



Preoday's starter guide to marketing



February 2018

preoday

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Understanding the marketing persona

The most important aspect of marketing is understanding your customer – persona building can help you here. Once you have done that, you can start to build a solid strategy with the customer happily at the centre. Step back and really think who it is you're serving every day – try to understand their personality, needs and challenges.

[HubSpot](#) provides a comprehensive guide to persona building. Here is our quick guide to get you started.

Building a persona

When building a customer persona, consider your location.

You have a restaurant in Canary Wharf? Chances are your target customer is a business person, well-paid but busy. Let's call him John. He works long hours, always feels tired and is looking for convenience and speed from his lunches.

Alternatively, you run a coffee shop in the Cotswolds. You're located in a village that is popular with tourists. Aside from the village residents, your main audience is Family Jones, the hiking heroes on a backpack camping tour around the lakes. They're coming in as tourists, wanting to rest their feet and dry out. They are going to require plenty of calories and they will be immediately drawn towards the yummiest looking cake in the cabinet; these are people that choose with their eyes.

The key is this: if your customer is Canary Wharf John, everything about your marketing strategy must differ from the one you'd use to target the Jones'. Even your business name and your menu.

Know your audience and you can work out what they like, where they hang out online, what they read and how to build rapport with them.



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Reach them through the right platforms

Do you have the right social media platforms and are you dedicated enough to make your page a success?

While each network has different needs, they all require you to be an active member of the community. When planning your posts, refer back to your buying personas and create unique content for them.

Leave business cards on the tables with links to each of your social platforms to make it really easy to find them. The Jones' will have planned their route in advance of their day out, possibly using a platform like Yelp or TripAdvisor to decide where to stop. If you're not on these platforms, you might miss out on their business.



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Make enticing offers

Plan your offers carefully. When should they run and how long for? What's the long-term goal? Are you trying to generate a loyal customer base or find people that can spread the word?

Canary Wharf John is a creature of habit. With John, the goal is to get him into your restaurant once, then give him an easy and speedy experience so he will return. Why not publicise an offer for new customers or a service time guarantee? **"Don't get served within five minutes? We'll give you 50% off your next order".**

The Family Jones' on the other hand are unlikely to return, and if they do it will be infrequently. For them, traditional offers such as: **"Just £1.50 for an extra scone with your cream tea"**, should work well.



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Marketing audits – a beginner's guide

As a starting point for your marketing strategy, you should step back and carry out an audit.

For some, this might seem a daunting prospect so we've put together some guidance on carrying out an audit: What is it? Why would you need to do one? What's included in it?

Here is an introduction to marketing audits and in our [Resource Centre](#) you can download a template to take you through this step-by step in more detail.

What is a marketing audit?

A marketing audit examines a company's marketing environment, its strengths and weaknesses alongside its objectives, current strategy, and activities. The end result should be a clear view of the business that enables a clear and intelligent marketing strategy to be created.

When should you carry one out?

Even if a business has a marketing strategy in place, an audit should be carried out at regular intervals, at least once a year, in order to address changes in the market or company itself.

Marketing Audit Template:

Section	Questions	Your answers
Self portrait	<p>What is your company name and what does your name communicate to the public?</p> <p>Is your brand consistent across all platforms (online, social, high street)?</p> <p>What is your USP and is this clear for customers?</p> <p>What is your average number of daily customers?</p> <p>Describe your customers' personas (if you are unclear</p>	



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What's included in a marketing audit?

The answer to this will depend on how sophisticated your existing marketing strategy is. As more tools, tactics and techniques are employed, the detail with which the audit is carried out will increase. For now, if we assume that your marketing strategy is in its early stages, then the elements we would recommend you review include:

A self-portrait

Who are you, where do you fit in the current market, who are your competitors and what do you offer that is different? What's your unique identifier, your brand and personality? How is your internal communication in comparison to your external? Get to know yourself inside out.

A complete picture of the competition

To fully understand yourself, you need to understand how you compare to the competition. Consider your levels of service alongside theirs, how much do they charge and how does the quality of their product compare? What's their website ranking, how many social followers do they have and why do you think that is? These are just some of the questions you should be asking yourself.



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An analysis of the market

Estimate the size and growth of your market and any relevant market trends, such as industry developments, introduction of new technologies, new products or any increase in spending by competitors.

