

THE ULTIMATE GUIDE TO LAUNCHING A MOBILE APP FOR RESTAURANTS

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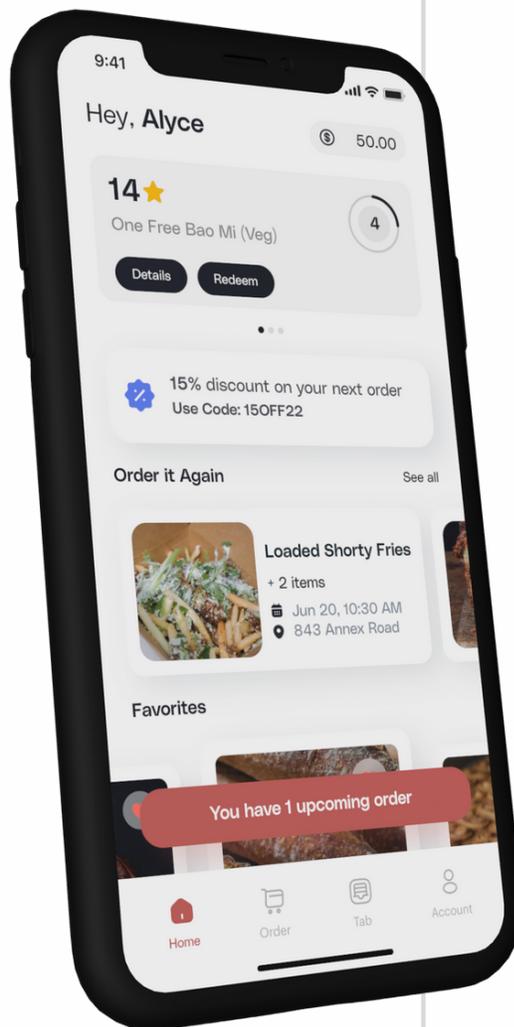
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Part 4

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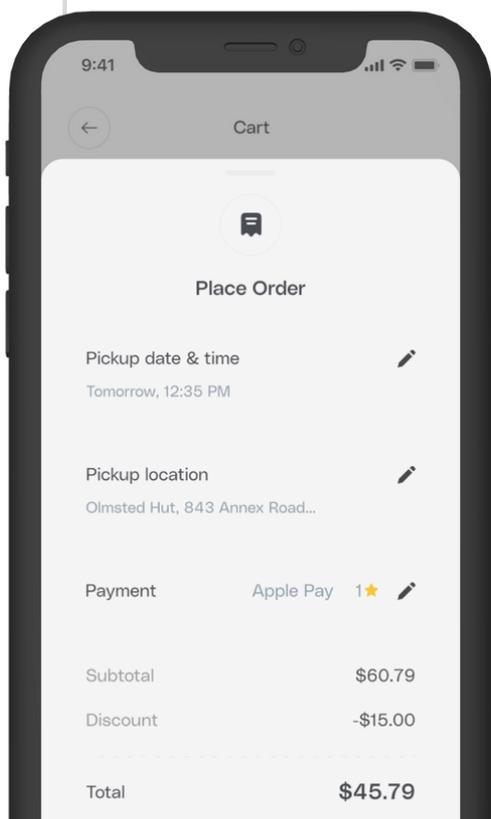
INTRO

How to Maximize App Downloads

You've just created the perfect mobile ordering app for your restaurant—now what?

As a restaurateur, you know that staying ahead of the curve is essential to success. And with more and more customers using their phones to place orders, it's more important than ever to make sure your business is app-ready.

Launching a mobile ordering app can seem daunting, but with the right strategy in place, it can be a huge success. In this guide, we'll walk you through everything you need to know about promoting your restaurant app to customers.



RUN AN APP-ONLY PROMOTION

One way to get more people to download and use your restaurant's app is to run an app-only promotion. This is where you offer a discount or other incentive for customers to download and use the app.

You can get the word out about the promotion through social media, your website, and even in your store. Make sure that you include all the details, such as the dates of the promotion, the discount amount, and which items are included. You may also want to create a banner or sign to post in your store.

The goal of this type of promotion is to get more people to download and start using your restaurant's app. And once they have it, make sure that you provide a great user experience that will keep them coming back for more.



MARKET YOUR RESTAURANT APP VIA EMAIL

When you're ready to market your restaurant app to customers, don't go it alone. Send a blast email to your customer list letting them know about the app and why they should download it.

