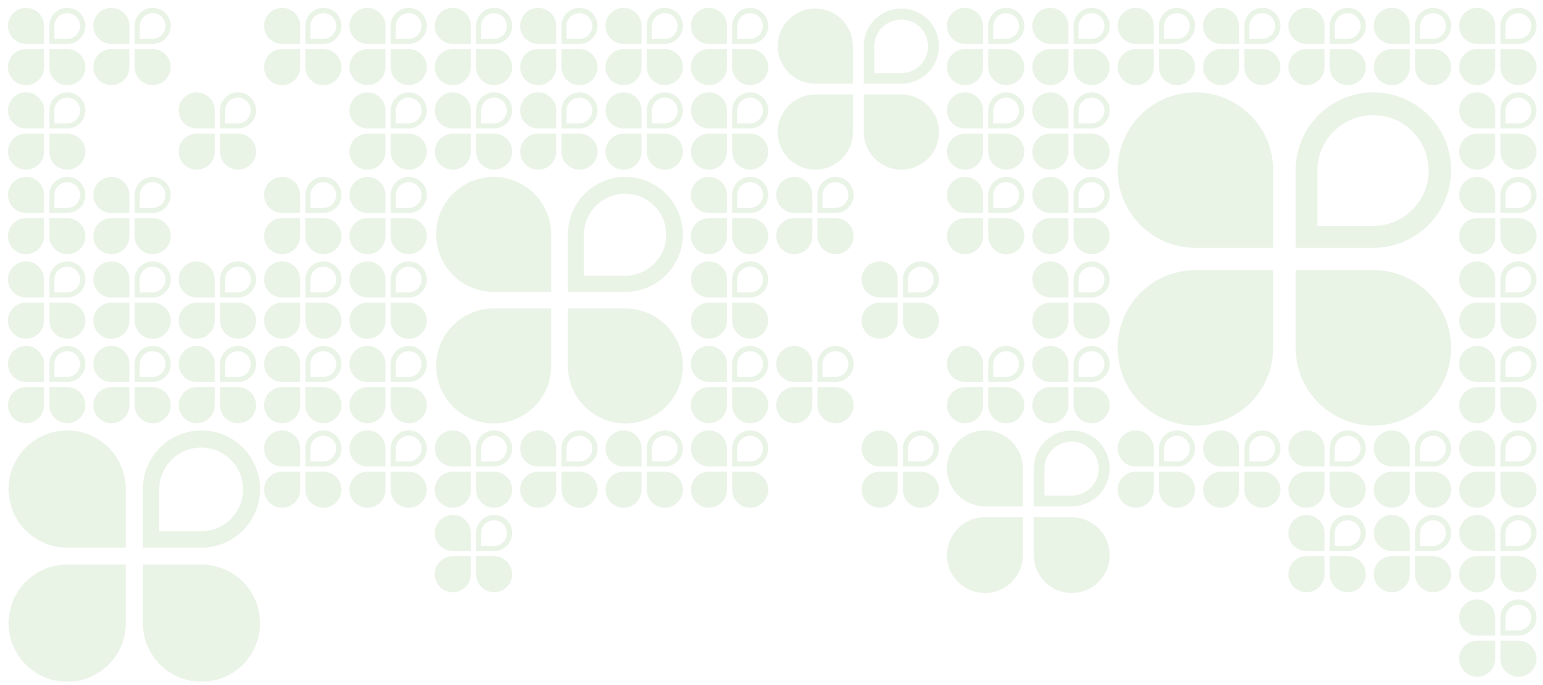




# Drive restaurant sales with Clover Online Ordering

**The how-to guide to get noticed and increase online orders**





# Congratulations on signing up for Clover Online Ordering!

(And if you haven't yet, we'll show you how easy it is to do.)

**Now's the time to get the word out to increase your online order volume. Clover has put together some easy (and free) ways to help you grow your online ordering business.**



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# Getting started

A great feature of Clover Online Ordering is that an ordering web page will be created for your restaurant by Clover and The Ordering.app, now part of Google®, so you don't need to have a website to accept online orders.

