## 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



- 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

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HG Higher Grounds 📫 Liked 👻 🔊 Following 👻 🏘 Share coastery and Cafe Service About Review Videos Posts HGROASTERY COM Home 📀 Learn Mor Communi Coffee Food Order Now Wholesale Location LiberEat Events .lohe 1.095 People Reacher Engagement Visit Ad Cente Boosted on Mar 21, 202

When you have a post with a lot of <u>organic</u> "Engagement" Boost it! Pin it!

### **Examples of Social Media Posts**

### Contest Partnership with Local

HG Higher Grounds Roastery and Cafe Published by Dani Kahn 171 - March 19 at 5:43 PM · 🏟

♥♥♥♥♥ HUGE 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



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



HG Higher Grounds Roastery and Cafe is in Gilbert, Arizona.

#### Hi again, #GilbertAZ,

...

Social Media Barista here with a face to face update. I 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



### 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 Roasterittos Side of Homemade Salsa & Zesty Ranch Sauce.... See More



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### **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: YOUCUT 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.

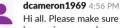
Change your social media banners, hours, and displays to inform your customers that you are OPEN FOR BUSINESS!



### **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.

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# gene March	eral 1 28th, 2020	



Hi all. Please make sure the following is happening every day:

6:35 PM

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Front door propped open all day Cashier sanitizing every hour the guest side counters by pos, the ipads that guests use, the door handles inside and out and the condiment station.

Also, each shift you work find multiple deep cleaning tasks to focus on for the day that you each can work on. In order to keep people working we need to make the most of every minute you are on the clock. Please stav busy!!

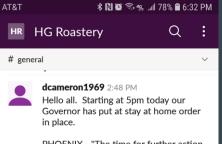
Thanks guys. Hang in there. We will persevere!!



#### Yesterday

Message #general

dcameron1969 2.48 DM



PHOENIX - "The time for further action is now," Ducey said Monday as he issued a stav-at-home order until April 30.

"Stay home, stay healthy and stay connected," he added.

All this said, we are still considered essential so we will remain open. If there are any of you that would prefer to stay home just send me a text and let me know. I am not forcing anyone to be here during this time and you will have a job to come back to as long as we stay intact.

We will just keep taking each day as it comes and will keep you posted.

Keep your chins up and hang in!

Message #general



# More questions?

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