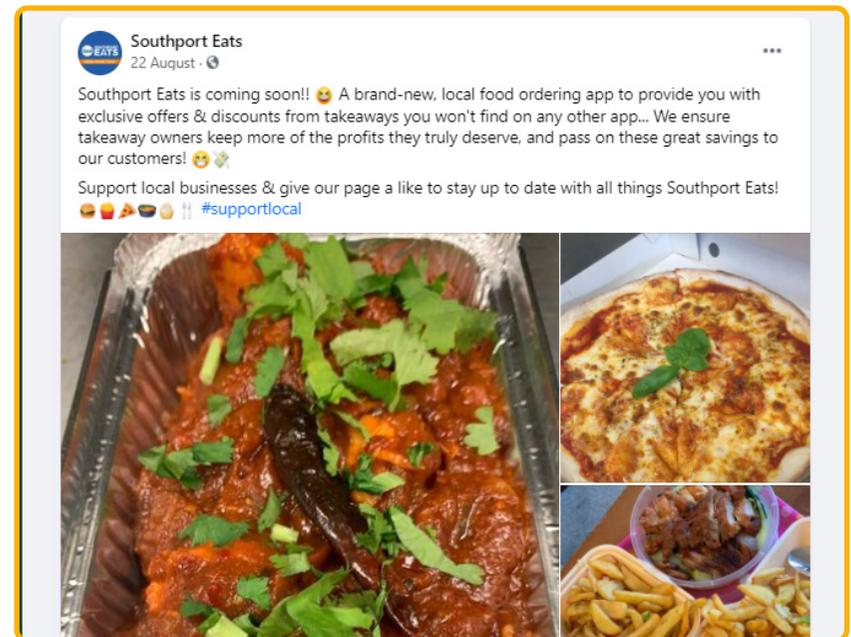
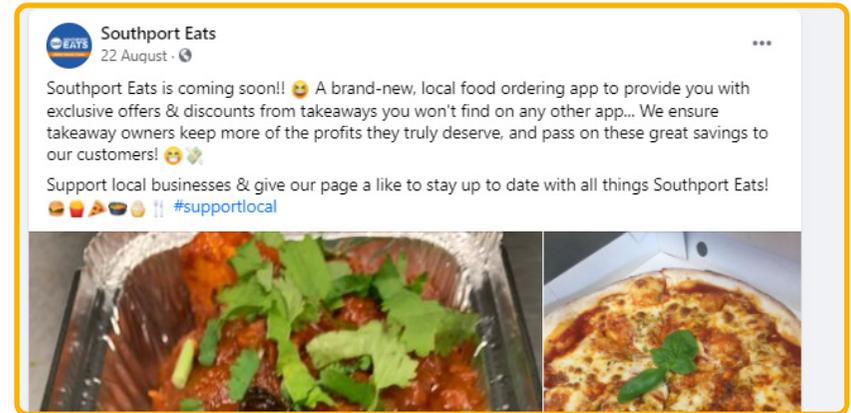
Facebook Promotional Posts

The First Post

Aim to give a general overview of your new business and the services you will be providing. Stress your USP of being a local company that aims to save customers and takeaways money, all whilst supporting the local community.

Continue to stress exactly what makes you different from the national brands

The majority of people are blissfully unaware that Just Eat will be charging upwards of 14% just for allowing takeaways to be on their platform and this isn't something they like to shout about. Facebook is a great way to make people aware of how much takeaways are losing through Just Eat and similar platforms. Use posts like the one below to highlight that your business aims to work hand in hand with takeaways in the area, charging them much less commission and reinvesting into the local area.