## Follow these simple instructions to get your online ordering menu up and running.

**1** Review merchant terms and sign up for all online services in Clover Online Ordering to maximize the incoming number of orders from different points

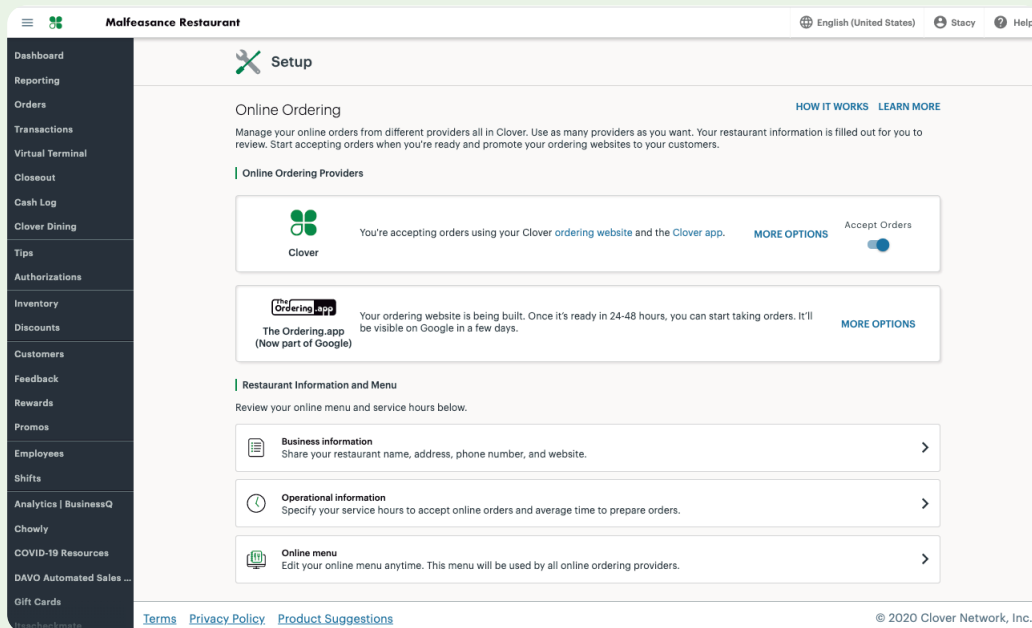
- Clover-powered ordering web page
- The Clover app
- The Ordering.app, now part of Google

**2** To get to your online ordering setup page, go to “Account & Setup” on your Clover Dashboard, and then click “Online Ordering” under “Business Operations.”

**3** Maintain your inventory menu in the Clover Dashboard so that your online menu will automatically be updated.

- You can edit your menu at any time and changes will automatically sync.
- You may also want to add or delete menu items.
- Once your online menu is live, review it to ensure this all is correct.

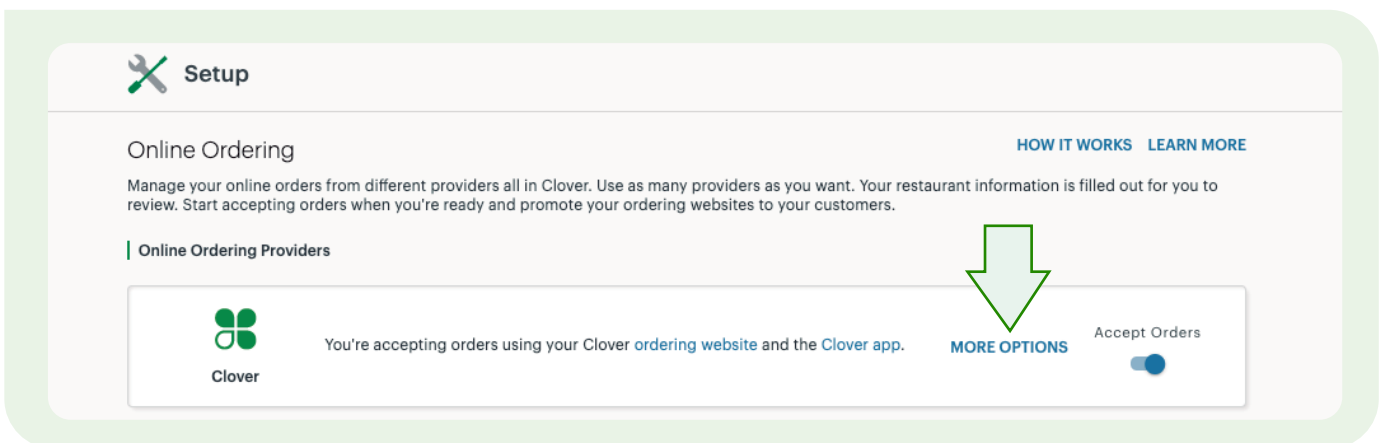
**4** As new ordering services are announced and added to Clover Online Ordering setup, be sure to sign up for them to maximize your visibility and incoming orders.



