



what the fork
#whatsfortearex

Set yourself up
for success

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Marketing overview

Marketing your business is vital to its success, but it does not have to be paid for, in fact the most important foundations for a business are organic (free). Nowadays, presence on google and social media build the foundations for your business, because this is where your customers look for information, and if they can't find what they need they will look for something else.

Engaging your existing customers is also important. You can do this through posting on social media and through utilising tools available on your app. The key function provided by your app is push notifications. Push notifications allow you to send messages directly to your customer's devices, prompting them to make an order. This is why promoting your app is critical.

Your app also allows you to create discount coupons, such as 10% off or a special deal such as a 2 for Tuesday, which will help you divert customers to your app by providing them with an incentive to utilise it.

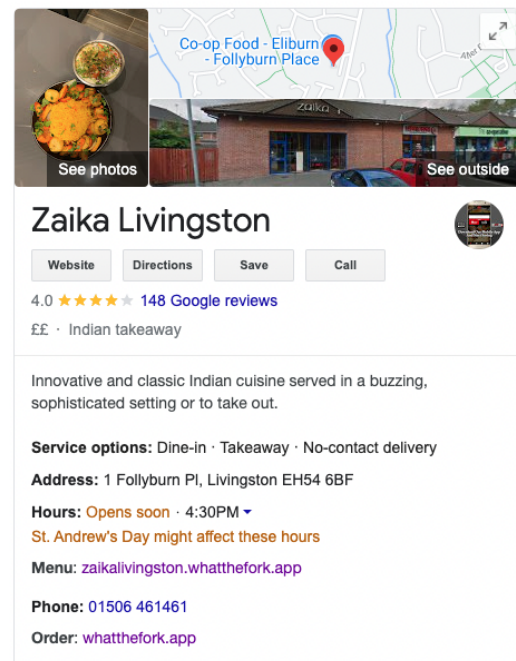
Google

Google listing

Ensuring your google listing is correct is vital to the success of your business. This can sometimes be a bit complicated, which is why we are here to help you. We will ask you for a confirmation code which will enable us to access your listing.

We do not remove any other apps or providers you use unless asked to do so, we will simply add your app and What The Fork to your current listing.

Remember, when people search your business this is the first thing they will see, so the details must be correct. Your customers can also leave reviews on your google listing, so it is important that you ensure you always try and resolve any issues with your customers to avoid negative reviews online.



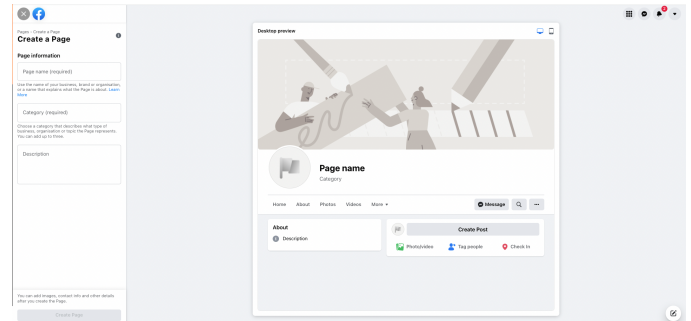
Social media

Creating a Facebook page

Pages are for businesses, brands, organisations and public figures to share their stories and connect with people. Like profiles, Pages can be customised with stories, events and more. People who like or follow a Page can get updates in the News Feed.

To create a Page:

1. Go to facebook.com/pages/create.
2. Click to choose a category.
3. Fill in the required information.
4. Click Create Page.
5. Add an optional profile or cover photo, then click Save.



Creating a username

To create a username for your Page:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click Create @Username below your Page's name.
4. Enter a username, then click outside of the composer.
5. If the username is available, click Create Username.

If the username you want is already taken or not approved, you'll need to choose a different one. Make sure that the username you're trying to create is simple and follows the guidelines for custom usernames.

Bear in mind that new Pages may not be able to create a username immediately, and that your Page's username may be removed because of inactivity.