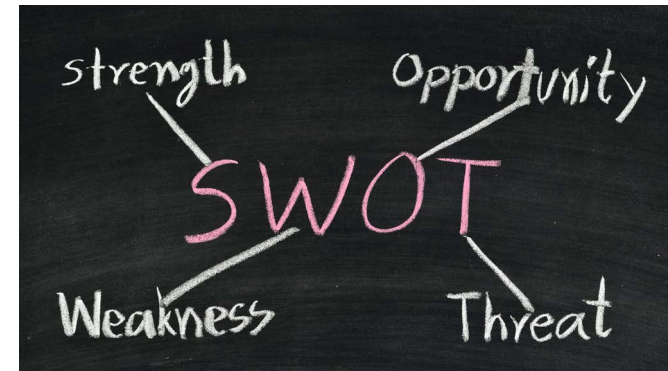
Carry out a SWOT analysis

Taking all above points into account, complete a SWOT Analysis – Strengths, Weaknesses, Opportunities, Threats. Then set out to block the threats, work on your weaknesses, cultivate your strengths and take advantage of your business' opportunities.

Conducting a marketing audit on a regular basis (at least once a year) will help you maximise your marketing investment, making

you focus on the activities that work best for you. Of course, once you've conducted the research, you need to use that information to build a strategy, capitalising on your strengths and neutralising weaknesses.

This will be the key to creating a plan for long term sustainable growth.



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How to track industry trends & when to take advantage of them

Your business should always be evolving to meet changes within its market, whether those changes involve your product offering, technology services or marketing approach. It's one thing to know what trends are in play, it's another to adapt your business to do something about industry changes.

When should you take advantage of trends?

Quite simply: as soon as possible. If you spot a trend that is going to have a marked impact on your industry, why wouldn't you act upon it? To not do so will only leave you floundering behind competitors that do. Companies that embrace change flourish, those that are slower on the uptake, suffer.

The best way to keep ahead of industry change is to work with a research and analyst house such as CGA, but this is not a cheap option. For those of you without endless budget, here are three, free ways of catching the wave.

1. Industry research and trend reports.

Keep an eye on the free reports and data released by, or in association with, industry analysts. The two best known analysts in the food hospitality market are the [NPD Group](#) and [CGA](#).

NPD is a market research company operating in 20 countries, interviewing 12 million consumers a year and monitoring purchase data from over 165,000 outlets, while CGA produces regular reports on the out-of-home food and drink sector. This includes the [Market Growth Monitor](#), [Foodservice Price Index](#) and [Business Confidence Surveys](#).

Additionally, keep an eye on some of your market's industry leaders, they will often produce their own original research and release summaries of the results.



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2. Read the press

The hospitality industry is spoilt for choice when it comes to media titles, and for the most part, you don't need to subscribe to a printed copy to keep updated with the latest industry news.

When you don't have time to digest and analyse a 30-page analyst report, titles like [PYMNT magazine](#), [The Caterer](#) and [Eat Out](#) are fantastic for gaining a quick, daily, overview of market movements and announcements. Pick two or three that you feel best represent your space and put ten minutes aside each day to glance through them. Better still, subscribe to their newsletters and get the top news of the day straight to your inbox.

3. Listen to the people that matter – your customers

The people best placed to tell you about trends in the market - and which ones you should be jumping on - are your own customers. It is, after all, them that you're trying to please.

You shouldn't be afraid to ask for feedback from customers, especially if they are regular spenders. Find out what their needs are, what changes would they like to see you make and how do they see the market changing? You can engage them in a simple chat by the collection point, leave feedback cards on tables or send out a customer newsletter inviting feedback - perhaps in exchange for entry into a small prize draw (if you think the incentive is needed).

Never be complacent or you'll end up last to the table and at a distinct disadvantage to your competitors. Embrace evolution and you will avoid the difficulties that come with being behind the trend.



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Something every person at Preoday is passionate about is [data](#); we are proud of the data we help our clients gather on their customers and how our technology lets them analyse it for use. Without it, how can a restaurant, bar, event venue, theatre or stadium get to know its customers better?

From location data to purchase history, basket size and frequency of return visits, the wealth of customer data may seem complex, but in this case, it really isn't. Here we share how you can use some of the data you collect through your Preoday platform for a specific purpose: marketing.