Include a link to the app store, and make sure your email is designed in a way that's easy to read on mobile devices. You can also use a CTA (call-to-action) button to drive downloads.

Make sure your email content is actionable, so customers know exactly what they need to do in order to download the app. And be sure to offer a special incentive for downloading the app, like free delivery or a discount on their next order.

HIGHLIGHT YOUR APP ON SOCIAL MEDIA

Make sure to highlight your restaurant app on your social media channels! This is a great way to introduce your app to customers and get them excited about using it.

Some tips for doing this:

- Share screenshots of the app in use.
- Feature menu items that can be ordered through the app.
- Include a link to download the app on your website and social media profiles.
- Run app-only promotions and discounts.
- Market the app via email and social media.
- Share actionable tips and ideas for restaurant SMM.

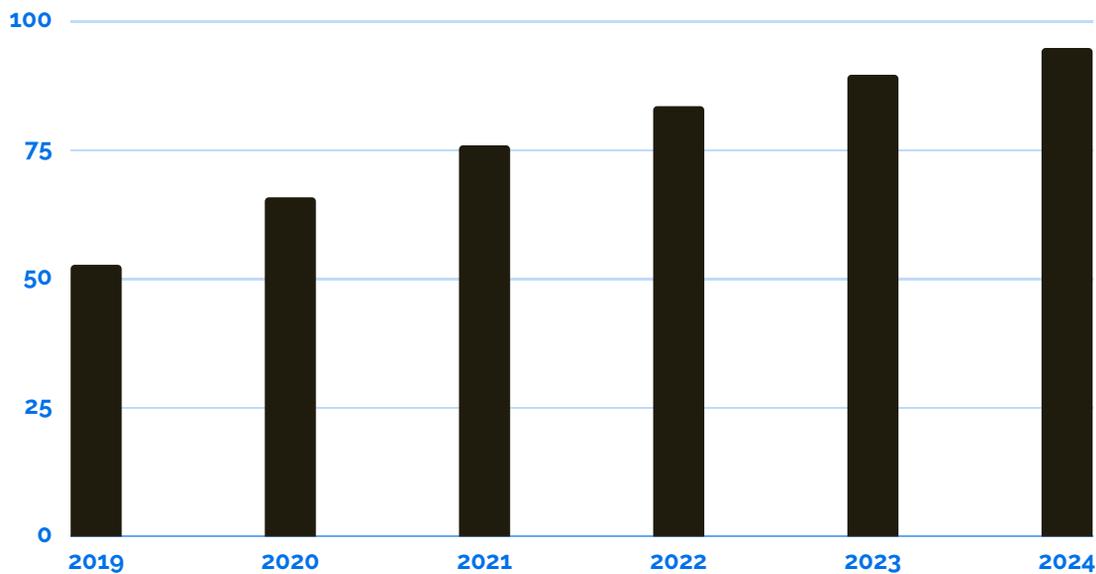
USE QR CODES, STICKERS AND SIGNS

If you're looking for a way to promote your restaurant ordering app offline, consider using QR codes, stickers and signs. You can hand out the cards to customers as they leave, put stickers on the restaurant's front window or doors, or hang signs in the window or on the door.

If you go this route, make sure the branding on the materials is consistent with your restaurant's overall branding. And be sure to include a good call to action like "Download our app" or "Order online now"



Estimates on the number of smartphone users in the United States who scan QR codes for payments or other use cases in 2019 and 2020, with forecasts from 2020 to 2024.

