

Here Are 10 Things You Can Do To Get Customers To Order from Your Own Website & Apps

- 1** Offer customers a **first time discount**. Make the offer so good they have to do it. You can lose money on the first order to get them in your system. Because they will order again and again plus tell their friends.
- 2** Have a **loyalty program** in place. Now when customers are hungry, you are more likely to get the order.
- 3** Create **special offers** that can be redeemed only at your site. Even better, you can use these offers to boost sales on slow days.
- 4** Create a **unique coupon** that can be given to Just-Eat customers specifically; this will motivate them to order from your website (when they do, you will now own their email info and can promote repeat business).
- 5** On a regular basis send out **emails and/or text messages** to your database with special offers or coupons. A certain percentage will always order.
- 6** Make sure customers who order from Just-Eat pay full price and don't get any special offers or coupons. You only make 20% profit on your takeout so if you discount a Just-Eat order, you **lose money!**
- 7** **Market only your website** for online/mobile ordering at the shop. Don't put up Just-Eat signs, use their bags, use their coupons, etc. Why? Because you cannot make money by paying Just-Eat a 14% or higher commission.
- 8** If you really **believe in your business**. Turn off Just-Eat for a couple weeks and require all orders to come in from your website. After all, you'll make more money on every order!
- 9** **Make sure your website is mobile friendly** because as much as half of your website visitors are using their phone.
- 10** Remind your customers to order from your website, not Just-Eat's. Paying high commissions and is not sustainable (except of course for Just-Eat).

Here's proof Just-Eat is eating your profits ... It is the realization one restaurant owner came to when he ran the numbers.

WEEKLEY REVENUE FROM	
JUST-EAT (AVG)	= 1,615-00
LESS:	
20% VAT TO HMRC	- 269-00
13% JUSTEAT COMMISSION	- 210-00
VAT @ 20% (210 x 20%)	- 42-00
ADMIN FEE	- 50-00
VAT @ 20% (50 x 20%)	- 10-00
RAW COST @ 35%	- 565-00
WAGES (1/3 OF TOTAL)	- 607-00
GROSS LOSS	- 138
LESS:	
RENT	-ve
RATES	-ve
BILLS (UTILITY)	-ve
ETC	-ve
NET LOSS	???

Want to keep MORE of what you earn?

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Stop letting commissions just eat away your profits!

Why give it away when you can eTakeaway!



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