

How to pivot your hospitality business:

marketing tactics to survive
and thrive in COVID-19



Agenda

Data and Trends (5 mins)

How to pivot your business (10 mins)

Customer Conversation (20 mins)

Marketing Tactics (10 mins)

What to do next (10 mins)

Live Q&A (5 mins)

Your Hosts



Claire Sweeney

Product Marketing,
Communications and Brand
Manager



Grace Coughlan

B2C Marketing Manager



Heather Thompson

Global Head of Customer Success



John DiLoreto

President, Flipdish USA

Customer Co-Hosts



Aaron Clay

Marketing Director, Amy's Ice Creams



Debbie Reilly

Owner, McMonagles

McMONAGLES

**FISH, CHIPS &
PIZZERIA**

Housekeeping

- Sit back and relax... we will share the full presentation with you afterwards.
- Join from desktop to see screen
- Submit questions in Q&A



Who we are

Our Company

Flipdish is a global technology business offering white label digital ordering and marketing solutions to the restaurant and hospitality industry.

We have more than 2000 customers across 14 countries.

We employ 100 staff. We are a multicultural team with people from across the globe including Panama, Trinidad and Tobago, The Netherlands, China, India, Argentina, Spain, USA, Poland, Brazil, France, Germany, and the UK.

We are headquartered in Dublin, Ireland and have staff located in Barcelona, Berlin, New York, London, Paris and Cordoba, Argentina.



Our Products

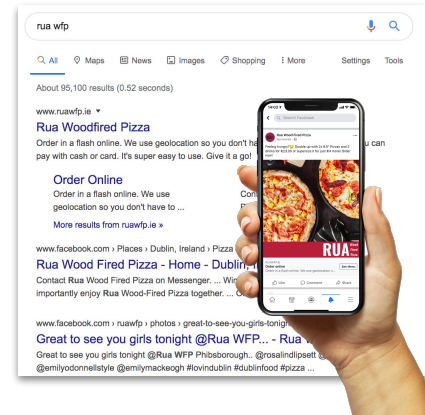
Online Ordering Websites and Apps



Self-Service Kiosks



Managed Marketing



Our People



Our Customers



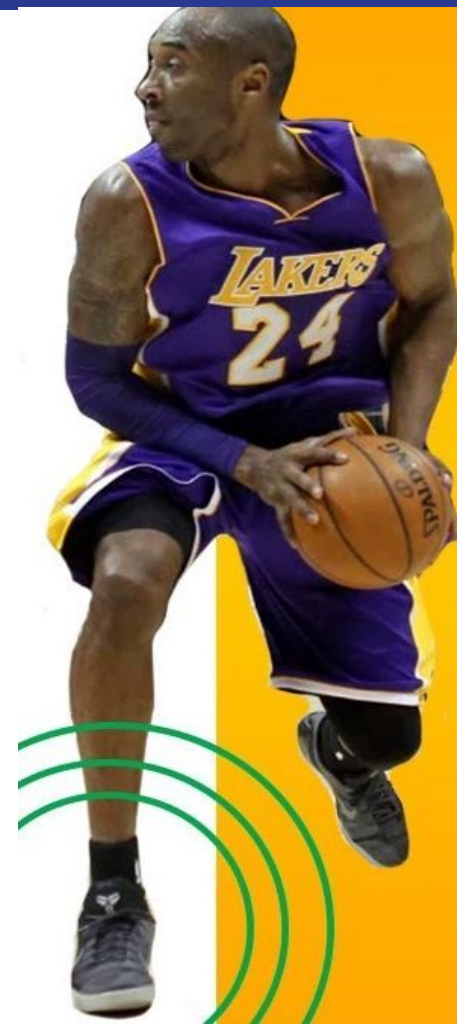


What is a pivot?

What is a pivot?

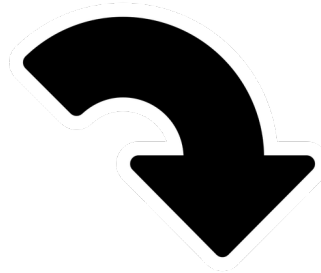
The term 'pivot' effectively means **making a fundamental shift in your business model** to bring you closer to product market fit.

It could be changing your target customer segment, your distribution channels, your marketing strategy, pricing model or the very nature of your solution. A pivot in business is much like a pivot in basketball, **keeping one foot planted firmly on the ground while shifting the other foot.**

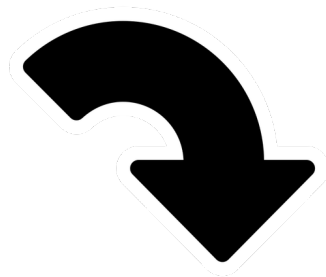


What does it mean for a hospitality business?

Dine-in



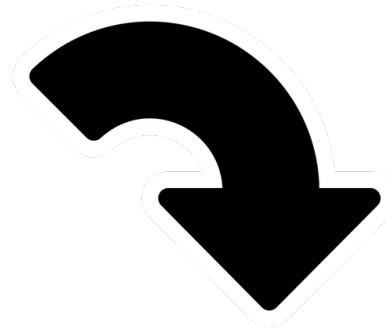
Hotels



Food delivery to local community




Dine-in and Takeaway



Farm Shop Veggie Box


SPROUT FARM SHOP

Our Menu Our Farm Locations Giftcards Catering Contact Order Online




Spicy Indian Chicken

Indian Spiced Chicken Thigh, Brown Rice, Kale, Spinach, Sweet Potato, Spicy Cauliflower, Red Cabbage, Red Onion, Flaked Almonds, Sultanas & Curry Mint Yoghurt




Vegan Hoisin Shrooms

Spicy Tofu, Brown Rice, Kale, Hoisin Mushrooms, Red Cabbage, Spring Onion, Pickled Beansprout & Carrot, Red Chilli, Tamari Spiced Seeds and a Ginger Sesame Dressing




Kale Caesar

Roasted Chicken, Curly Kale, Cos Lettuce, Crispy Bacon, Crispy Croutons (gf), Semi Dried Tomato & Parmesan with a Basil Caesar Dressing



Chicken Taco



サーモン Japanese Salmon

SPROUT FARM SHOP

Our Menu Our Farm Locations Giftcards Catering Contact Order Online

Sprout Farm Shop


< [Back](#)

📍 Collection: 33 Upper Baggot Street, Dublin

📌 Place your order for Friday 10th April for our Farm Shop Click and Collect available 11.30am-8pm. Next available date is Tuesday 14th April 11.30am-8pm.

