



DARLING CRACKLES

How To Successfully Shift To Takeaway During Covid-19

1. Define your product- offer a limited takeaway menu featuring your most popular dishes that are easy to produce and will travel well. It's important to protect your brand and quality control.
2. Think outside the box- offer add-ons including alcohol, merchandise, sauces/dry goods, produce boxes. Another great option is pre-packaged feast menus for you to reheat at home. Add your branding to these takeaway items including a copy of the menu for next time.
3. Bundle Products of multiple dishes and drinks to increase the average spend per order.
4. Pre-empt your bottlenecks and refine your processes- delivery people, phone lines, ordering process online - how simple can you make this?
5. Have your assets in order- people are very visual when it comes to ordering food- take good photos of your new menu to help them.
6. Organic social- build authenticity and connection based on your product and people. Add personality to your channels, people are looking for genuine connections.
7. Think about the future: make sure you collect peoples details when doing delivery, so you have a database to market to again in the future.
8. Paid social- Geo-target your customers using paid social campaigns to target people in your delivery radius.
9. Get listed on 3rd party platforms- contact publications and new directories set up to help connect venues with customers and get your venue listed.
10. Use hashtags to join conversations. i.e #EatAloneTogether, SaveHospo

**Need some more advice? Contact us for a free 25 minute phone consultation.
hello@darlingcrackles.com.au / 0422667488**