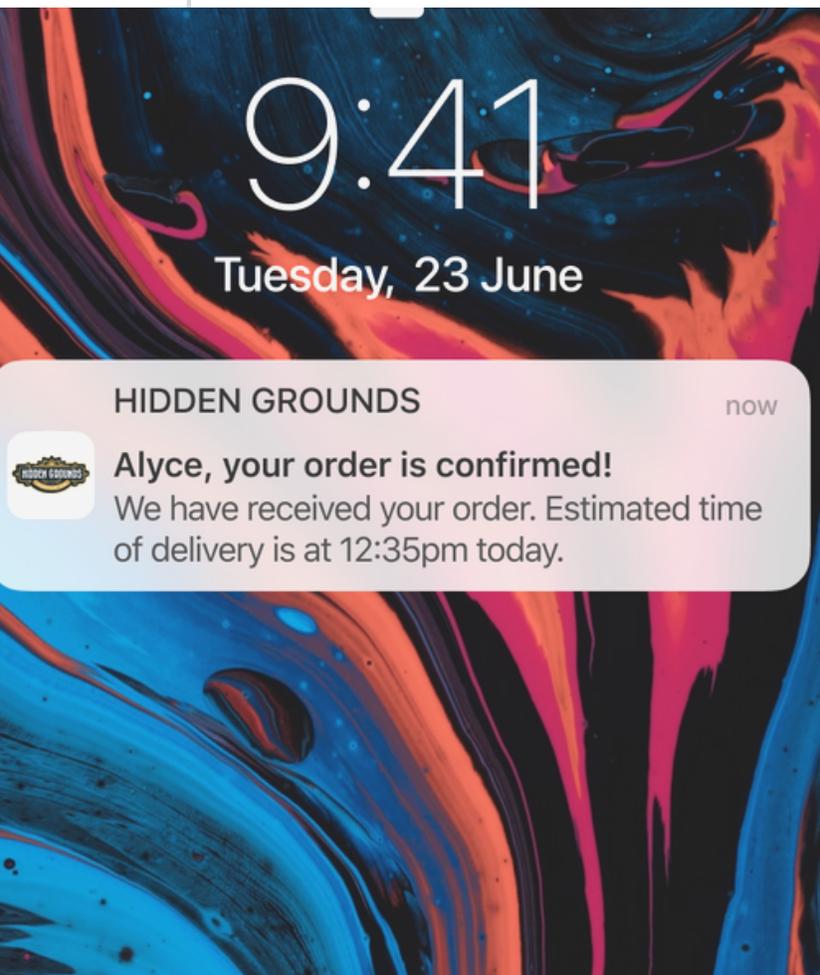


TAKE ADVANTAGE OF PUSH NOTIFICATIONS

According to Localytics, a mobile analytics company, push notifications have a 90% open rate.

Below are things to remember when writing your goals:

- One of the great things about having a mobile app is that you can take advantage of push notifications to reach potential customers. Push notifications are a great way to promote special offers, new menu items, or even just remind customers that your restaurant is there.
- Not only can push notifications be used to reach potential customers, but they can also increase user retention and engagement. Studies have shown that push notifications can increase user retention by up to 23%. And when it comes to engagement, push notifications are opened 8 times more than emails.



BEST PRACTICES FOR CREATING AN APP-ONLY PROMO

WHY OFFER AN APP-ONLY PROMOTION?

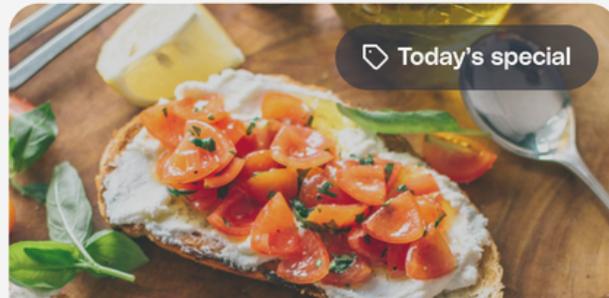
When you're looking to drive downloads for your app, one great way to do it is through an app-only promotion. This is a promotion that is only available to those who download the app, and not available on your website or through any other sales channels.

There are a few reasons why you might want to consider running an app-only promotion. First, it can be a great way to jumpstart momentum for your app. If people can't find your app in the App Store or Google Play, they're not going to download it—which is why promotional efforts like this are so important.

Second, it can help you build relationships with key influencers in your industry. By giving them access to your app before anyone else, you're showing them that you value their opinion and want them to help promote your app. Finally, it's a great way to get the word out about your app through website, social media, and public relations efforts.