*Your online ordering setup page has everything you need to create and maintain your online ordering menus.*

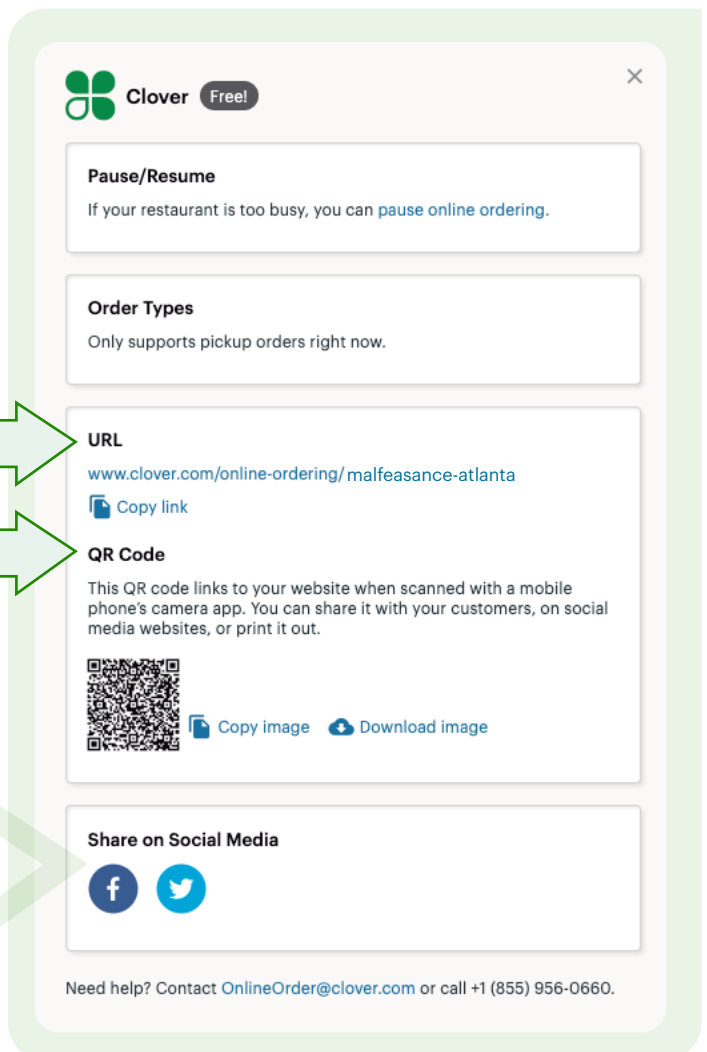
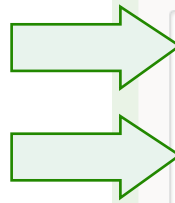
# Promoting your online ordering page

You can promote your online ordering web page in two primary ways: a hyperlink and a QR code. When you click “more options” under Clover’s online ordering services, you will see your online ordering menu link and QR code that lead straight to your online menu.



**Place your online ordering menu link and/or QR code in as many places as possible to help customers discover your restaurant and review your offerings. For example:**

- Outdoor and indoor signage
- Customer emails
- Table tents
- Blogs, newsletters, and social media posts
- Stickers on take-out boxes
- Flyers and other collateral



*You can also post your new online ordering menu directly to your Facebook and Twitter pages through the online ordering setup page*

