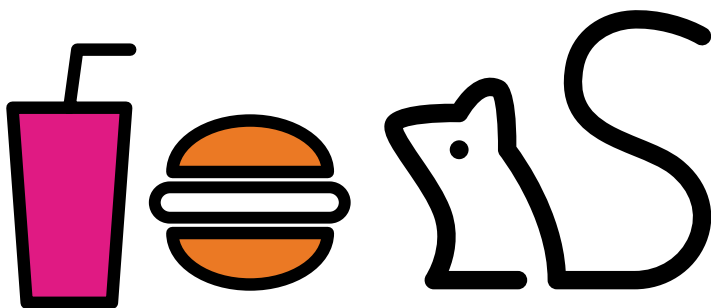


Takeaway food

A guide to marketing
your business



sensis

Why do you need to be online?

Consumers are becoming increasingly time poor so it's no surprise that Australians are spending billions of dollars on takeaway food every year.

If you're a small or medium business in the takeaway food/fast service sector that means you're up against some of the biggest restaurant franchises on earth – McDonalds, KFC and Hungry Jacks (Burger King) being the most striking examples.

While it's likely you don't have the funds to erect billboards on every highway or book in TV advertisements during prime time, there are plenty of digital marketing methods that you can use to give the global food heavyweights in your area a run for their money.

From engaging YouTube clips, to simple-yet-effective websites and examples of clever social media campaigns, with enough research even the local fish & chip shop can engage in a certain degree of online advertising excellence.

This eBook will help you shine online but we'll get started with the basics of websites first.

56% of small businesses have a website. Do you?¹



¹ Sensis eBusiness Report 2014

Website essentials

A slick, easy-to-use website can play a major role in boosting your business. It gives consumers more confidence in your food business and allows them to engage with your menu at their convenience so that you can boost your profile even after your business has closed for the day.

Increasingly, food businesses are using highly targeted and creative online content to make big names for themselves.

When choosing a supplier to help create and maintain your website, it should be easy and cost effective.

Now more than ever, website suppliers should be able to give you loads of choice with a variety of website packages and different designs to choose from.

Website must-haves

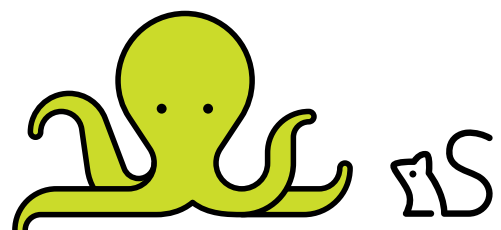
- Simple design – clear information about your menu and ordering options. It shouldn't be too distracting.
- It should build trust – how you speak to your customers should be clear, engaging and true to your food service business.
- It should work well on all screens including laptops, tablets and mobiles.

We'll help your business:

Build a website
Get found on Google
Track online results

Sensis makes online marketing easy.
Find out more at sensis.com.au/products

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Simplicity is vital

A simple design helps get all your important information across quickly and effectively, and the reader is never in doubt about the purpose of your website or how to use it.

While it's tempting to want all the bells and whistles offered by a complicated design, keeping clutter to a minimum is vital so that essential information – such as your ordering details and menu options – is clearly visible.

Ensure your descriptions are clear and include photos, videos, and reviews. Keep it simple to read with easy-to-navigate links. Never assume that because you understand your site, others will too.

Also make sure the headlines and body copy on each page mention your suburb and city so that people searching on the internet can easily find you.

Case Study

Tommy Ruff Fish Bar

This Melbourne-based chain of just two stores (Mordialloc and Elsternwick) is a great example of how a smaller business can, in fact, rival some of the digital marketing prowess of the big boys.

This is most obvious when you check out Tommy's website – another fairly simple, stylistically impressive site that should

very much be seen as one of the best in its class. Let's face it – when you're a fish & chip shop, the most critical information to get across regards your menu and location, and Tommy Ruff does this in a simple, yet fun fashion.

In terms of social media, the company has landed a little over 4,000 Facebook "likes" so far, although its fledgeling but well-stocked Instagram account has a little bit of catching up to do.



What do your customers want?

In the always-changing world of digital marketing, new ways of promoting your business continue to pop up, and expectations from customers rise further year on year.

