

21 PIZZA MARKETING CHECKLIST

Sell more pizza.

www.thedigitalrestaurant.com

1 PRO VISUALS

Hire a professional photographer for a set of food and restaurant photos. Reuse digital assets for website, marketing, social, email, sms and print.

2 PIZZA BY SLICE

Pizza by slice have higher profit margins. Offer slice + soda combos in the \$4-6 range and promote it with a window neon sign to attract foot traffic.

3 COMBO PACKAGES

Make it easy for customers to order for groups. Pizza + appetizers + soda combos for families and game days prove to be one of the top sellers for pizzerias.

4 FLASH COUPONS

When local sport team wins, extreme weather days or local events, create flash coupons that are limited time only. Deliver through SMS and mobile push notifications for instant redeems.

5 LOCAL LISTINGS

Fix your business NAP information (Name, Address Phone number) on the major local directories for traffic to your business and improving website SEO.

6 DIGITAL LOYALTY

Replace plastic punch cards with a custom branded digital check-in loyalty program.

7 SEGMENT EMAIL

Instead of blasting your entire email list, segment and deliver relevant content and promotions to each segment.

8 MOBILE ENGAGE

Create a strategy to engage with mobile customers through SMS, mobile app, social media and other mobile channels.

9 AUTOMATE SOCIAL

Use a social media automation tool to post on social media consistently every day. Cross-post food images to Instagram, Facebook, Twitter and other networks.

10 FUNDRAISERS

Donate pizza at fundraising and sponsorship events at local school, church and sporting events.

11 KITCHEN DIRECT

Integrate online ordering to POS to print directly to kitchen. Eliminate fax, tablet or manual POS order entry.

12 PUSH MESSAGING

Use push messaging technology to replace SMS for instantaneous messaging with customers.

13 ONE MOBILE APP

Get a custom-branded mobile app with mobile ordering, loyalty, social media, reservations and push messaging.

14 WEB NOTIFICATIONS

Add web notifications capability to your restaurant website to reach thousands of online visitors. Leverage this new technology to sell more pizza.

15 SAVE COMMISIONS

Remove online ordering services that charge hefty commissions (10-25%) and directly impact your own restaurant website SEO. Add "native" online ordering.

16 REDIRECT GRUBHUB

Redirect repeat Grubhub customers to own restaurant website by adding "native" online ordering to restaurant website and promoting directly ordering from you.

17 FACEBOOK ADS

Cost-effective, measurable and targeting options for higher returns on ad dollars. For as little as \$10 a day, potentially reach 10,000 people within a 10 mile radius.

18 OPTIMIZE ON-PAGE

Optimize each page of restaurant website for specific keywords, such as "pizza," "pizza delivery", "catering," "fast food," "Italian restaurants," and local targeting.

19 CATERING MENU

Add catering trays and packages to online ordering menu to give customers options for easy ordering and ordering ahead for their events an parties.

20 BUILD REPUTATION

Check and respond to online reviews daily. Use feedback from online ordering sytem to improve reputation and operational efficiency.

21 WEBSITE SSL

Google favors websites with SSL and requires it for online orders to improve security, prevent hacking and improve search rankings.

NEED HELP WITH PIZZA MARKETING?

Talk to us about any of the 21 pizza marketing ideas for your restaurant.