# Why having a website is beneficial for online ordering

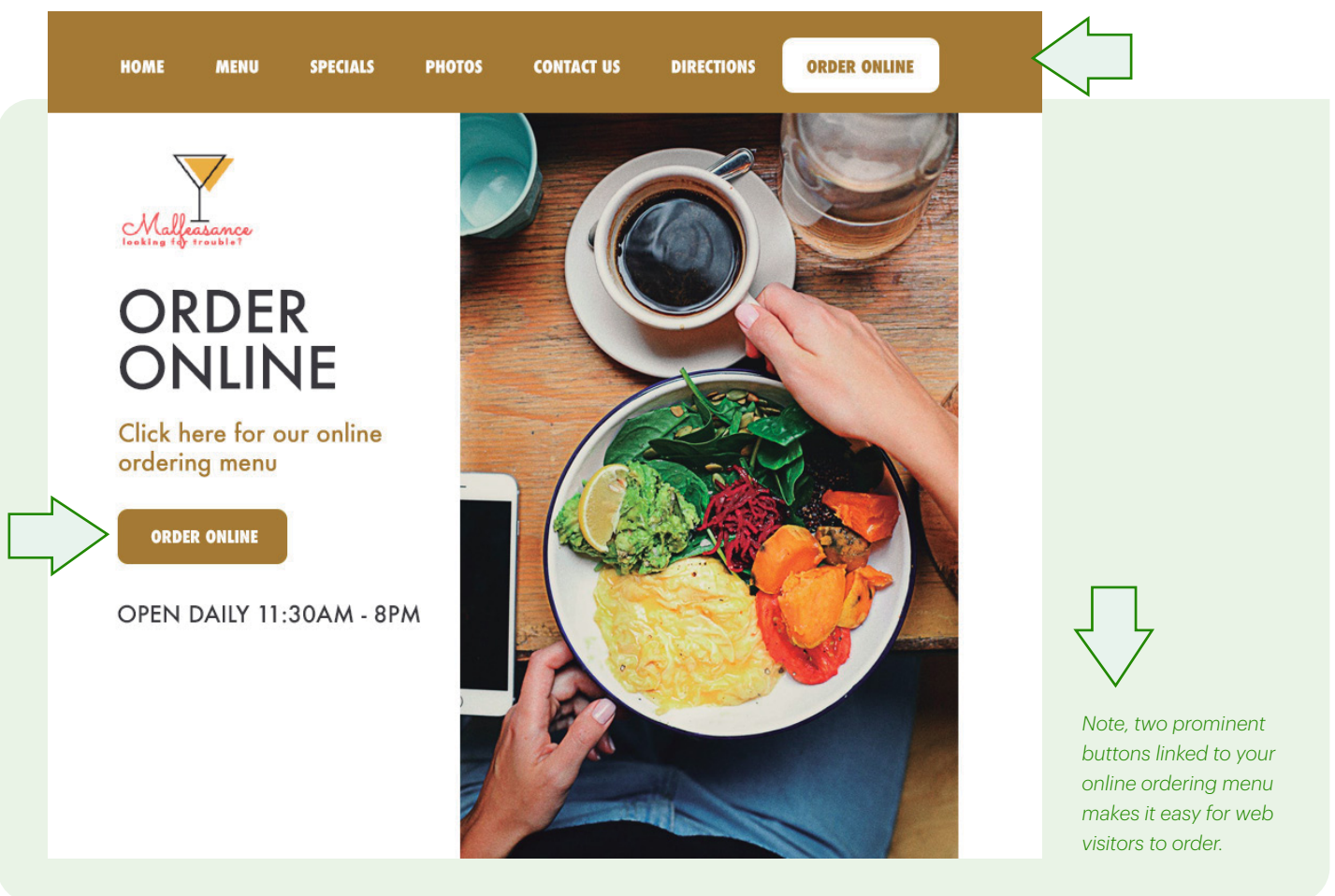
A website helps to promote your Clover Online Ordering menu, and also drives traffic to your restaurant. If you don't have a website, now's a good time to build one.

## Place your Clover-generated or Google-generated online ordering URL prominently on your website:

- In the header
- In the navigation bar
- In a separate "Order Online" section

## Add menu items and information that will entice customers to visit your restaurant:

- Featured specials
- Special diets your menu caters to, like vegan or gluten-free
- Promotions and limited-time offers
- Business information (address, phone number, email, etc.)
- Operational information (operating hours, parking availability, etc.)



**Pro tip:** Squarespace and Wix are two companies that make it fast and easy to build an inexpensive website yourself.

# Making your website work for you

Here are some things that you can do to make sure your online ordering menu gets noticed on your website.

## Create a Website Pop-Up

Your website is often a potential customer's first point of contact with your restaurant. Make it easy to order from your online menu with these simple tips:

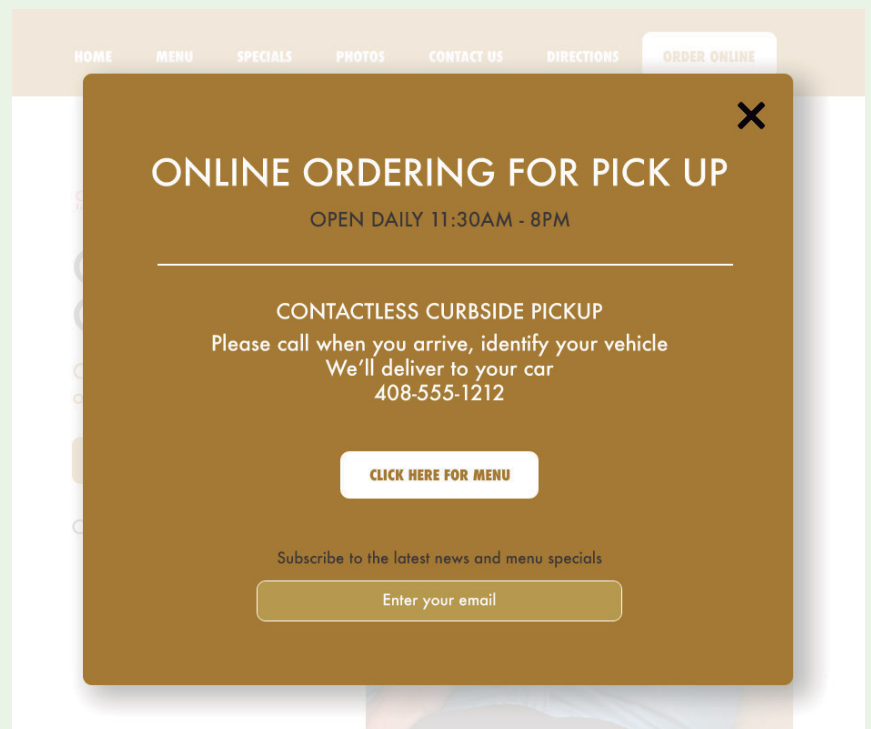
Create a pop-up banner on your homepage that announces online ordering and includes a link to your online menu and hours.