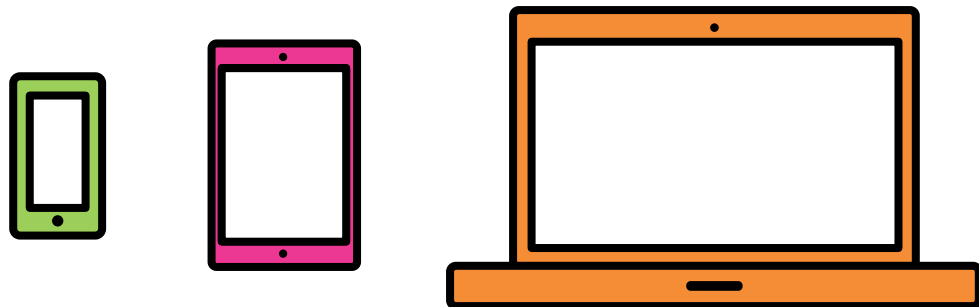
Nowadays food outlets in Australia and around the world are offering innovative online content and new experiences for their customers. An example is US-based Mexican grill company Chipotle.

Chipotle's 'Scarecrow' digital campaign will go down as one of 2014's best and most successful, winning the Grand Prix and a Gold Lion at this year's Cannes Lions advertising awards, and its associated YouTube clip receiving more than 11 million views.

In fact, the company's YouTube channel is jam packed with interesting clips, ranging from profiles

of some of its Major League Soccer sponsored players, to promotional animated clips and highlights from its very own branded "Cultivate Festival".

Chipotle's Facebook page features daily posts that regularly exceed 100 "likes" and almost as many "shares", and its no-nonsense, eye-pleasing website is something every retail food business should cast a serious eye over.



Good design wins customers

The first mistake many takeaway vendors make is to consider what they want to include on their website, as opposed to what their customers want to know about their offering.

The experience a potential customer has on your site will be the difference between them leaving in a hurry or calling you to order. Once visitors land on your site, make sure they can find what they're looking for quickly and efficiently.

People are used to certain useability features of the internet. These include

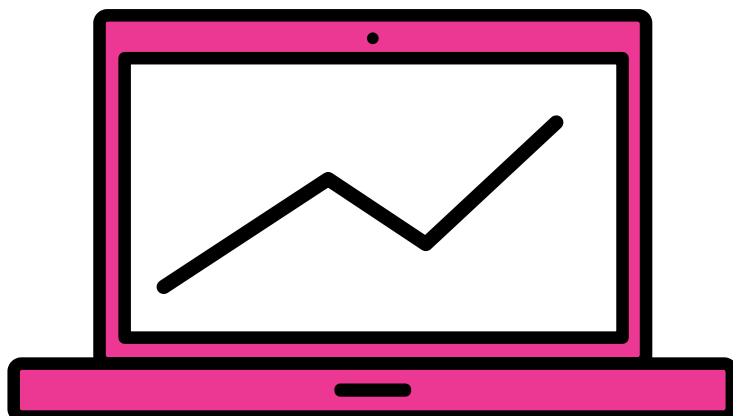
business logos usually appearing in the top-left corner, an 'About Us' section – which helps them decide whether to engage with a food outlet – and navigations being in the same place on each page.

Websites are read from left to right (in an F-shape), in much the same way as print materials, so put your logo in the top-left corner of the site.

In addition, ensure your site pages are pleasing to the eye and that all the links work. All the pages of your site need to load quickly.

Top tips

- Make sure navigation bars have clear, large links to help people quickly get to the most useful information.
- The 'About Us' section is the second or third most visited page of a website. Make sure it's easy to understand and written in concise language.



Does your website look good on mobile screens?

There's no denying the power of mobile. The mobile phone market is near saturation point, with more mobiles in Australia than Australians.

Mobile sites are often an afterthought for small businesses putting together a website but you're in the takeaway food sector, so being able to order easily from a mobile is a no brainer.

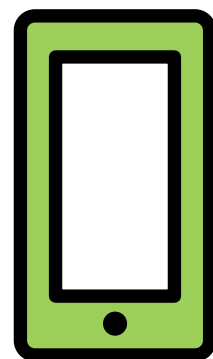
Considering 93% of Australians are online, it's essential that your website displays perfectly in the mobile environment. Of course, this also applies to tablets and laptops because often websites built for just a desktop experience will suffer on a smaller, portrait orientated mobile screen.

