



ChowNow

RESTAURANT SUCCESS

Tips & Tutorials

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How to Advertise Your Online and Mobile Ordering In-Store

Tactics for in-store promotion of online & mobile ordering for loyal customer conversion. Clients who implement the recommendations below see higher order revenues on average in their first three months of service.

Word of Mouth

Your staff is a powerful vehicle for getting the word out. Below are some handy talking points about online ordering:



Website

“Visit our website and order from any computer or mobile device!”



App

“Text [custom keyword] to 33733 to download and order through our app!”



Facebook Page

“Order directly through our Facebook page from a desktop computer.”



Easy Ordering

Your information is automatically saved in your account for easy repeat ordering. You can also pay with the tap of a button on our app, using Apple Pay or Google Wallet.



Promotion

Take advantage of our current promo by ordering online or through our app!

Answering Machine

This tactic helps convert phone orders into online orders. Encourage customers to place advance orders so you don't miss an order, even if you're closed!

“Thanks for calling [Restaurant name]. If you'd like to place an order, you can now order ahead from our website at [website URL] or through our app – just text [custom keyword] to 33733 to download.”

Print Materials

Add call-outs on in-store materials like your menu, business cards, and signage. The next time you print, add the below copy.



Order to-go through our website or mobile app!
Text [custom keyword] to 33733 to download our app!

ChowNow All Orders Locations ▾ Customers Reports Admin ▾

📍 Hudson's Cafe - Santa Monica Tablet Online

- Orders
- Location Info
- Menus
- Account Details
- Customizations
- Notifications
- Customers
- Marketing

Create/Update Deal

Name

Discount Code

Redemption One-Time Use

Deal Type Whole Order
 Selected Items

Date Range

When All day every day
 Some days/times

Platform Web
 Mobile

Order Type Pickup
 Delivery

Minimum Order \$

Discount Percent (applied to selected item total)
 %
 Fixed (multiplied by matching item count)

Save Deal

- 1 **NAME:** Enter the customer-facing deal name.
- 2 **DISCOUNT CODE:** (Optional) Without this, your promo will automatically apply at checkout.
- 3 **REDEMPTION:** Check if promo should be one-time use.
- 4 **DEAL TYPE:** Apply promo to full order or choose selected menu items.
- 5 **DATE RANGE:** Assign dates that promo should be active.
- 6 **WHEN:** Choose if promo is available selected days or all day every day.
- 7 **PLATFORM:** Select what platforms the promo will be available on.
- 8 **ORDER TYPE:** Enable the promo for pickup and/or delivery.
- 9 **MINIMUM ORDER:** If no minimum order is needed, put "0".
- 10 **DISCOUNT:** Choose a percentage or fixed dollar amount.
- 11 **SAVE DEAL**

How to Increase Your To-Go Business By Accepting Orders Through Yelp

This is an optional search-discovery program to help drive new business.

How does it work?

ChowNow adds an online ordering widget to your restaurant's business page on Yelp. This allows potential customers to browse your menu, order, and pay with a few clicks, all from your Yelp page. These orders appear on your ChowNow tablet just like those from your website, mobile app, and Facebook page. You can find reports on all Yelp orders in the ChowNow Dashboard.



What does it cost?

Orders generated through Yelp work slightly differently than orders through other ChowNow platforms. Here's what you should know:



Orders through Yelp

All orders placed through Yelp are subject to a 10% commission, which includes credit card fees. Payment is deposited into your bank account on a weekly basis. You only pay Yelp when you receive an order, and no additional fees will apply for signing up.

Already taking orders through Yelp?

Here are a few reasons you should switch to ChowNow if you are already taking orders through your business page on Yelp:



Control Over Your Menu

Update your menu on Yelp whenever you want directly from the ChowNow Dashboard. You don't need to talk to an account manager to make the change.



Visibility

With ChowNow, you can see which orders come from Yelp in one consolidated report and then encourage those customers to become regulars.

Ready to get started?

Contact your Restaurant Success Manager.

How to Lease and Set Up a Printer From ChowNow

- 1 Plug the printer into a nearby outlet and turn it on by holding down the power button on the left side. You will hear a beep and see “Bluetooth (iAP)” on the screen.
- 2 Turn on your ChowNow tablet > go to the **Apps** folder > open **Settings** > select **Bluetooth** and toggle to the right to turn Bluetooth on.
- 3 Under **Devices**, tap “**Star Micronics**”.
- 4 Enter PIN **1234**, tap “**Pair**” at top right.
- 5 The printer screen will flash blue to signify it’s been successfully paired with your ChowNow tablet.

How to Print a Test Receipt

- 1 Open the ChowNow app from your tablet and sign in.
- 2 Go to the triangle in the top right corner of the page > select **Completed Orders** from the drop-down.
- 3 Click into a recent customer order and tap “**Print Receipt**” above the order details.
- 4 The test receipt will come through your ChowNow printer.

Need printer paper?

Call us at 1-888-707-2469 ext. 2 to place an

QUANTITY	PRICE WITH SHIPPING
12 rolls	\$35
24 rolls	\$65
72 rolls (case)	\$135

Buying your own?

Here are the specs.

MEDIA: Thermal paper

LOADING METHOD: “Drop-In & Print”

WIDTH: 80mm

THICKNESS: 0.06 - 0.07mm

ROLL DIAMETER: 50mm



Call us at 1-888-707-2469 to lease a printer from ChowNow for **\$29/mo**