Add an email sign-up form so you can build your email list.

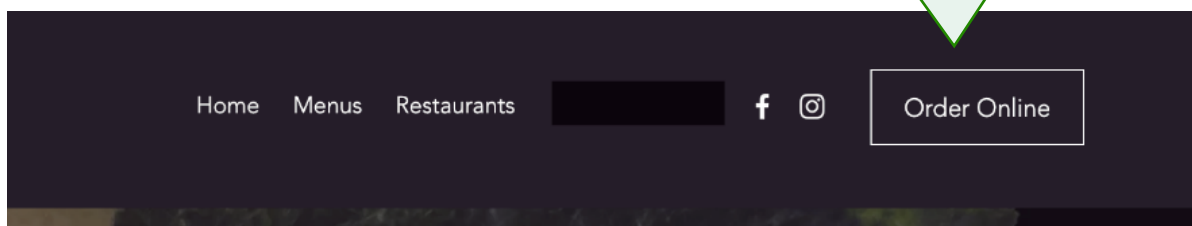


## Navigation Bar

Incorporate a prominent link to your online menu on your navigation bar and on every web page that mentions your online ordering menu.



*A website pop-up banner with a link to your online menu is a great way to drive business*



# Now's the time to get social

Your customers are spending more time on social media than ever before. Make good use of this free marketing medium: spotlight your online ordering menu page with delicious looking food photos, videos, a peek behind the scenes, and more.

## Photos, photos, and more photos:

People “eat” with their eyes. Bring your menu to life by posting your specials and everyday favorites regularly. Here are some tips for getting the most from your Instagram, Twitter, and Facebook posts.

- Highlight online ordering up front and center. Include a link to your online menu and use your QR code to make it easy for guests to get to your online ordering menu.
- Add some zest to your photos with **free editing apps** such as *Foodie*, *Canva*, *Boomerang* or *Hyperlapse*.
- Get your staff in on the fun. Have them participate in videos describing your latest food or drink special.

## Extend your reach

- Don't forget to **hashtag your post** with #orderonline, #onlineordering and your restaurant's own hashtags so you can be discovered by new customers.
- **Add your location to every post.** Make it easy for diners to find your restaurant.
- **Tag your suppliers** and share or repost their content and they will do the same for you.
- **Partner with neighboring businesses.** If you sell cookies and your neighbor sells sandwiches, you can cross-promote on each other's social sites.



*Create appealing social posts in minutes, like this one, with free apps such as Canva.*

## Hungry for more?

*Check out [YourSocial.Team](#) and [Later.com](#) for more free social media tips*



# Google, Yelp, and other directory listings

Your guests will frequently discover you through Yelp®, Google®, and other directory listings even before they find your website. Consumers rely on these listings to inform them who is open, who is offering takeout, online ordering, curbside delivery and more. It's now more critical than ever to make sure your business information pulled into these lists is accurate and up to date.

