

Practical Tips for Restaurant & Food Service Businesses

From Dani Kahn
(HG) Higher Grounds
Roastery & Cafe

Thank you

Town of Gilbert (Multiple avenues of delivering updates)

- 313131 Text: “Gilbert” get updates via text
- Follow on Facebook “Gilbert Your Town”
- Follow on Instagram @gilbertyourtown



Thank you to the Chamber of Commerce

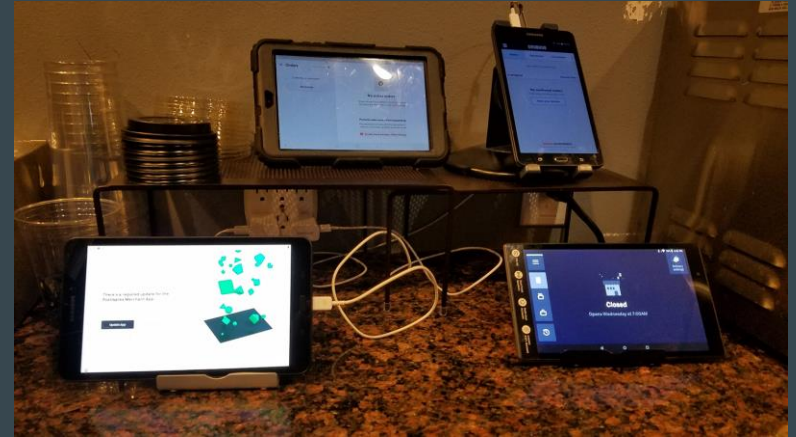
- Join the Facebook Group: **Gilbert Area Take-Out and Delivery Options**
- All webinars and sign up to get updates from Sarah

Thank you to the community too! I have 5 mins, these slides will be available if you email me after the webinar.

Get Paid Out Daily by those Delivery Apps! ASAP

GrubHub and DoorDash allow daily payouts (except on weekends).

Currently, UberEats is not charging delivery fees.



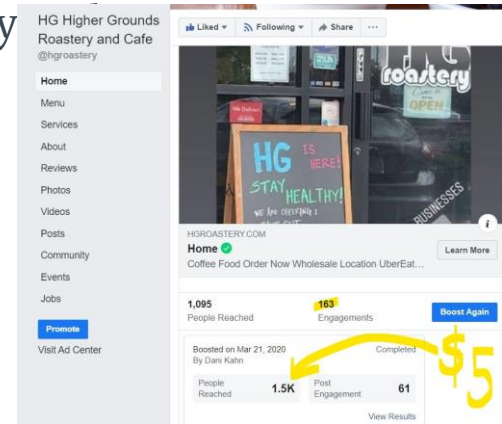
Many of these apps: DoorDash, PostMates, GrubHub, UberEats are waiving all fees to sign up. The set up is simple and they all provide their own tablets. If you have troubles or questions about getting set up with these, ask me.

Use Social Media

Post at least twice a day, try different types of posts (video, text based, memes, anything!)



Once you see how your audience responds to the different posts: Create more like the one that received the most “Engagement” (not necessarily



When you have a post with a lot of organic “Engagement” Boost it! Pin it!

Examples of Social Media Posts

Contest Partnership with Local

HG Higher Grounds Roastery and Cafe
Published by Dani Kahn · March 19 at 5:43 PM

♥♥♥♥ HUGЕ THANK YOU to Spencer Auto Repair for sponsoring this giveaway! FOR TODAY AND TOMORROW ONLY!
Check out this post to WIN (for YOU and a friend) \$30 dollar gift cards!!!
#communitystrong... See More



Sponsored by:
SPENCER AUTO REPAIR

Automotive Repair Shop [Send Message](#)

Spencer Auto Repair
March 19 at 5:38 PM

We are excited to offer 1 MORE GIVEAWAY!
SUPPORT LOCAL*GIVEAWAY*+ SAY THANK YOU to A MEMBER OF THE MEDICAL COMMUNITY OR FIRST RESPONDER.

