



LOCAL EATS

Launching a New Takeaway Checklist



- **Offer the takeaway a 50/50 sharing of a 20% discount for 1-3 weeks**

You'll be spending a lot of time and money on each takeaway announcement reaching a lot of people, the impact will be much greater if there's also a discount involved.

By contributing to the discount yourself too, it sets the tone that you will work together with your takeaways.

If they are reluctant to add 10%, still add 10% yourself, every little helps

Some takeaways will be more open to a reduced delivery charge or reduced prices on certain items rather than a flat 10% discount.

- **Post on Facebook in advance to let people know they are coming soon**

Use 1 or 4 pictures of food on the post (no collages)

No logos, no branding, food only.

- **Ask the takeaway if they want to start putting "Next Time Order with XX Eats" leaflets in their orders on other apps**

They save money everytime a customer makes that switch so it's a mutually beneficial thing to do

It costs the takeaway nothing to put flyers you provide in bags and for every customer they transition, they save approx. £1.50 on all future orders they make

Not all takeaways will do this from day one but for those that don't follow up with them a few weeks/months later and see if they are more open to it. Some will want to "wait and see"

See the design library on the Local Eats website for some example flyers

- **Post again on Facebook on their 'go live' date**

Again 1 or 4 pictures of food on the post (if they don't have any, go in and get some)

No logos, no branding, food only.

Make sure the key information is in the first two lines of the post as most people will only look at the pictures and read the first two sentences i.e "Mario House Join Bangor Eats with a HUGE 20% OFF everything"

- **Boost your 'go live' post on Facebook with £75 - £150**

Takeaway announcements typically get the most interaction and attract the most attention. If you are going to spend money boosting any post, it has to be these posts

Run the boost for 4-7 days, the crucial thing is that it is being boosted over at least one weekend

For areas under 300 orders, £75 is fine. For areas doing 300+ orders per week, this should be a minimum of £100. Areas doing 1000+ orders should be looking to spend closer to £150.

One takeaway can have a huge impact to your weekly orders, you'll never know if this takeaway is that one takeaway unless enough people see it. You simply won't get enough people to see it without a boost of the above value.

- **Ask the takeaway to promote the launch through their own social media channels.**

Also tag their social accounts in your posts too, this encourages them to share your posts to their audience.

- **Send out an email and push notification announcing your new takeaway**

The wording and setup of this is crucial so seek guidance from the senior Local Eats team if you are unfamiliar with the marketing tool on Redbox

For areas with a large audience, you may want to give the takeaways a couple of days to get used to the system before overloading them with orders. Having too many orders too soon may put them off staying on your app.

- **Pin them to the top of your app for their launch week**

Helps ensure everyone using your app sees them even if they haven't seen your social media posts or emails

Add NEW ARRIVAL to the gold headline text, this also lets your app users know about your new arrivals

- **Post again on Facebook two weeks after launch reminding them about your new arrival**

Not everyone will have seen your original post and plenty will have forgotten

If your initial boosted post generated good results, boost this one too

- **Run a giveaway for that takeaway**

A great way to quickly make people aware of your new addition

- **Offer the takeaway all the window stickers, open/close signs, projecting signs etc you have available**

They are much more likely to say yes on day 1

- **For takeaways with significant price savings vs other apps, consider doing a facebook post comparing your prices with the prices on other apps for the same order**

Speak to one of the senior Local Eats team if you're not familiar with this type of post.



Have any questions?

Feel free to get in touch

www.Local-Eats.co.uk