Use Facebook to access potential new takeaway partners

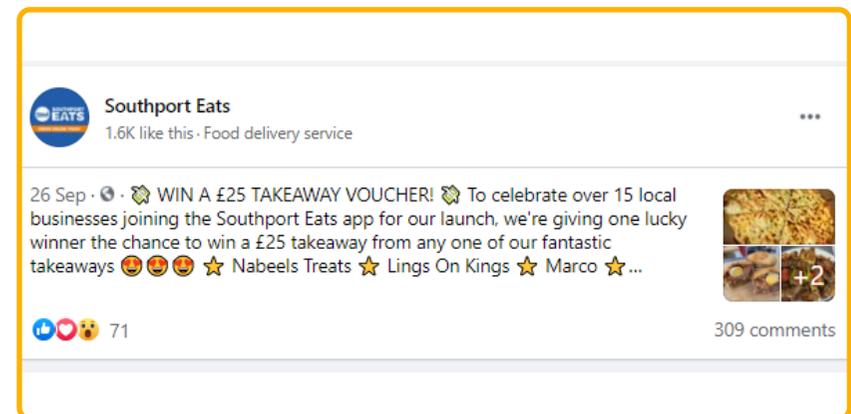
To find potential new takeaway partners, start by publishing a post directly aimed at small business owners. Tell them what your service entails and offer some figures which will naturally pique their interest and leave them wanting to find out more. Include selling points such as the fact that you offer zero up-front set up fees, your commission rates are more than half that of Just Eat and the potential for local advertisement of local businesses. These will all be very lucrative to local business owners and should encourage them to get in touch.

New takeaway announcements

It's very important that each takeaway that signs with you is announced in an independent post on Facebook. This gets new customers excited about the upcoming launch, especially if they see one of their local favourites on board! This is also a great way of gaining new takeaway partners. Owners seeing competitors joining with a new brand which promises to save them money and increase their orders will naturally want to be involved as well.

Run a giveaway or two

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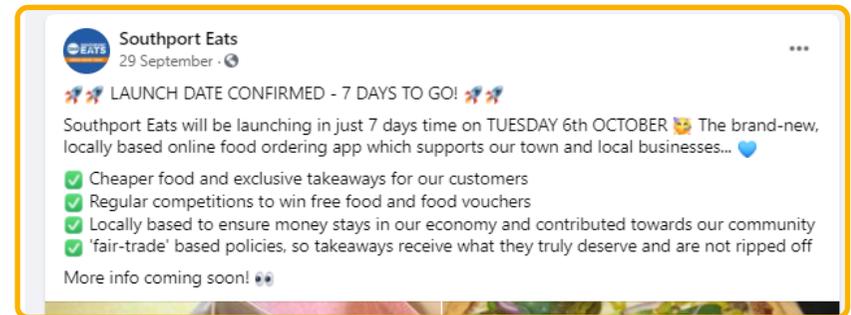
Local Eats

Launch Date



The launch date

Aim to announce your launch date between 7-14 days prior to going live (please note all launch dates must be confirmed with your point of contact prior to publishing). Putting time and effort into building hype about your upcoming launch date will make a big difference between a soft launch and a hard launch. At this point, you need to focus on appealing to customers rather than takeaways. Highlight that you will be saving THEM money, as well as reinvesting in local sports teams, charities etc. Post regularly with a countdown on how many days left to launch.



Create A OneLink URL

Onelink is a tool that allows you to use a URL that will take your customers directly to your app stores no matter which device they are on. If they are using desktop/web, they will be directed to your website. This is a great tool to use as a call to actions on your social media posts and is essential for switching to the install app button on Facebook on the day you launch.

How to use One link

1. Go to <https://www.onelink.to> and sign in with a google account
2. Copy your apps URLs from the web version of Google Play & Apple play and put them into the correct fields. (You can get these directly from google play and apple store websites online)
3. Click the pencil button and put your custom URL in EG. <http://onelink.to/barrow-eats>
4. You will now be able to use this custom URL in your posts, adverts and call to action buttons