Three top marketing tactics using data

1. Deals of the day

Time-related deals are a popular tool for businesses and are usually very successful. Using data, that success can be pushed further.

With your knowledge of popular meal options and times, there are two paths to take. The route you take depends on your sales objective.

- a. If you want to capitalise on the observed trend, you might aim to push a Two Curry Tuesday: **Buy two curries instead of one and get a free naan bread.**
- b. Alternatively, you might prefer to encourage customers to increase their portion sizes on a day other than Friday. If so, try offering a small future-facing discount: **Go large on Wednesdays, claim extra-large on Fridays.**



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2. Make the most of milestones

Do you most want to attract new customers or drive the number of orders taken from existing ones? Whichever it is, first check the data and see if your digital ordering figures are close to reaching a round number; for instance, you might have had 478 orders in total; not far off 500. Use the figure to market your ordering portal on your public/social channels:

“We’re approaching our 500th mobile order! We will be giving £25 credit to the customer that places the 500th order...so get clicking!”

Placing a small budget behind a social post will extend the reach of the competition/offer. This will encourage existing customers to place orders while also attracting new audiences.



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3. Personalisation

The data collected from the Preoday platform includes information relating to individual customers. For instance, you can tell when Brenda Cummings first placed an order with you, how large her orders are on average and how many times she has placed an order across a set period of time – or whether she hasn't.

If the data tells you that Brenda likes a medium, pepperoni pizza and 1ltr bottle of coke every two weeks and has done for the last 6 months, you have the chance to investigate if her orders stop. Two months on from Brenda's last order, and with the knowledge of her favourite order under your belt, send her a marketing email or push notification with a personalised offer:

“Brenda, we haven't seen you for ages, have you gone off pepperoni? Perhaps you'd like to take advantage of this special offer just for you? Order a medium pepperoni pizza this week and get your 1ltr bottle of coke, free!”

Without data, you'd have never known Brenda was gone. With it, you have a chance to win her back.

Data provides a measure of how your customers think, feel and behave. If you want to know how well your customer base has taken to a new dish, you just need to check the data. If they haven't picked up on it, you can decide whether to ditch it or put extra marketing emphasis behind it. And that's the point. **Data tells you about your business and helps you make informed business decisions with greater ease.**

If you're a Preoday customer but haven't been making the most of the data you're collecting, [let us know](#) - we'll happily take you through your dashboard.



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In-store marketing: Top tips

For those with a digital ordering service, we'd like to share some easy ways to make it a success among customers.

1. Make the app and online ordering as visible as possible in your business

Make sure customers are reminded of the app. This can include posters, business cards at the bar or by the checkout, flyers, as well as adverts on any large screen.

2. Explain how to use it

Posters, flyers, website pages etc, should all contain directions on how to use the service and where it is available – usually the Apple App Store and Google Play.

3. Create app envy

Everyone loves a VIP experience so make your pre-ordering customers feel cherished by creating a distinct pick-up area, with special signage.

4. Make the pre-ordering service a feature of your website

Have a dedicated section of the website promoting the online and mobile app. Link to this from the homepage and make it easily located.

5. Blog about it

Blog posts will boost initial attention for the launch, which can also redirect your customers to the app webpage and can be reposted for later use.



**Top
Tips**



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6. Spread the word

If you are a performance or events venue, customers place their pre-orders between 12 and 48 hours before a performance or event so this is the best time to remind them!

7. Make the front pages

Local and [trade media](#) can be a good way of letting people know about your new service – you could even invite a journalist to try it out.

8. Be social

Using your [social media platforms](#) will help you promote your new service. This can range from simply posting a link to the app, to promoting special offers.

9. Promote yourself

A promotion is by far the best way to get patrons to download the app first time. This could be: “Get X% off your first order” or “Get X% off when you spend £X or more.”

10. Ensure your staff are talking about it

Employees are always your best ambassadors in business and they need to be able to explain the service to customers – if they don't think it's great, why should the customer?



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Digital marketing: How to attract visitors to your website

Even if you don't have a large digital advertising budget, there are many ways to attract visitors to your website.

1. 'Google My Business' to get you on the radar

Google My Business appears to the right of a screen when you search for a company and is what directs the pins for each business on Google Maps.