Updating profile picture and cover image

Your profile image should be a logo and your cover image should be bright and visually represent your business. We will provide you with options for this, which will include images of your app, What The Fork and any discount codes you choose.

To add or change your Page's profile picture:

1. From your News Feed, click Pages in the left menu.



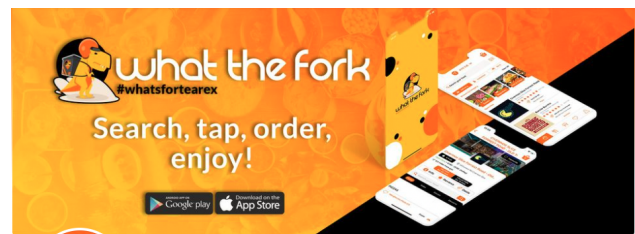
2. Go to your Page.
3. Click the camera button in the bottom right of your Page's profile picture and select Edit Profile Picture.
4. Select an option and follow the on-screen instructions.

To add or change your Page's cover photo:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click the camera button Edit in the bottom right of your Page's cover photo.
4. Click Upload Photo to upload a photo from your computer. You can also click Choose From Photos to use a photo you've already uploaded to your Page.
5. After choosing a photo, click the photo and drag it up or down to reposition it.
6. Click Save Changes.

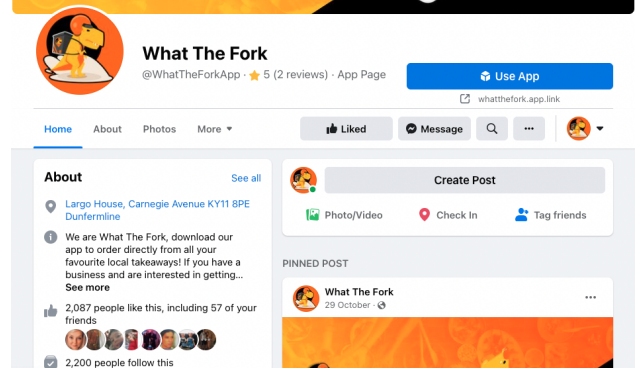
Facebook button

A Facebook button is located just below your cover image and is used to redirect visitors to an action. For your page we recommend using the Start Order or Use App button.



To add an action button to your Page:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click + Add a Button below your Page's cover photo.
4. Select a button from the drop-down menu and follow the on-screen instructions.
5. Click Save.



Once the button has been created, you can test your button:

1. Click your button.
2. Select Test Button.

To edit your Page's action button:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click the action button below your Page's cover photo and select Edit button.



4. Edit the information for your action button or click to change to a different action button.
5. Click Save.

Adding & removing roles

Roles allow people to access your page, however different roles allow different functions, so you must ensure you read the descriptions for the role functions before adding anyone to your page.

Give someone a role (for example, you can add a staff member as an editor, so they can post photos of daily specials):

1. From your News Feed, click Pages in the left menu.
2. Go to your Page and click Page settings in the bottom left.
3. Click Page roles in the left column.
4. Type a name or email in the box and select the person from the list that appears.
5. Click Editor to select a role from the drop-down menu.
6. Click Add and enter your password to confirm.

Bear in mind that if you're not friends with the person you're adding, they'll have to accept your friend request and admin invite before they can start helping you manage your Page.

Remove someone who has a role:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page and click Page settings in the bottom left.
3. Click Page roles in the left column.
4. Click Edit next to the person you want to remove, and then click Remove.
5. Click Confirm. You may need to enter your password.

You can always remove yourself from a Page, but if you're the Page's only admin, you'll need to add another admin first (for example, if you sell your business you can add the new owner as an admin and then remove yourself). If you want to remove another admin, they may need to approve your request before they can be removed.

Change someone's role:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page and click Page settings in the bottom left.
3. Click Page roles in the left column.
4. Click Edit next to the name of the person whose role you want to change and then select a new role from the drop-down menu.
5. Click Save. You may need to enter your password to confirm.