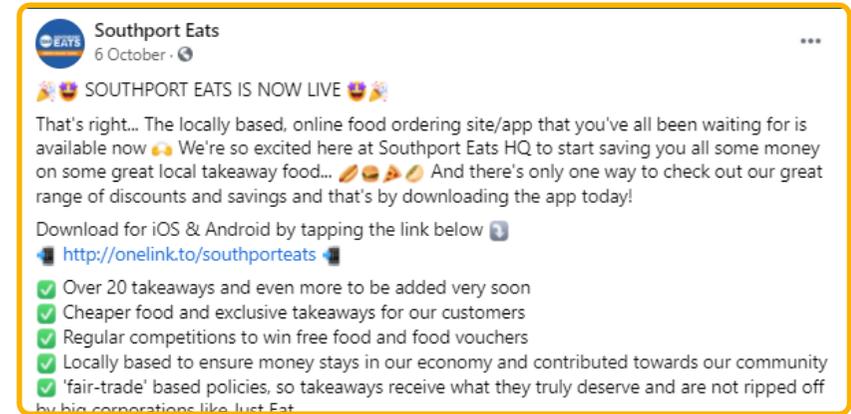
Update all social media pictures to 'order online today'. These will be provided in the 'media pack' following confirmation of your launch date.

Update Social Media Channels

1. Update all your social media bios to say that the app is available to download now:
"Order the food you love from your favourite local takeaways all in one place. The local way to takeaway for Morecambe & surrounding areas. Download the App & Order Online Today!"
2. Update Facebook page with 'Order Food or Use App' button. It is good to rotate between these two buttons for both general use and adverts
3. Use your Onelink URL as your buttons URL to ensure everyone who clicks it goes to the correct place

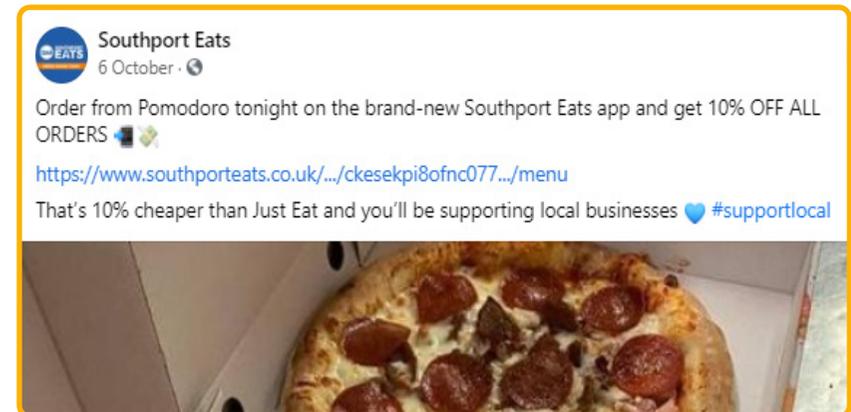
'Now live' post

Create a launch post, again highlighting all the benefits of using your app instead of other competitors. Use 'OneLink' (see separate guide on how to set up) to allow customers to download the new app at the click of a button.



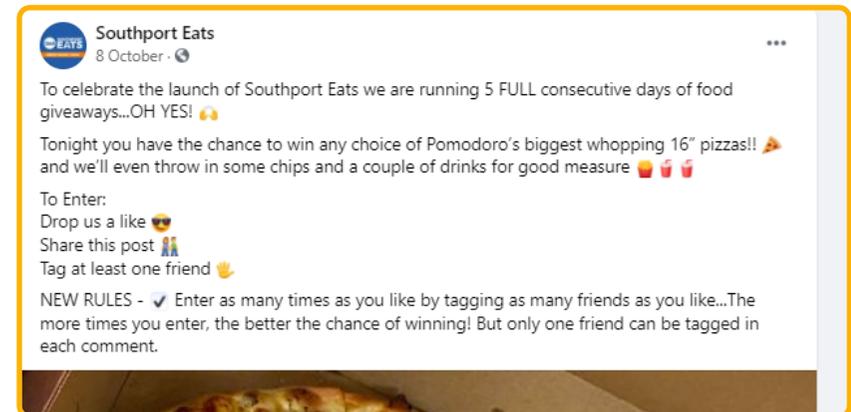
Advertise all your discounts

Post your discounts regularly, (once a day during the week, twice a day on the weekend) advertising the various offers and discounts customers will receive when using your app. Note that exclusive takeaways are one of the most effective methods for pushing app downloads. Since they are not available on any other platform, people are forced to download and order through your app instead.