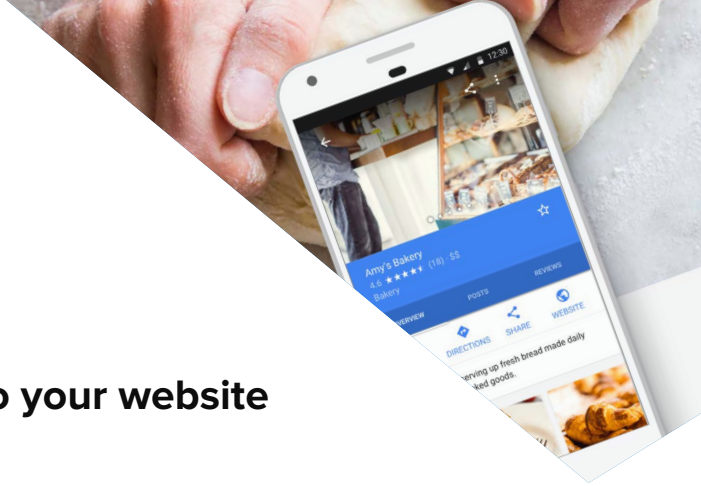
Once you create your account you will appear in local searches. This is particularly important for 'bricks and mortar' businesses that rely on local custom for a sizeable portion of their revenue. Registering with [Google My Business](#) increases visibility for anyone searching locally for your service.

Another perk is that all of the information you list is clickable. Customers can press your phone number to call on their smartphones, or tap your website address to access your site.

50%
of mobile consumers
that search for a local
business visit it within a
day of the search



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Digital marketing: How to attract visitors to your website

2. Positive ratings mean website visits

Word of mouth is such a powerful marketing tool that can really influence customer decision making. When star ratings are displayed in Google search results or company Facebook pages, prospective customers can instantly judge whether they can trust a product or service enough to go on to visit the website.

Review websites such as TripAdvisor are the go-to source to find the best places to eat, drink and sleep in town. If you're in the hospitality industry, and confident in your business, create a profile and encourage customers to leave online feedback.

Once you've started to gather reviews it is also crucial to carry out regular audits of what is being said, good or bad. Remember, these comments can really make or break your brand.

Where possible, take the time to send public, individual responses and deal with negative comments in a measured manner.



89%
of diners research
restaurants online
before visiting them



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3. Attractive images to lure people in

You can harness the power of Instagram to build your brand, boost engagement and drive traffic to your website.

If you're a food-based business, Instagram is a great channel – consumers love a food photo. "[Foodstagramming](#)" has become a popular activity – Every 60 seconds, 90 photos are uploaded and hashtagged #foodporn

When creating an account, don't forget to add your website's URL in the bio so users can simply click to be redirected to your site.



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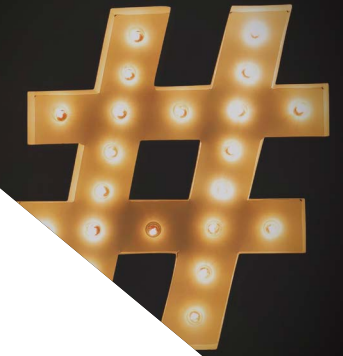
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Digital marketing: How to attract visitors to your website

4. Tweets to drive traffic

Having a presence on Twitter and [properly using hashtags](#) can drive traffic to your website. The key is to get your customers engaged enough that they want to share your company's tweet, raise your brand awareness and send people to visit your page.

If you have a pub running a special offer or perhaps have a summer menu you would like to promote, send a quick tweet and it will hopefully generate interest and some level of viral marketing. Remember to include a link to redirect your followers to your website and to also save your website's URL in your profile so it is always there.

5. The better the SEO, the better the website traffic

[Search engine optimisation \(SEO\)](#) are the actions you take to optimise your website to be positively judged by platforms such as Google. These search engines have specific algorithms that trawl the internet for the most relevant sites for a person's search.

Great SEO is an ongoing process, it can't be achieved in one day, but it can provide long-term results and is essential for increasing website traffic. Make sure all of your on-page content and metadata are focused around the keywords you want to rank for.

We know SEO isn't an easy topic which is why we highly recommend you read this guide by the masters of SEO, [Moz](#), as well as read our tips in the [next article](#).



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6. Locked WiFi to increase website traffic

Do you provide WiFi for your guests? If so, rather than having an open network, employ a splash page and ask customers to provide their name and a password to access your Wi-Fi.