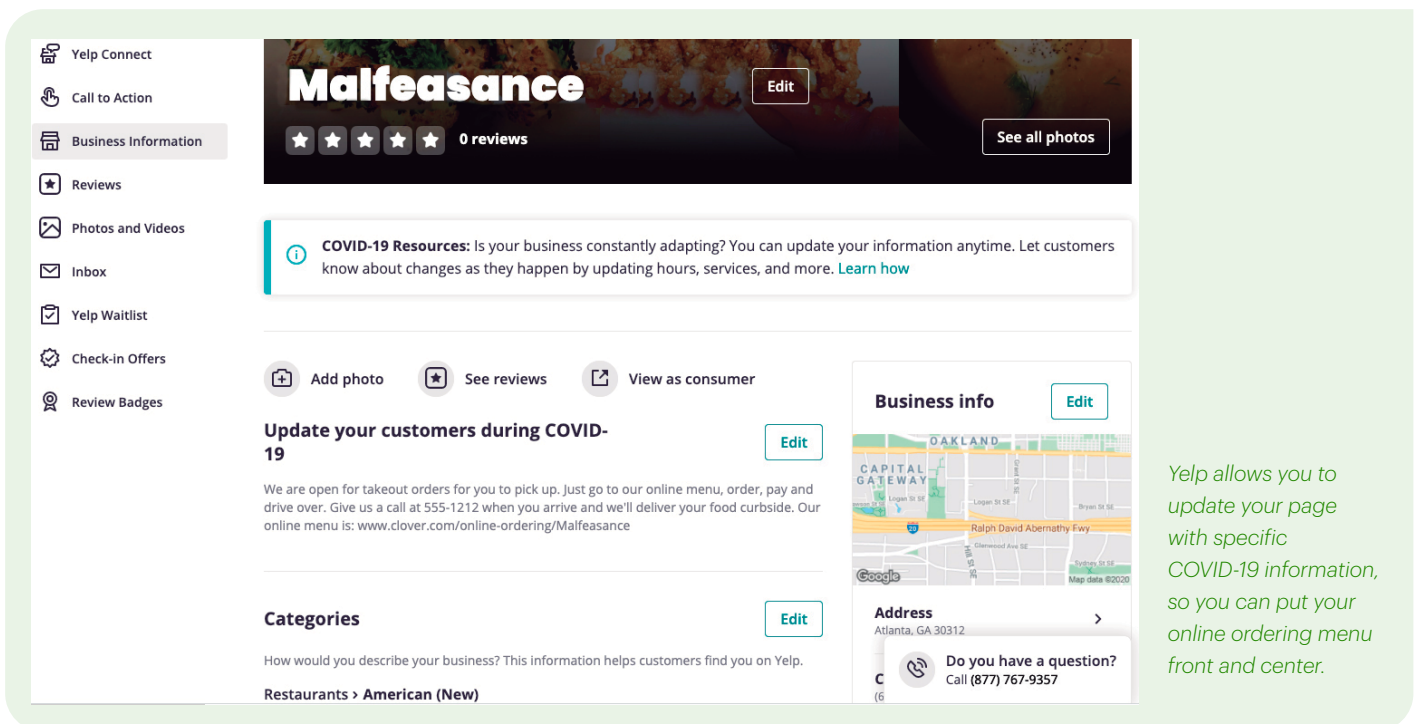
- Keep your hours of operation updated.
- Make sure that your phone number and address are correct.
- Indicate that you are offering online ordering and include a link to your online ordering menu. Note: if you're using Google's The Ordering.app for online ordering, there should be a link to The Ordering.app already on your Business Information Profile page in Google.
- When you claim your Yelp page through Clover's app market, as an added bonus you will receive \$300 in advertising credit from Yelp.\*

- Note that on Yelp, you can update additional information, including the type of food you offer, type of payment accepted, and more.

## While Google and Yelp are the most popular directory listings, other listings that you should claim and update include:

- Tripadvisor
- Foursquare
- OpenTable

\*Terms and Conditions Apply.



The screenshot shows a Yelp business profile for 'Malfeasance'. The profile includes a header with the business name, an 'Edit' button, and a star rating section showing 0 reviews. Below the header is a COVID-19 resource banner with the text: 'COVID-19 Resources: Is your business constantly adapting? You can update your information anytime. Let customers know about changes as they happen by updating hours, services, and more. [Learn how](#)'. The main content area has three tabs: 'Add photo', 'See reviews', and 'View as consumer'. Below the tabs is a section titled 'Update your customers during COVID-19' with an 'Edit' button. The text in this section reads: 'We are open for takeout orders for you to pick up. Just go to our online menu, order, pay and drive over. Give us a call at 555-1212 when you arrive and we'll deliver your food curbside. Our online menu is: [www.clover.com/online-ordering/Malfeasance](http://www.clover.com/online-ordering/Malfeasance)'. Below this is a 'Categories' section with an 'Edit' button, showing 'Restaurants > American (New)'. On the right side of the profile is a 'Business info' section with an 'Edit' button, a map, and the address 'Atlanta, GA 30312' and phone number 'Do you have a question? Call (877) 767-9357'.

*Yelp allows you to update your page with specific COVID-19 information, so you can put your online ordering menu front and center.*

**Pro tip:** Updating your restaurant information on all directory sites will increase your optimization overall, making it well worth the extra effort

# Generate more online orders with email

An effective way to boost your business through Clover Online Ordering is good old email. Just like social media and your website, you have the opportunity to whet your guests' appetites with tantalizing photos of your specialty dishes. Email is perfect for limited-time offers, or announcing a new family dinner or menu item that you're featuring. Always remind guests they can order online, and include the link and QR code in your emails that take them directly to your online ordering menu.

## Some additional tips that make your emails more compelling:

- Create a **punchy and short subject line**. And if your email program allows it, include a preview line to entice customers before they open your email.
- **Show big, appetizing photos of your food and drinks.** Mix it up, highlighting different things in each email you send to attract different guests, but always **include easy access to your online ordering menu** through links and your QR code.
- **Let guests know what you're doing to help keep them safe.** Whether you're offering curbside pick-up, enforcing extra stringent sanitation procedures or presenting food in new tamper-proof packaging, guests will appreciate your efforts.