15% discount on your next order
Use Code: 15OFF22



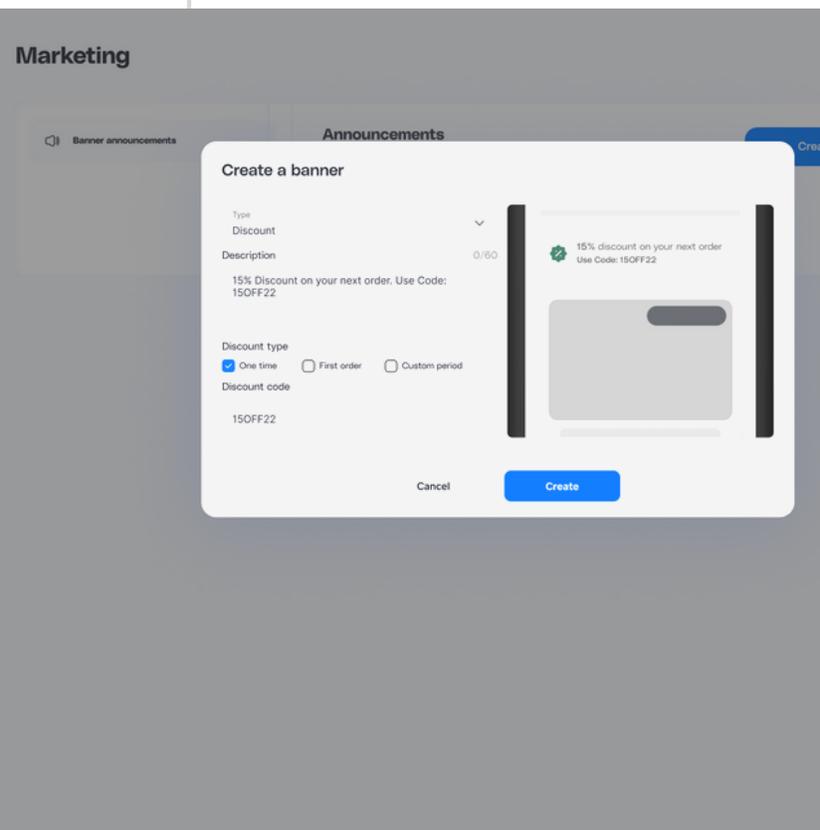
ESTABLISHING YOUR PROMOTION OBJECTIVES

So you've decided to run an app-only promotion. Excellent! But before you get too far ahead of yourself, it's important to take a step back and establish your objectives. What do you hope to achieve with this promotion?

Some potential objectives could include:

- increasing downloads of your app
- increasing brand awareness for your app
- gaining user feedback about your app
- establishing relationships with key influencers in your industry
- generating publicity for your app

Whatever your objectives may be, be sure to make them clear to everyone involved in the promotion. This will help ensure that everyone is on the same page and working towards the same goals.



DEFINE YOUR INCENTIVE. KEEP THINGS SIMPLE.

What do you want your customers to do?

- Download the app?
- Sign up for a mailing list?
- Refer their friends?

Whatever it is, make sure it's clear and easy to understand. You don't want people scratching their heads and wondering what they're supposed to do. And you definitely don't want them to feel like they're being taken advantage of.

Sometimes a little bonus is all it takes to get people excited about your product.

- An incentive doesn't have to be something huge. Sometimes a little bonus is all it takes to get people excited about your product.
- But make sure that whatever you offer is worth the customer's time—and that it doesn't interfere with the overall experience.
- For example, if you're running a promotion that offers bonus points for signing up for your mailing list, make sure the points can be easily redeemed.
- And if someone has a negative experience with your app, make sure you're quick to apologize and make things right.

DEVELOP A COMMUNICATION PLAN

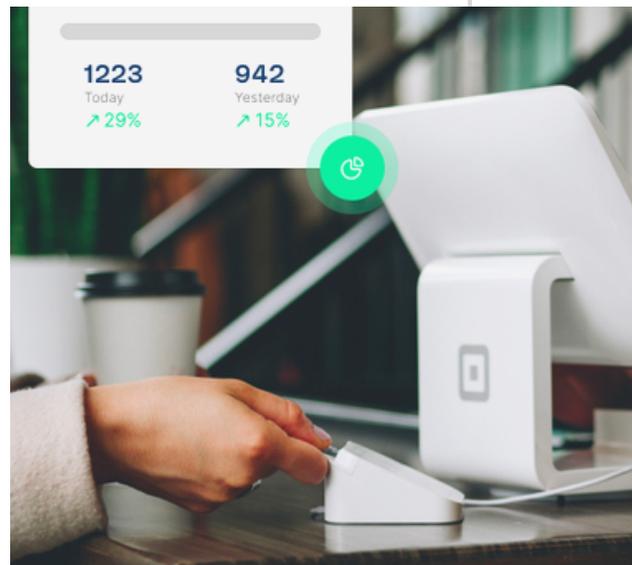
The final step in preparing for your app-only promotion

This plan will help you raise awareness about the promotion and ensure that everyone who needs to be in the loop is kept up to date.