Note: If you're a new admin, bear in mind that you may need to wait seven days before you can remove or demote another admin.

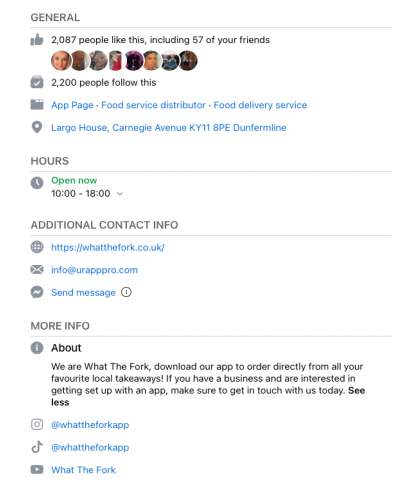
Editing page information

Your Facebook Page is the second place customers will check when looking for information about your business, therefore you must ensure the details are always accurate.

To add info to your Page:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page and click Edit Page Info on the left-hand side.
3. Click the section you want to edit and add info.

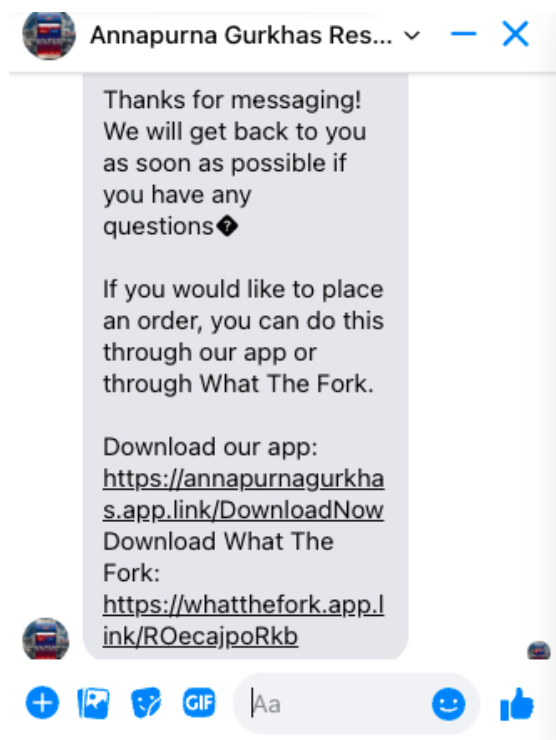
This info will appear in your Page's About section and on the right-hand side of your Page's timeline.



Setting up automatic replies

Automatic replies allow you to save time and ensure your customers get an immediate response. It is important that your customers know exactly where they should order from, so you must ensure the link to your app and What The Fork are included.

1. Go to your Facebook Page
2. In the tools bar on the left hand side click on Settings
3. Then in the new tools bar on the left hand side click on Messaging
4. Scroll down to set up automated responses and click set up
5. You can now select Instant Reply - make sure this is switched on
6. Select Edit Message
7. Select Messenger and Instagram (if applicable)
8. Now input your message. We recommend:



"Hi (add first name of recipient),

Thank you for messaging *business name*. We are no longer taking orders through Facebook. If you would like to order from us please do so through our app or What The Fork.



Download the *business name* app: link to download

Download the What The Fork app: <https://whatthefork.app.link/ROecajpoRkb>

9. Make sure you press SAVE in the top right hand corner once you are done.

Facebook Posts

Facebook posts will be shown on your pages Home page and on your follower's newsfeed. Posts allow you to share things about your business and keep your customers updated about opening times, specials, discount codes etc. As such posting regularly means that your customers will have you at the forefront of their mind when thinking about ordering a takeaway.

When creating your post we suggest tagging us @whattheforkapp and any other businesses you work with, such as suppliers and local businesses you work with. This helps you increase the reach of your post, which means more people know about your business.

Create a draft post

To create a draft of a post for your Page:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click Publishing tools at the top.
4. Click Drafts in the left column.
5. Click + Create.
6. Create your post.
7. Click Save as draft

Edit or publish draft posts

From your News Feed, click Pages in the left menu.