A splash page is the screen that people see when are just about to begin the login process: splash pages can be completely personalised with your branding, logos and content.

Now, when they visit, you can set them to automatically be redirected to your website and hopefully drawn in by your excellent content.

7. Internal links and compelling call-to-actions

Writing blogs and posting these to external websites with a compelling call-to-action will direct visitors with a specific purpose to your website. They may initially visit to sign up to a newsletter or vouchercode, but an engaging website can encourage them to remain on the site and further explore its content.

Call-to-actions should also form a strong part of your social media strategy, use them in Twitter, LinkedIn or Facebook posts to encourage followers to your page.



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Digital marketing: Mastering SEO for your hospitality business

Here are three ways to boost your SEO

1. Determine the best keywords to manage SEO for your business

Keyword: A keyword or phrase are the words your potential customer enters into a search engine to find something.

In order to determine relevant keywords for your business, you first need to consider what your target market is searching for in relation to your company. Those keywords can be classified as 'long tail' or 'short tail' and you want to ideally target a mixture of both.

Short tail keywords: If one of your Indian cuisine restaurants is in Oxford, your short tail keywords might be:

- Indian restaurant
- Oxford restaurant
- Best Aloo Gobi

Long tail keywords: Your long tail phrases could be:

- Best Indian restaurant in Oxford
- Oxford restaurants with a five-star rating
- Where can I get a great vindaloo in Oxford?

The difference is the specificity of the search term. For short tail, there's likely to be more searches and more potential custom. However, there will also be more competition and more irrelevance; there's little point someone in Glasgow finding your restaurant online on Friday night. Long tail will receive fewer searches but each search will be more relevant, of a higher quality and more likely to convert to custom.

To help you establish the best keywords for your business, and see how often people search for each term, you can use free tools like [Google Trends](#) or [Keyword Tool](#). Try to find words that receive a decent number of monthly searches (100+) but have a medium or low competition rating.



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2. Use keywords on your website

Now you've determined your keywords, aim to include them throughout your website. Use them as often as you can in the text but remember to keep it natural and do not 'shoehorn' words in. Google will not be happy if you try to cheat the system. It knows everything.

A good way to include keywords without annoying readers (or Google) is to include them in the image **'alt' text**. Search engines cannot view pictures, just the words used to describe them. So, when you upload images, videos and other content, include your keywords in the background descriptions and alt text to boost keyword frequency.

Alt text: A word or phrase that can be inserted as an attribute in an HTML (Hypertext Markup Language) document to tell Web site viewers the nature or contents of an image.



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3. Develop a link-worthy site

Links are a big factor in how search engines rank your site and there are two key types, **backlinks** and **internal links**.

Backlinks: A backlink is created when an external website links to your site. The better the authority of the website that links to you, the better the link in the search engine's eyes. Although backlinks can be quite difficult to obtain, hospitality companies can achieve them by seeking reviews from other sites or local magazines or getting themselves included in fan blogs etc.

Internal links: An internal link is when you create a link from a word or sentence on one page on your website to another. The linked word should be one of your keywords and should link to the page you would like to rank for that word.

Here's an example. You want to rank for the term 'gluten free menu'. On your homepage include an eye-catching box informing customers that there is a gluten free menu. Hyperlink that phrase and redirect the reader to a dedicated gluten free page. The goal is that, should a customer Google search 'gluten free menu', they will find that gluten free page above all others.

When managed correctly, an SEO strategy can help you appear at the top of search engine results and have a huge impact on the success of your hospitality business.



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Email marketing: Use email marketing to build loyalty

A winning loyalty campaign is multifaceted. It might include traditional loyalty programmes (point collecting), social engagement, email marketing and should always involve exemplary customer service. How can email marketing assist?

1. Relevant messages to different targets

Successful email marketing is rarely achieved via the distribution of blanket emails. That's why email marketing must be built on a solid base of customer understanding and conversations adapted to suit the segmented targets. To separate audiences, first look at basic demographic information, click through and open rates. Beyond this, dividing by buying behaviours including purchasing patterns, social engagement and other online activities will provide the understanding you need to successfully target your audience and gain their trust and loyalty.

2. Add videos to your emails

Pictures attract the attention of an audience better than text, and video is the current power-tool for engagement. Make the most of this knowledge in your emails.