There are a few different channels you can use to communicate with external stakeholders. Email is a great option for sending updates and promotional offers. You can also use social media, your website, or even good old-fashioned print advertising.

Whatever channels you choose, make sure you have a clear plan for how and when you will use them. And most importantly, make sure you stick to your plan! last-minute changes can confuse people and derail your entire promotion.

Using Google AdWords will ensure the online visibility of our company, while content marketing improves our SEO ranking.



Launching a Mobile App for Restaurants

If you launch it too early, people might not be aware of your app yet. If you launch it too late, people might already have forgotten about your app.

The key is to find that sweet spot in between—when people are just starting to get interested in your app, but before they lose interest.

One way to do this is to look at your download data and see when you tend to get the most downloads. That can give you a good indication of when people are interested in your app.

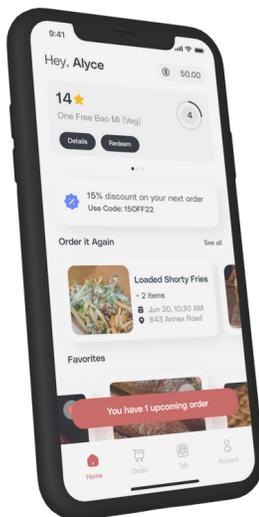
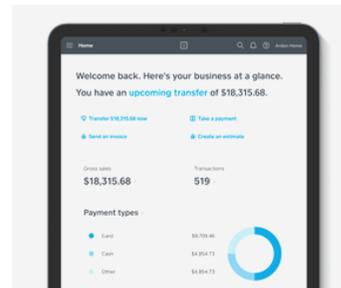
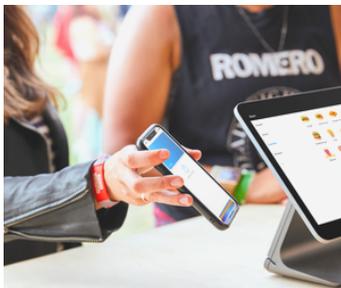
Another option is to use Google Trends. This can help you see when people are searching for your app and can give you an idea of when interest is peaking.

Once you have a good idea of when people are interested in your app, you can plan your app-only promotion around that time.

GET THE TIMING RIGHT

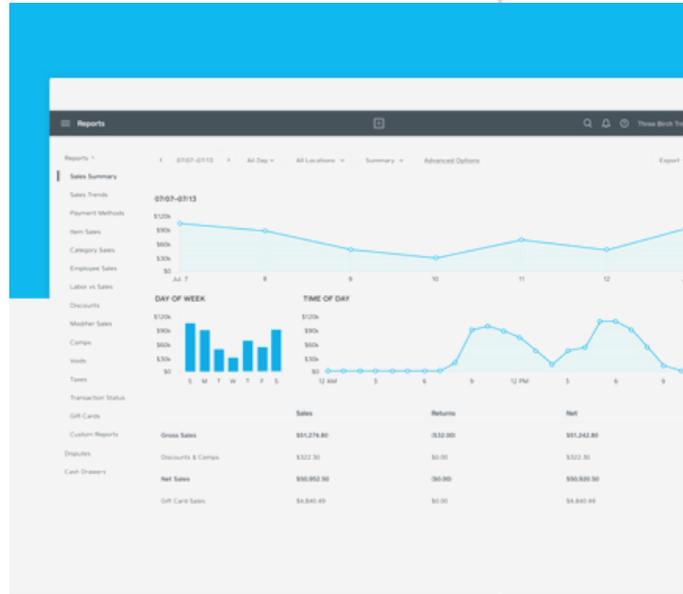
Launch too early and people might not be aware of your app yet.

Launch too late and people might already have forgotten about your app.



MEASURE AND EVALUATE YOUR RESULTS

Here are a few key metrics you should be looking at:



APP DOWNLOADS

- This is the most obvious metric to track. How many people downloaded your app as a result of the promotion?

CONVERSION

- If your goal was to get people to sign up for a free trial or make a purchase, track how many people took that action after downloading the app.

ENGAGEMENT

- Once people have downloaded your app, are they actually using it? Track metrics like time spent in the app, number of sessions, etc. to get a sense of engagement.

RETENTION

- Even if people download and use your app, that doesn't mean they'll stick around. Measure how long people use your app before uninstalling it.