Run some food giveaways

Running a giveaway is a great way to get people to engage with your posts and allows you to easily advertise all the takeaways available on your app. It will generate shares and comments, create a buzz and encourage interaction.



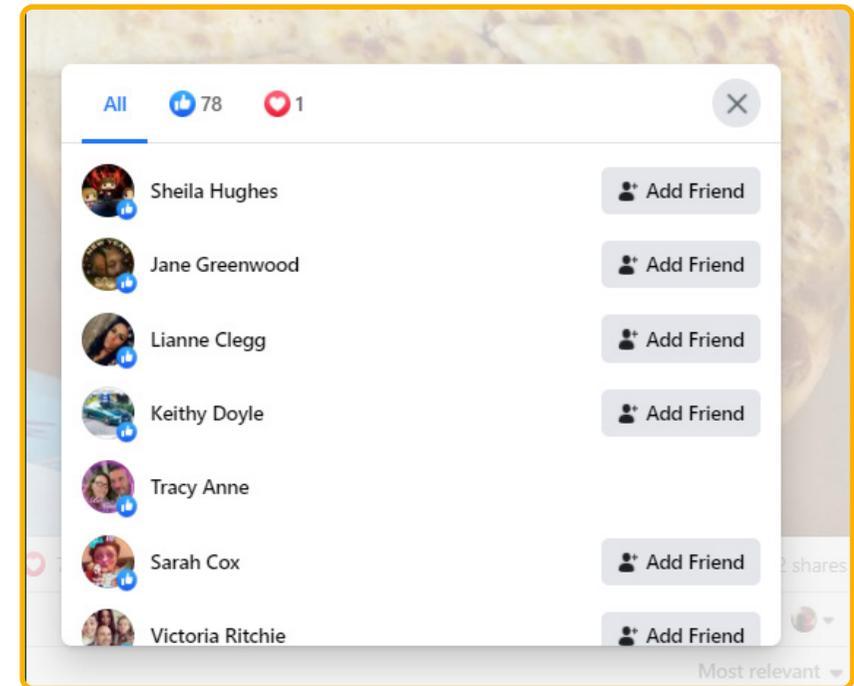
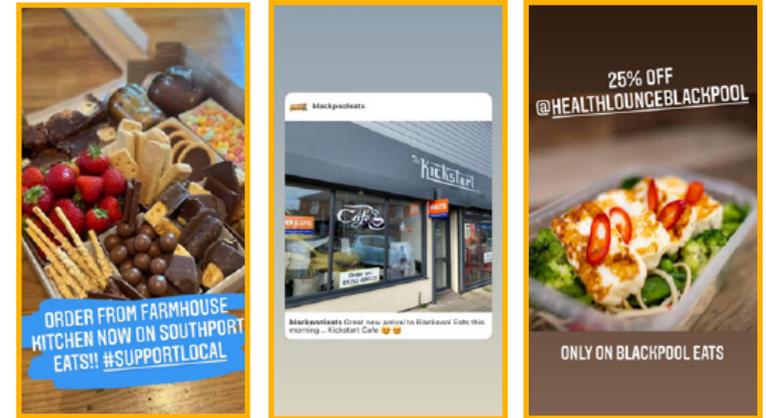
Post regularly on your social media stories

Posting on your social media stories is another avenue for getting your posts seen by even more people. While there is much more flexibility with stories than posts and you can certainly post more, you don't want to post too many that people get bored and just swipe past. Try and make stories engaging and interesting. Promote interactions with polls and quizzes.

Key points

Each time a user 'likes' any one of the posts on your page, you can then invite them to like your main Facebook page. Clicking the 'invite' button will send them an invitation stating, 'Southport Eats invited you to like their page'. This is a good way to build up your following at no additional cost. Some key points to take away include:

1. Use images/ videos on every post.
2. Use High Engagement posts to fill in the gaps (see guide for that).
3. Aim to post 1-2 times a day once launched.
4. Keep stories updated regularly.
5. Always double check spelling and grammar prior to posting to ensure a professional approach.
6. Copying the URL from the top of a menu on the web will give a user a direct link to go and view that menu





**LOCAL
EATS**

**Contact Us If You
Have Any Questions**