*You can grow your email list by asking guests to opt in on digital receipts, asking for your guests' emails on your website, through social ads, or collecting them at your restaurant.*

*Link your "order here" button directly to your online ordering menu*

*Make your emails easy to read, with lots of pictures that draw your customers in. Incorporate your online menu link and QR code to make it easy for guest to order. You can create emails like this in minutes with free apps like Canva.*



**Note:** *That when you sign up for Clover Online Ordering and you have active Promos customers, they will receive an automated email alerting them that your restaurant is now accepted online orders.*

# The power of great signage

## Make your restaurant stand out... side

Signage outside your restaurant can build awareness that you offer online ordering to potential customers who pass by. Make your messaging memorable, and make it BIG. Consider including photos of your special dishes and decorating the front of your restaurant with flowers, balloons, or merchandise with bottles of wine, condiments and other items you have for sale, so people will know that you're open. And, don't forget to include your website and QR code to direct guests to your online ordering menu!





# The power of great signage

## Make your restaurant stand out inside, too

Build awareness with a simple easel-back card at your counter that lets guests know they can place their next order online.

Take-out flyer: Include a flyer with all your take-out meals thanking guests for their business and reminding them they can order online. Entice them with special online-only offers.



*Include a flyer like this one with every take-out order so that your guests know you offer online ordering.*

*The most effective marketing is still word-of-mouth. Ask your staff to let guests know they can order their next meal online.*

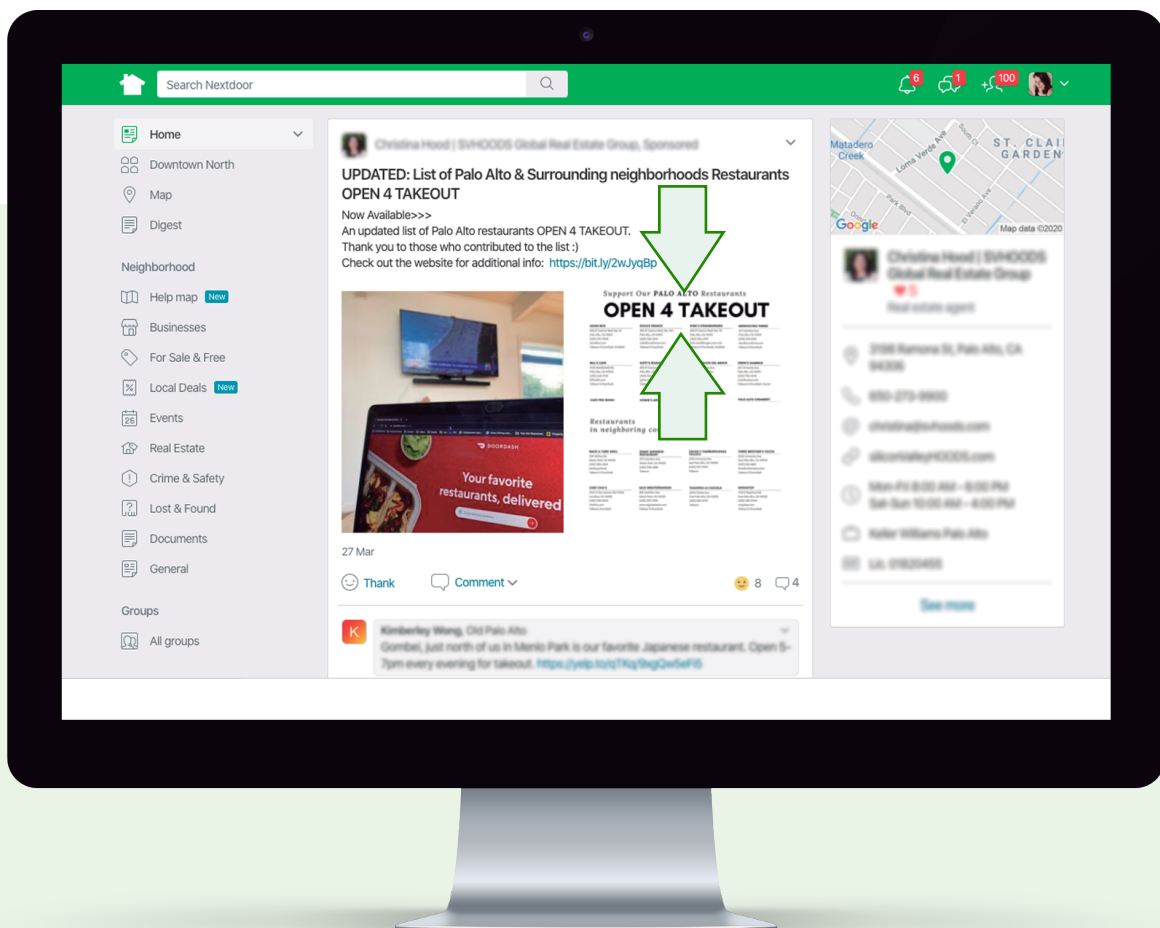
# Community outreach

Communities are eager to help restaurants like yours during these challenging times. Many local publications, blogs, and newsletters are compiling lists of restaurants that are open for takeout and/or delivery. We strongly recommend you submit your restaurant's name, hours, and online menu links for inclusion on these lists.