Email content shouldn't just be a way of communicating news updates, it should reflect the personality of the reader and trigger them to take action. By adding video shorts or even links to videos, you will provide a much richer platform to complement those necessary, if wordy, updates.



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3. Encourage social engagement

There are few people without a social media profile in the modern world, whether that is on [Facebook](#), [LinkedIn](#), [Twitter](#) or [Renren](#). Be aware of the platforms commonly in use by your audience and encourage loyalty by making sure the relevant buttons appear in every one of your emails. Many businesses use a row of icon buttons at the bottom of emails.

Cross-pollination like this motivates readers to become social followers. Similarly, use your social platforms to get people to sign up for email newsletters!

4. Reward loyalty

You'd be surprised how few businesses take advantage of email marketing to reward loyal customers. Making it clear from the subject line that there is an offer associated with an email will help higher open-rates and encourage audiences to take action.

Remember to keep your rewards relevant and segment your audiences so that they receive offers that are of interest.

5. Mind your Ps and Qs

Who doesn't like it when a person thanks them for their hard work, help or, in this case, purchase? If you haven't been sending emails thanking customers following their purchases, it's time to start. You don't even have to wait for their purchase, if you have long-term customers and subscribers to your emails, send them a message thanking them for their ongoing loyalty and custom. Make that email personal with a signature from the store manager or another employee and you will further boost your likeability score.

Why not spice up that thank you further with a reward? Finally, return to your customer data and see if you hold information such as birthdays; contacting a person with a thank you and a special birthday offer is a great way of building a long-term and meaningful relationship.



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Packaging: People eat with their eyes - why visuals matter

People are visual. It's why platforms like [Tumblr](#), [Instagram](#) and [Snapchat](#) have proved so powerful for brands, and food and drink companies in particular. These photos are amazing publicity for a venue. Younger people aren't always going to use Tripadvisor or Google to decide where to head for drinks and dinner. They're going to go to Instagram and check out real meal snaps and make their decision based on the best-looking dish they find.

Now though, more people are eating at home, ordering their food online or via their mobiles for collection or delivery.

This puts a spanner in the works. If people aren't eating in, it follows that there is less opportunity for you to serve up a piece of food art, primed for insta-photography. If photos aren't being shared online, your social presence might shrink.



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Make your packaging work

It's often said that we eat with our eyes, and that's true. Our eyes communicate to our brain what food will taste like, even before we've taken our first bite. Because packaging acts as an extension of the food itself, it makes sense that its appearance, and the way it is filled, will impact the overall taste experience. If you want your food to taste good, it – packaging included – needs to look good.



Coca-Cola is an example of a packaging design known and loved the world over. In 2015, its [“Share a Coke”](#) campaign proved its labels could be made even more appealing and shareable. The simple addition of a name to the bottle sleeve caused a flurry of social posts and made it one of the best-performing marketing campaigns in Coca-Cola's history.

Packaging is an excellent marketing tool - printing boxes or bags with your branding and including business cards in takeaway bags firmly embeds the name of your restaurant into the mind of the buyer. Going further with quirky takeaway packaging design encourages customers to spread the word about your business. Happy customers are your best advert.



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Make the inside attractive too

On YouTube, unboxing videos are increasingly popular. Toys seem to be most appealing; Argos' unboxing video for [Hey Duggee](#) has notched up over one million views so far, but food gets its fair share of attention. [This video](#) of the 'Unboxing of Sushi Rolls from Takeaway Shop' has received over 28,000 views, while a ['Maharaja bhog veg thali box home delivered'](#) film attracted over 68,000 views. What do the two fast food videos have in common? Attractive and branded takeaway packaging as well as neat, cleanly presented food.

Even if your customers aren't prolific social media users, you should still attempt to produce appealing takeaway packaging and fill it neatly. Those customers will likely have friends and family they can recommend your venue to; you should be doing everything you can to make sure that happens.



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Four tried and tested promotional campaigns

We want share some great marketing campaigns from food and hospitality brands. We know big brands have considerable marketing budget, but the approaches they adopt can be replicated by even the smallest of companies.

What: Pret a Manger, sandwich shop

What happened: Pret asked customers through an online poll if they would support vegetarian stores. Its client base was enthused. With 10,000 votes in favour, and for summer 2016, it turned one of its central London stores into a [Little Veggie Pop-up](#). The pop-up was so successful that instead of turning it back into a regular Pret at the end of the summer, the company kept it open and has now opened vegetarian stores at two further London locations.