Typical mobile device users have even less patience than PC users, so just that half-a-second too long and they will move on to another website.

Therefore, you want a website that works on all devices so that your website information can be found quickly and easily by a customer.

It needs to be responsive so that the right information is displayed at the right size for mobile viewing, but most importantly, the site absolutely must load quickly.

35% of small businesses have a website that works well on mobiles. Does yours?²



³ Sensis eBusiness Report 2015

⁴ Sensis eBusiness Report 2014

Is your website linked in to social media?

No matter what kind of business you're running, social media is a key part of a successful website. It is the new word of mouth – blogs, review sites and social media platforms are now places for customers to turn to for open and honest business recommendations.

You should give your website a competitive edge by showing your customers you're active in their favourite social media channels and tie it into your website.

A great example is Domino's Pizza Australia. The recent trend of simple, intuitive website landing pages has been taken to with aplomb by Australia's leading pizza delivery/takeaway franchise.

With a business model now firmly based on online ordering, this service can be accessed via a large, prominent "button" in the centre of the Domino's homepage. Other less prominent "buttons" click through to nutritional info, special offers, store locations and of course the menu offering.

With a Facebook page numbering more than 1 million likes, it's interesting to see how Domino's actively responds to enquiries and even the most negative customer feedback.

The company's YouTube channel features details of special deals and offers, as well as regular clips and commentary from CEO and managing director Don Meij. Talk about putting your money where your mouth is!

Can your customers find your website?

Search Engine Optimisation (or SEO) is one of those technology buzzwords you may have heard about but might not fully understand.

SEO aims to boost your website ranking on the internet by influencing search engines, such as Google, so they find your site and rank it high in their search engine results pages.

The better your SEO strategy is the more traffic you're likely to get to your site and the more sales

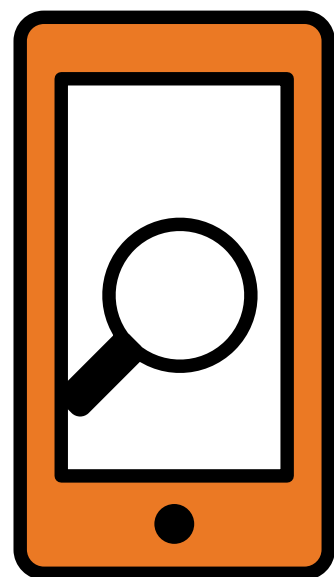
you make. This is why it's important to have a well-written and well-structured website – so that the search engines can easily find information about your business.

Another way to get more traffic to your page is through Search Engine Marketing (SEM) which involves advertising your website on search engines like Google, Yahoo and Bing.

While basic SEO and SEM can be performed by

business owners, many choose to hire professionals in the field to develop a long-term strategy.

Keywords are the terms people enter to perform a search, and they are also the main marker of relevance for search engines. Here's an example. Many banks will advertise for 'mortgages' but most consumers will search for 'home loans' so make sure you have the right keywords.



Can your business be found on an app?

Another great way to ensure your business is found easily by customers is to be where they are looking to order food – especially when it means convenience for them. Skip is an online ordering and payment app that helps customers ‘skip the queue’ by ordering and pre-paying for coffee and food.

The app is an ordering, payment and loyalty system rolled into one. It's of huge benefit to takeaway businesses because it means they can access insights about their customers that would assist with future marketing.

Customers love it because they can order from the train and have their coffee waiting for them when they arrive at the café without having to scrounge around for cash.

Online directory listings

Another way to ensure potential customers can find your business easily is through an online directory or a printed directory.

According to recent research, the Yellow Pages® book reaches more than 11 million people across Australia and of those people, 69% who found a business contacted them with 60% going on to make a purchase.

Yellow Pages® extensive online network can boost your business' online by ensuring it can be found however your customers are searching.

Another one of Google's recent updates has actually focused on online directories so that businesses listed will be ranked higher in search listings.

Want more information?

[Sign up here](#) to get the latest news on marketing and small business trends delivered directly to your inbox with our Nutshell newsletter.

If you'd like to know more about the benefits of a website for your business or learn about the other marketing solutions we offer, talk to one of our experts or visit www.sensis.com.au

