



Milkbar

DIGITAL

**HELPING OUR HOSPITALITY
FRIENDS GO DIGITAL**

March 25th 2020

**WE ARE A SOCIAL MEDIA & CONTENT AGENCY
FOR FOOD, FASHION & LIFESTYLE BRANDS**

ABOUT MILKBAR

We are a social media and content agency and studio based in Prahran, Melbourne.

Our team delivers end-to-end social media management for businesses like yours, including everything from beautiful photography and videography through to complex paid advertising campaigns and strategies.

We have a proven track record of helping food businesses thrive, with a team who love creating engaging, socially-optimised content - but also love sinking their teeth into data and analytics.

OVERVIEW

Why you need to consider this:

Like most businesses, you've felt the effects of the COVID-19 crisis. Whether it's changes to customer patterns, operations & logistics or even your entire business model, this ongoing situation has had and continues to have a widespread social and financial impact.

However, now more than ever before, people are spending their time online – whether it's for work or play - consuming digital content and news. These online platforms offer a variety of ways to connect & engage with the community.

We are seeing more and more businesses who were once reliant on traditional practices and marketing - pivot towards a digital strategy.

This strategy deck is specifically intended for hospitality businesses and how they can use digital platforms to continue operating primarily through takeaway & delivery options.

Objectives for this deck:

- Adapt to the ongoing COVID-19 situation
- Maintain business & existing customers
- Reach new customers
- Diversify your business strategy

OVERVIEW

So, why this info deck exists...

We hope to help our community with this information & to see as many local businesses navigate & survive this unprecedented event as possible. It's a chance for us to share some of our experience and firsthand knowledge in providing expertise & guidance for digital strategies.

Please keep in mind that the ideas discussed here are general & may not apply to all businesses. It's essential to stay updated with current Government guidelines to ensure you're abiding by regulations.

Feel free to get in touch with us for a more customised strategy, specifically catered to your business or brand.



FIRST STEPS

Here are a few logistical details to consider before pivoting your business to digital:

- Ensure you have the tech/logistics in place to support a transition from your current business model – be thinking ‘customer first’ – you need your customer experience to be perfect.
- Consider your ordering platform (Uber, DIY etc) & understand your costs and margins.
- Have your social media platforms ready to go.
- Set your budgets and expectations.
- Set your KPIs.
- Consider how you will communicate your new messaging – what tools do you have available?



YOUR SERVICES

Consider your audience - what are their needs right now?

- Care packages
- Pantry essentials
- Remote working needs (coffee, fruit, snacks)
- Ready-made meal kits portioned out
- Lunch boxes
- Group catering for those who still need to work together

Consider your menu and offering:

- What travels well and what doesn't?
- How will it be packaged?
- Ensure packing also includes a personalised thank you note or a marketing message



HOW DO YOU STAND OUT?

With so many business offering their services online, it's important to stand out.

Consider how you can incentivise your offers:

- Gift with purchase
- Free delivery
- Discount off prices
- Promotions (unlimited, subscriptions, daily specials like you'd offer in store)
- Loyalty (free coffee, raffles, monthly membership fees)