What you can learn from it: Listen to your customers. We're not saying you should open up a new type of business, but going out to your existing client base for feedback on your business and then showing that you're listening to them, really pays dividends.

What: Pho, Vietnamese quick service restaurant

What happened: As Pho serves Asian food, it had a challenge tapping into the typical Western Christmas expectations of turkey and roast vegetables. Instead, it thought around the holiday and focused on the idea of the 'morning after' with the traditional pho dish positioned as the ultimate hangover cure. It targeted 18-45 year olds in cities around the UK using social media and marketing collateral. The campaign was such a success that last year it won a ["Catey"](#), a set of awards given out by UK hospitality trade magazine, The Caterer.

What you can learn from it: Try something different. Certain times of year are considered to be marketing gold, but they can also be crowded and it can be hard to make your business stand out. By taking a slightly different approach, you might be able to cut through the noise.



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What: Twickenham Stadium, rugby stadium

What happened: Working with its official caterers, Levy Restaurants UK, Twickenham Stadium launched a marketing campaign to raise awareness of the food and culinary experience at the venue. It wanted to highlight and capture the emotion behind its customers' experiences and did this using [videos](#) plus [social media](#), with a [#sharetwickers](#) hashtag and a series of [competitions](#). As part of the campaign it created a dedicated range of sharing food options for conferences, events and match day hospitality.

What you can learn from it: Make it about the experience, not just the food. Food may not be the first thing that comes to mind when you think about rugby stadiums, but by making it about the whole experience, Twickenham was able to make food an essential part of the overall event experience.



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What: 7-Eleven, convenience store

What happened: In 2015 7-Eleven introduced a [“Bring Your Own Cup”](#) day in the US, Canada and Australia. Last year was the third year in a row that the store held the promotion around the countries. The rule is that if you bring in a cup or container that can fit in the 10-inch space, is watertight and food-safe, you can get a free Slurpee (a vividly coloured crushed ice drink). Stores have seen customers bring in pots, pans and even buckets. Using social media to promote the giveaway, every year, customers flock to the store in droves with their unusual and colourful containers, usually buying something else as well. This naturally creates more fodder for [social media](#).

What you can learn from it: Giveaways work. Everyone loves something for nothing, but a well-designed giveaway can give back tenfold in customer engagement with marketing. Think about how the giveaway works visually, make sure people want to take photos of it and make it easy for them to share and interact with each other online.



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Preoday is a robust digital ordering platform that helps food and retail businesses around the world open new revenue streams and improve relationships with customers.

Preoday enables businesses to offer branded online and mobile pre-ordering facilities to customers purchasing food, drink, merchandise and making bookings. It provides a white-label service to businesses ranging from restaurants and cafes to corporate caterers, theatres and stadiums. Preoday works both directly with businesses and partners including resellers, technology providers and ticketing agencies.

Reasons for choosing Preoday:

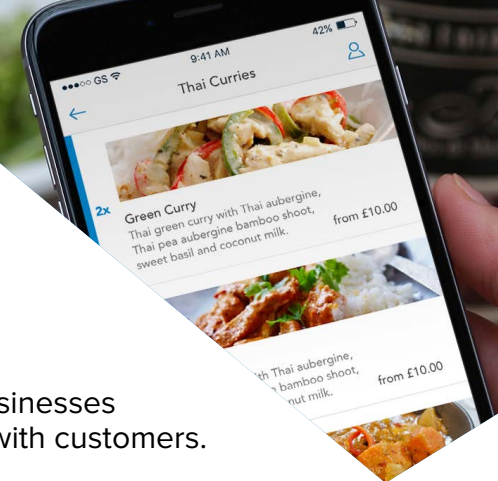
- Never pay excessive costs. Avoid up to 14% commission on every order placed through aggregator service like Just Eat. Preoday is 0% commission
- Acquire new customers and make existing ones more loyal
- Reinforce your brand identity
- Gain complete access to customer data (often withheld by aggregator services)
- Have total control over customer service including delivery deals and menu creation

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Check our [Resources](#) page regularly to access fresh and useful content. Let us know if there is a topic you'd like to know more about, which we haven't already addressed.

To ask us a question, arrange a demo or get a quote for your project please [get in touch](#) and a member of our team will be in touch very shortly.

For more information, visit www.preoday.com.



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