## You can also share your information on local community sites such as:

- Nextdoor
- Facebook
- The Patch
- Eater

*To find more like these, search your city's name and key phrases like "local blog" or "weekly publication"*



*Local lists of restaurants like this are being produced and shared on many local sites. Make sure you're on them.*

*Be prepared when guests call. Update your voicemail greeting with your new hours and mention that you now offer online ordering. Try prefacing your on-hold music with a brief message about your daily specials, to give your callers another reason to visit you.*

# Mobile orders and rewards: The Clover app

The **Clover app**, provides another way for your guests to **place mobile orders**, and for you to generate more business. Additionally, customers can use the Clover app to share private feedback, obtain perks for every mobile order, track their rewards, and receive promotional messages from you.

Customers can use the app for any Clover-powered business they frequent, giving them an additional way to find your restaurant. Tell your guests to download the Clover app, which is free on iOS and Android.

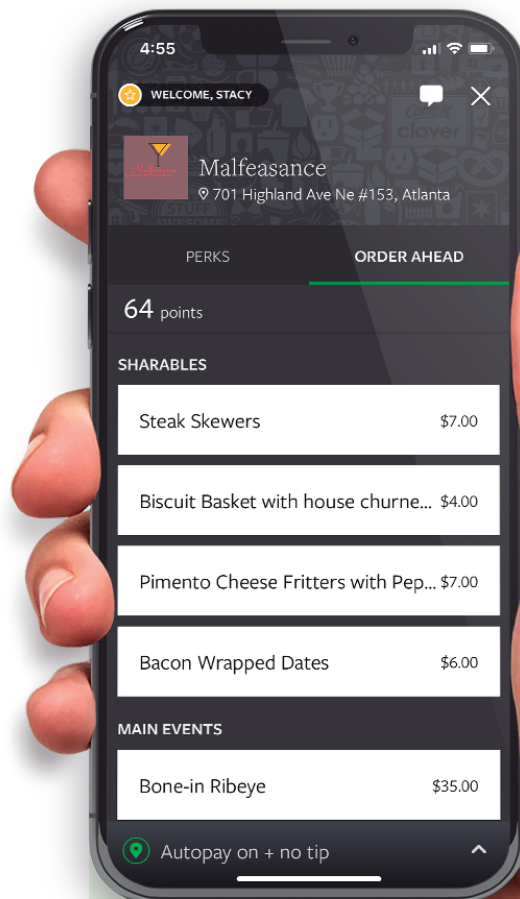
## More Clover app benefits:

Customers can set up autopay for convenient, contactless payments. All they need to do is register a credit or debit card.

Beacon is a hands-free feature that checks your guests in when they arrive at your restaurant (Bluetooth must be turned on). Additionally, guests can order and pay with autopay, so they won't even have to touch their smartphone or wallet.

Ordering through the Clover app, together with contactless payments, maximizes the safety and health of your guests and staff members alike.

*We recommend that you download and use the app yourself, to better understand your customers' experience.*



# Keep it safe, keep it simple

## Keep it safe:

Many people are still hesitant to order food from restaurants for fear that it's less safe than buying food in grocery stores. With the right messaging, you can set their minds at ease. Let your customers know that your number one concern is their safety, as well as that of your employees. Assure them you're going above and beyond your regular sanitation efforts. Highlight this information on your website and other platforms.

## Keep it simple:

Focus on menu items that are portable and profitable.

- Eliminate menu items that don't travel well.
- Consider featuring easy-to-package family dinners, or meal kits, and refresh these items regularly so you can reach out with the news via email and social channels.

- Don't forget beverages. They're often the most profitable part of your menu and require the least labor. A gallon of your signature strawberry lemonade or a bottle of flavored sparkling water may be just what your guests need to quench their thirst. In addition, many states have relaxed their alcohol laws, so if it's legal in your state, consider pairing meals with a bottle of wine, premixed cocktails, or a six-pack of beer.



Include messaging like this, prominently in your restaurant, on your website and in all other communications.



# Want more ideas and inspiration for growing your business?

**Visit the Clover blog at [blog.clover.com](https://blog.clover.com),  
and follow us on social media**



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