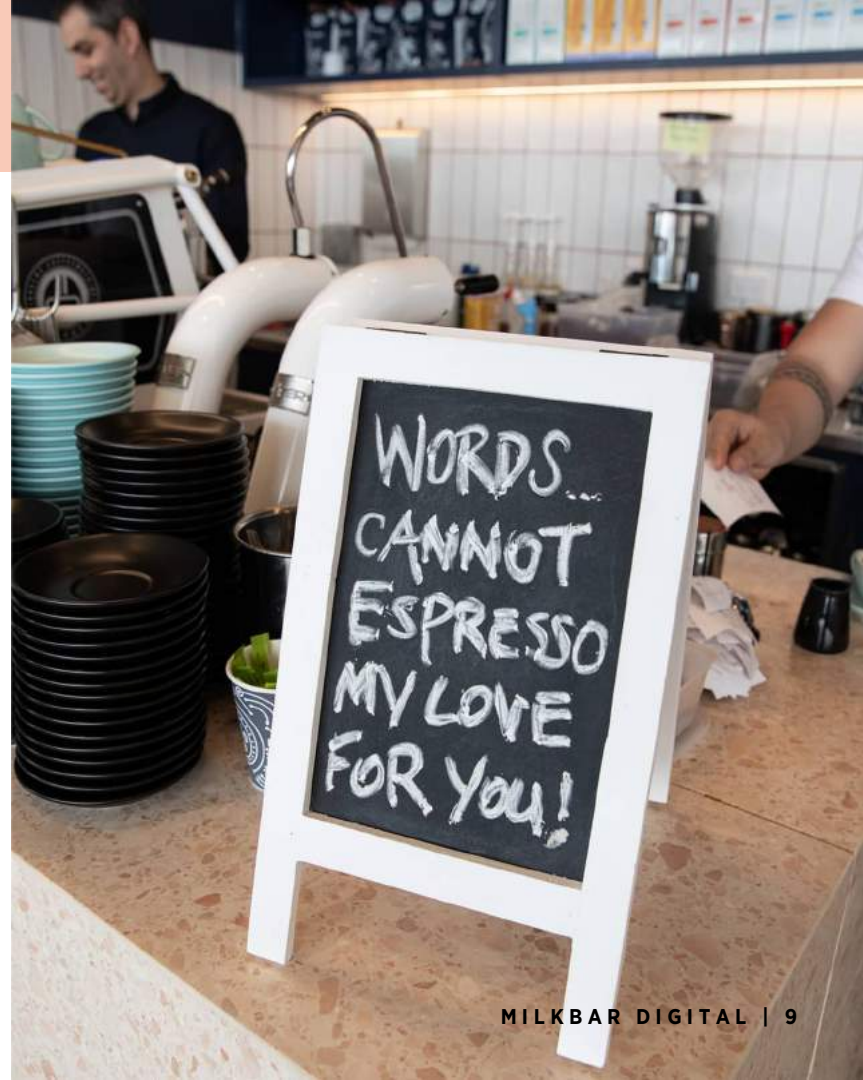
BRAND VALUES

A digital strategy allows you to use new channels & platforms to connect with your customer and communicate branding.

Consider how you can maintain customer engagement online & interact with the community.

Here are a few ways to communicate brand values during this time:

- Heartfelt content and videos from the business owners or team members
- Show how you're supporting the community by donating leftover/unused goods & ingredients
- Behind-the-scenes content of you and your team
- Transparency with safety precautions - communicate how you clean & what hygiene measures are in place



COMMUNITY

So many people are using online platforms to build a sense of community during this time. Try recognising this within your own online strategy, offering ways for customers to connect and interact with your business & each other.

A few ideas to boost customer interaction:

- Virtual coffee dates
- Virtual cooking classes
- Promoting vouchers to be used later
- Customer challenges
 - Best takeaway plating competition
 - Cookie decorating kits
 - Complimentary colouring in sheets for kids (this could become a competition)



OTHER KEY MESSAGES

Alongside these creative initiatives, it's important to communicate key information about how you're prioritising customer safety. This might include:

- Cleanliness
- Contactless delivery options
- Payment options
- Staff policies

Communicating these messages is essential to maintain trust & credibility with your customers.



OTHER KEY MESSAGES

After adjusting your menu & operations to cater to delivery & takeaway, consider how you'll communicate this with customers.

Key channels:

- Social media
- Loyalty EDM
- Signage at store
- Letterbox drop
- Local paper or news
- Community social media channels and groups
- Word of mouth
- Other hospitality channels – Zomato or Google Business



MARKETING: SOCIAL MEDIA

Social media is a key way to quickly reach customers, whether that's through organic or paid campaigns.

Here are some of our quick tips for promoting a new takeaway/ delivery menu:

- Pin it to the top of your Facebook Page
- Make a special menu PDF that's easy to link to
- Make an Instagram Story - and pop it in your Highlights
- Make it obvious as the first message you see across your channels
- Include clear Call To Actions for how people can place their orders
- Put it on your website in an obvious placement
- Install the Facebook Pixel so you can remarket to anyone who comes to your website



COMMUNITY MANAGEMENT

Don't forget to monitor your social platforms and engage with customers during this time. Social media is a key customer service platform, and now more than ever, customers use these channels to show support, ask questions, and leave reviews and testimonials.

Effective community management includes:

- Answering questions
- Engaging with customers if they express complaints or concerns
- Positively engaging with customers to strengthen branding & build trust



THANK YOU!

We hope this info pack helps your business pivot towards a digital strategy & optimise your online presence.

We'd love to help you out more! Please reach out with any questions or for further strategy services.



Social media marketing for fashion, food and lifestyle businesses

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