1. Go to your Page.
2. Click Publishing Tools at the top of your Page.
3. Click Drafts in the left column.
4. Click the draft you want to edit or publish.
5. Click Edit to edit the draft. To publish the draft, click the down arrow and select Publish, then click Publish.

Anyone who has a role on a Page can read a draft in Creator Studio. Only Page admins or editors can edit or publish drafts.



Editing posts

To edit a post that you've shared from your Page:

1. Go to the post.
2. Click the three dots in the top right and select Edit post.
3. Edit your post and click Save.

Note: Posts that have been boosted or are part of an ad campaign can't be edited.

Schedule a post

This is a vital tool for your business as timing of posts is critical. For example, if you would like to push your dinner sales we recommend posting between 12pm and 1.30pm, as people think about dinner during their lunch break when they are hungry. Whereas, if you would like to push lunch you should post between 10am and 11:30am. However, breakfast can be a bit more complicated, as people are normally in a rush, so they will plan their breakfast the day before, so you should post around 9.30am to 10:30am about breakfast. This means people will be hungry and regret not having your bacon roll for example, so they will plan to have it tomorrow.

To schedule a post:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click Publishing tools in the left column.
4. Click Create post at the top.
5. Create your post.
6. Click the down arrow and select Schedule post.
7. Select the date and time when you want the post to publish and click Schedule, then click Schedule post.

Manage scheduled posts

To reschedule, edit or delete a scheduled post:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Click Publishing tools in the left column.
4. Below Posts, click Scheduled posts.
5. Click the post that you want to edit.
6. From Post preview, click the three dots and select Edit post to edit the post. Or click the Action down arrow to choose to publish, reschedule or delete it.



To see a history of all edits to a scheduled post, click the three dots from Post preview and select View edit history.

Pinning posts

You'll need to be an admin or editor to pin Page posts. A pinned post will appear at the top of the Page's timeline with a pin on the corner of the post. We recommend making a post with the link to your app, your discount codes if you have any and a link to What The Fork and pinning it to the top of your page to ensure it is always visible to page visitors.

To pin a post to the top of your Page's timeline:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page, then go to the post on your Page's timeline.
3. Click three dots in the top right of the post.
4. Select Pin to top of Page.

Connecting Facebook and Instagram

If you have an Instagram account you should connect it to your Facebook Page to allow followers from both channels to be able to find you across social media. Connecting your Instagram also allows you to schedule posts directly to Facebook and Instagram, meaning you don't have to do everything twice.

To connect your Facebook Page and Instagram account:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page and click Page settings in the bottom left.
3. Click Instagram in the left column, then click Connect Account.
4. Toggle Allow access to Instagram messages in Inbox on or off. When on, it provides access to people who manage your Page to view and respond to Instagram messages.
5. Click Confirm.
6. Enter your username and password and click Log In.
7. Click Connect account, then click Confirm. If you're connecting a personal Instagram account to a Page managed in Business Manager, change your Instagram account to a professional one:
 - a. Click the Business or Creator account.
 - b. Click Next.
 - c. Click Done.



Inviting friends

Inviting your friends to your Facebook page will send them a notification invite to like your page which they can accept/decline or ignore. This is an easy way to increase the engagement and reach of your page.

To invite friends to like your Page:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page.
3. Below Invite friends to like your Page, click Invite next to a friend's name or click See All Friends.
4. Enter a friend's name in the search box and then click the box next to their name.
5. Click Send Invitations.

If your Page has less than 100,000 likes, you can also invite people who react to your Page's posts to like your Page.

To invite people who react to your Page's posts:

1. From your News Feed, click Pages in the left menu.
2. Go to your Page, then go to one of your Page's posts.
3. Click the Reactions section of your Page's post. This will show who has reacted to your Page's post.
4. Next to a person's name, click Invite to invite the person to like your Page.