Now more than ever we n...
See More

Heart to Heart Video Update

HG Higher Grounds Roastery and Cafe is in Gilbert, Arizona.
Published by Dani Kahn · March 20 at 9:06 AM

Hi again, #GilbertAZ,
Social Media Barista here with a face to face update. ♥ We are continuing to remain open (**extended evening delivery hours!**) during this unique time in our history. We are maintaining our staff members thus far!
Please check out our delivery apps as we are extending hours to the evening to make-up for loss in foot traffic business! (You know, pancakes for dinner sound amazing...)... See More




603 People Reached 139 Engagements [Boost Post](#)

Family Packs (Essential Items Offer)

HG Higher Grounds Roastery and Cafe
Published by Dani Kahn · March 26 at 6:17 AM

To help our community, we have created some family meal packs!
#3 Breakfast Burrito Pack (4 Large Burritos in Flour Tortillas)
Choose between: Verde and/or Roasteritos
Side of Homemade Salsa & Zesty Ranch Sauce... See More



105 People Reached 7 Engagements [Boost Post](#)


4 Likes 1 Comment

[Like](#) [Comment](#) [Share](#)

Most Relevant

[Comment as HG Higher Grounds Roastery and C...](#)

[Author](#)
HG Higher Grounds Roastery and Cafe Here's a list of all the packs!



Help Our Family Help Yours!
We have created some family meal packs to help our community during these difficult times. All items are made fresh and delivered to your door. We are extending our hours to the evening to make-up for loss in foot traffic business! (You know, pancakes for dinner sound amazing...)... See More

Tools for Quick Social Media Posting

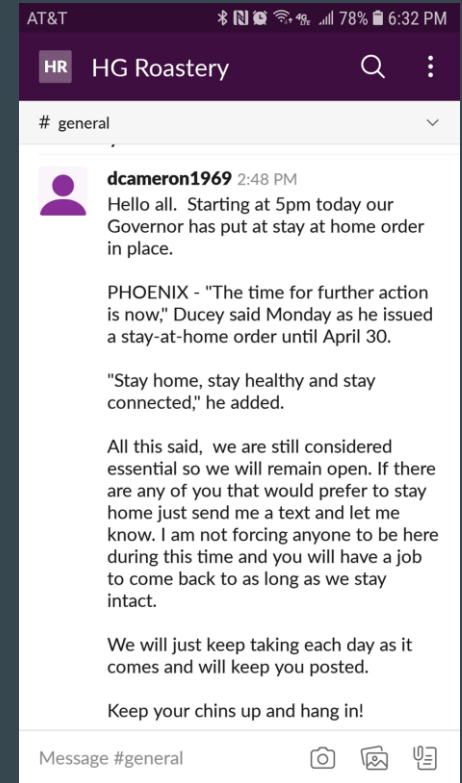
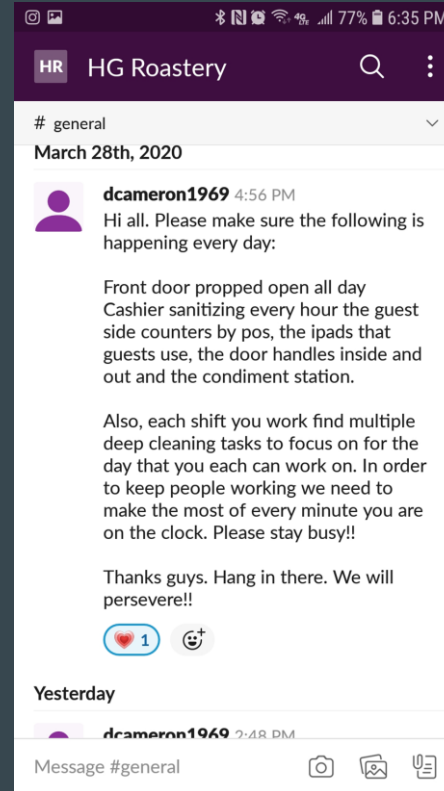
- Find that employee with the nice cell phone :) and get them to take a ton of pictures of *handling to-go orders properly* (gloves, smiles, and curbside). Gather as much content as possible (to create posts or..)
- To make quick videos for social media the APP: **YOU CUT** makes it simple. Edit videos from your phone and post directly to your social media.
- To add your logo to all your images (if you don't have branding on your paper goods) use **CANVA** Canva is a graphic design platform that allows users to create social media graphics, presentations, posters and other visual content.

Change your social media banners, hours, and displays to inform your customers that you are **OPEN FOR BUSINESS!**



Keep Communication Open with Employees

- Depending on the age group of your staff, choose a line of communication that is appropriate. Email, text, fb message...
- We have majority of college/high-school age students. We use the free group communication tool: **SLACK**
- Inform them of all the information you are receiving from the town in regards to current events, everyone needs to be on the same page.
- <https://www.maricopa.gov/5492/Resources> Good images to print and hang in the kitchen.



More questions?



Email me dani@hgroastery.com or Message me on FB: **Dani Kahn**