



# Online Ordering Marketing Kit for Restaurants

Create and print marketing materials to encourage guests to order online directly from you—helping you both save money. Plus, tips on how to optimize your online messaging.





# What you need

- Your restaurant logo
- Your restaurant website URL (e.g. [www.bluebarngourmet.com](http://www.bluebarngourmet.com))
- Optional: The direct URL to your online ordering page
- An account on [Canva.com](https://www.canva.com) (if you don't already have an account, don't worry, it's free)
- A QR code directing to your website

Need to create a QR code? Visit [www.qr-code-generator.com](http://www.qr-code-generator.com) to make one for free. Just type in your website URL (or better yet, the direct URL to your online ordering page) and download your custom QR code.

## “Order from us!” postcard

1. Customize our free template with your logo, website, brand colors, and QR code
2. Order prints directly from Canva or download the file to print locally
3. Place postcards in every takeout and delivery order to let customers know they can order directly from you next time

**Pro tip:** Change the black and gray background colors to match your brand colors.



Create postcard



# “Order from us!” sticker

1. Customize our free template with your logo, website, brand colors, and QR code
2. Order prints directly from Canva or download the file to print locally
3. Place the sticker on takeout and delivery bags, on windows, or anywhere else guests are likely to see them

**Pro tip:** Change the black background color to match your brand.



Create sticker

# Online presence to-do list

Make sure it's easy for guests to order directly from you when they find you online.

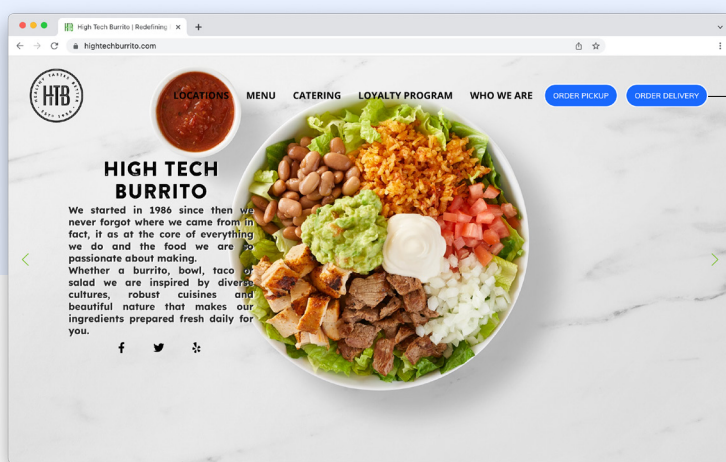
Add an "Order now" call-to-action (CTA) button or banner to your website.

Connect your online ordering to Order with Google to reach more guests. [Learn how >](#)

If you have buttons or widgets on your website advertising 3rd party delivery apps, feel free to remove them if you no longer want to funnel your takeout and delivery to them.

Add an "Order now" CTA to your Facebook and Instagram pages.

Make sure your online ordering menu is optimized, and includes photos! [Learn how >](#)



Order Button

## Additional tips & tricks

- Update your call waiting message with details on how to order online.
- Add a message to your POS receipts letting dine-in guests know they can order takeout directly from you. [Learn how >](#)
- Train your front-of-house staff to tell pickup customers about your direct online ordering.
- Send an email deal to your customer list using SpotOn Marketing to encourage them to order directly from you. [Log into your SpotOn Dashboard >](#)
- Run a social media campaign with a limited time deal using SpotOn Marketing to broaden your reach to more potential customers. [Log in to your SpotOn Dashboard >](#)
- Incentivize repeat visits by setting up a custom loyalty rewards program with [SpotOn Loyalty](#).

Need assistance? Our team is here to help! Reach out directly to your Restaurant Success Manager or contact us at (877) 814-4102 or [support@spoton.com](mailto:support@spoton.com).