Post drafts and inspiration

1. App coming soon



We are thrilled to announce we have a new app launching soon! You will be able to order directly from us and receive all our exclusive offers! Make sure you switch on your notifications to receive all our exclusive offers! 🎉

Download our app:

Download What The Fork: <https://whatthefork.app.link/ROecajpoRkb>

2. App is live



You can now place your orders directly through the App or through What The Fork! Make sure to switch on your notifications so you receive all our exclusive offers!



Download our app:

Download What The Fork: <https://whatthefork.app.link/ROecajpoRkb>

Use code "EXAMPLE10" for 10% off your first order through the App or Website!!



3. Specials

  Our brand new “EXAMPLE” is now exclusively available through our app and What The Fork App!! It is to die for if we say so ourselves! 😋



Download our app:

Download What The Fork: <https://whatthefork.app.link/ROecajpoRkb>

Use code “EXAMPLE10” for 10% off your first order through the App or Website!!

ORDER FOR COLLECTION OR DELIVERY!!

4. Free delivery

  FREE DELIVERY all this weekend through our app and What The Fork App! Simply use code “FREEDELIVERY” and indulge in our mouthwatering dishes from the comfort of your sofa! 😊

Download our app:

Download What The Fork: <https://whatthefork.app.link/ROecajpoRkb>

When you click the marketing tab you will see a further two options: Coupons & Notifications (in apps).

App Tools

Discount Coupons

Coupons allow you to provide discounts to individuals or everyone on the app, this can be for a percentage or set amount. Coupons are a great way to incentivize your customers to use your app to make an order.

Go Cheesy On Me	gocheesyonme	Percentage	20.00
Halloween 20% OFF	slicestreet20	Percentage	20.00
25% off and Free Doughnuts! Code: DOH26	DOH26	Percentage	25.00
Alex 35% Apology	Sorry35	Percentage	35.00

1. Name: provide a name for the discount, e.g., 10% off First Order, (this is shown on the the app so just summarise what the coupon is for).
2. Code: Keep the code simple e.g., WTF10 - 10% off through What The Fork
3. Type: You can either choose a fixed amount or percentage, percentages tend to be a lot easier.
4. Discount: this will be exactly how much you are wishing to give off the orders



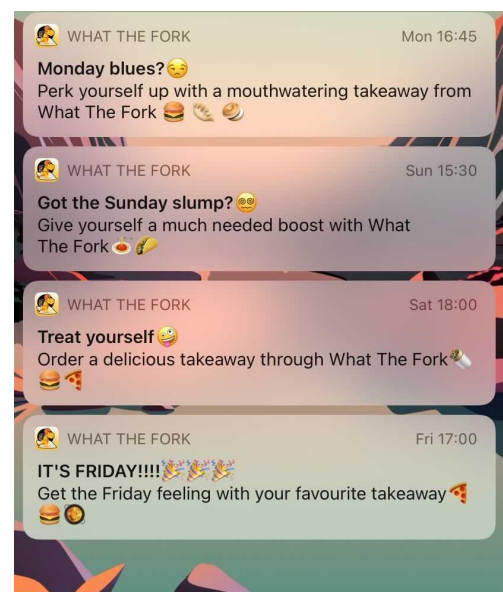
5. Redemptions: this allows you to control how many people redeem the code, it can be used when you promote limited offers, for example 30% off the next 30 orders
6. Customer Redemptions: this controls how many times an individual customer can redeem a code, so for example if the offer is for 10% off customers first order, you would set this to 1.
7. Minimum Total: this can be used if you have a minimum spend on the offer, for example 20% off orders over £40
8. Validity: You can either choose from: Forever, Fixed, Period, Recurring.
 - a. Forever: until it is disabled.
 - b. Fixed : for a single day, for example a Black Friday offer.
 - c. Period: offer with a start and end date, for example a weekend, week or month.
 - d. Recurring: an offer which recurs on a specific day each week.
9. Fixed Time: this allows you to add specific time restrictions, for example happy hour.
10. Order Restriction: this allows you to restrict the discount code to the type of order, i.e., delivery, collection or sit in.
11. Exclude Menu Categories/Menu Items: these options allow you to exclude any menu items or categories from being included in the discount offer, e.g., specials or drinks.
12. Description: the coupon needs a description so when it is shown on the app the customer knows what the offer is, for example Get 10% off your first order through our app or What The Fork
13. Status: this allows you to turn the coupon on and off.
14. Coupon Automatic: if switched on this will apply the coupon automatically at the checkout, however this only works with unlimited redemptions.
15. Private Coupon: if selected this option will allow you to hide the discount code. This can be used for complaints, employee discounts, family and friends discounts etc.
16. Attach to Location: this is only relevant if you have multiple locations integrated into the same app, as it allows you to select which stores the coupon is valid at.

Push Notifications

Notifications allow you to send messages to every single customer that has downloaded your app and opted in to receive notifications. This means that you can prompt previous customers to order from your app.

To create a new notification go to the top right corner and press **New**. The page will then show three options:

1. Subject: i.e Tuesday Night Treats with Pentland Sweets





2. Body: Order your after dinner treats from Pentlands Sweets via our app and use discount code: sweetiepie00
3. In Draft: If you would like to put your in app notification into draft for future days or wish to edit them another time then keep this as yes. If you want to send immediately then change this to no and the top right button will change from save changes to send!

Example notifications

1. Treat yourself this Black Friday💖 and get 20% off today with code BLACKFRIDAY2 🍕🍔
2. Avoid the cold weather❄️, get your food delivered right to your door! 🍷🍰
3. No Monday Blues here😁, get 25% off your order with code MONDAY25 🍰🍫

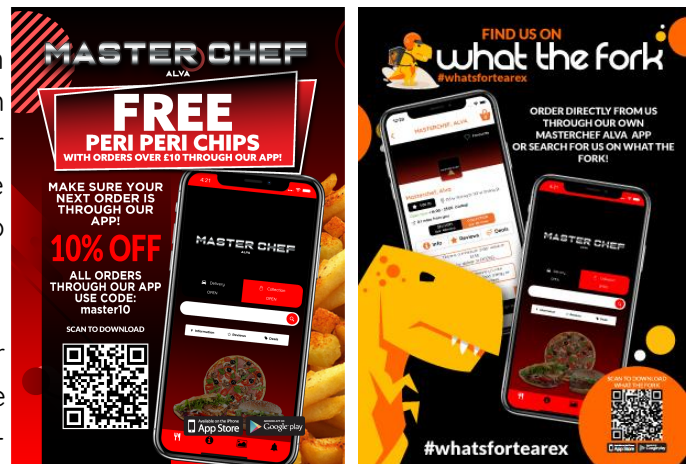
Print marketing

We offer a free designing service for all our partners. This includes print and online graphics. Please email us with what you are looking for and we can support you, even if you choose not to print with us.

Leaflets

Leaflets are a great marketing tool, they can be handed out to customers who order from different platforms to move them over to your app. For example they can be stapled to the bag or you can leaflet in the local area to advertise the new app and potential deals.

Prices for A6 flyers start from £20 - £25 for 500 copies. The cost per leaflet reduces the more you order, with 5000 being around £40 - £50.



Stickers

Stickers are often used to advertise your app on your packaging. For example, to close containers, or to be seen when you open a pizza box for example.





They need to be strategically placed so that they are visible to the customer.

Prices start from around £80 - £85 for 750 60x60mm circle paper gloss stickers and again the more you buy the less you pay for individual stickers, for example it costs around £110 £120 for 3000 stickers.

Banners

Banners are a fantastic way to advertise your business to passers by and cars driving by as they can be seen from a far distance. They are important for brand awareness.

The price for banners varies depending on the size.



Posters

We provide you with A3 posters which you can place in your window or on your wall. These are effective in encouraging customers to download the app and order directly from you, rather than a third party that charges you more in commission. They can also be used to promote deals and exclusive items.

You can also hang up posters in local businesses, billboards etc to help increase your orders.

Larger posters have to be paid for.