SPROUT FARM SHOP


Available for Collection on Friday 10th April between 11am-8pm.



Organic Farm Veg Box

Mustard Salad leaf mix, Tatsoi Asian salad leaf, Cauliflower, Courgette, Spring onion, White Onions, Leeks, Potato, Fennel, Broccoli, Mushroom and Carrots.


from **€25.00**



Organic Vegetable Box

Mustard Salad leaf mix, Tatsoi Asian salad leaf, Cauliflower, Courgette, Spring onion, White Onions, Leeks, Potato, Fennel, Broccoli, Mushroom and Carrots.


from **€35.00**




The Full Farm Package

Mustard Salad leaf mix, Tatsoi Asian salad leaf, Cauliflower, Courgette, Spring onion, White Onions, Leeks, Potato, Fennel, Broccoli, Mushroom and Carrots.

from **€50.00**



Compseye Yoghurt, Free From Everything Granola, Kale Pesto, French Dressing



Coffee

250g Roasted Brown Ground Coffee.

Login

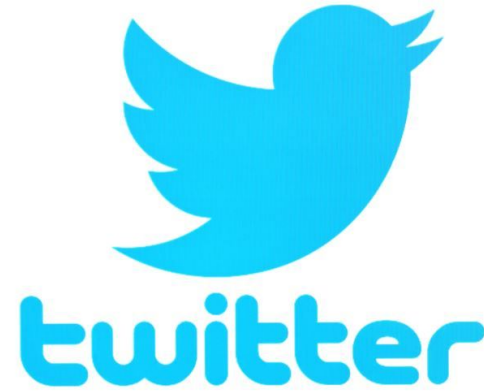
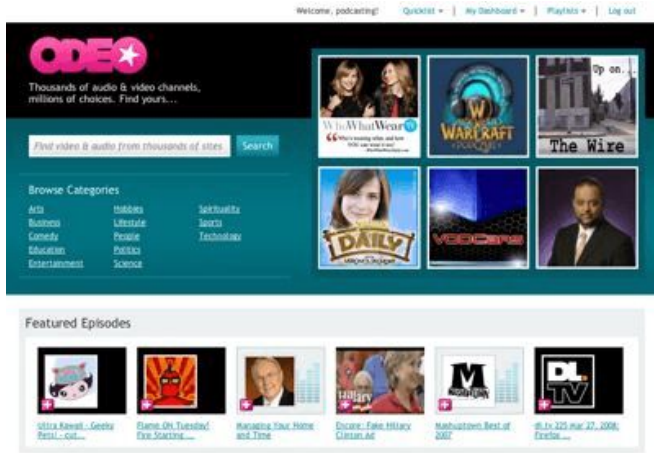
Basket €0.00

Your Basket is Empty



Famous pivots

How many people have heard of Odeo?



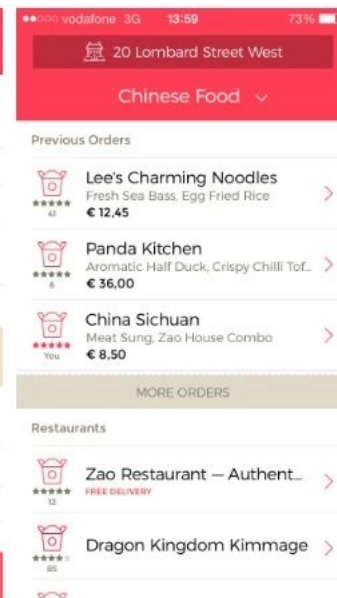
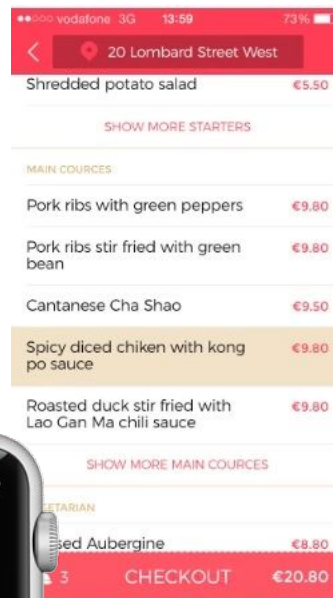
Twitter began life as Odeo, a podcasting platform. That was until Apple virtually consumed that entire market with iTunes, rendering Odeo obsolete. Twitter founder, Jack Dorsey, came up with a concept around sharing your 'status' or what you were doing at the time. The rest is history.

How many times did PayPal pivot?



PayPal pivoted at least **5 times** before finding the business model that led to its success. The business started out as a mechanism to beam IOUs from palm pilot to palm pilot. It didn't work so the startup eventually pivoted towards the transfer of money via email. Today, PayPal is a global online money changer worth US\$67B.

Flipdish didn't start how it is today...



Possibly the most famous company that failed to pivot...



At its peak, **Blockbuster** had over 50 million members worldwide. ... A number of factors contributed to **Blockbuster** going under but the main reason it went out of business in 2013 was its **failure to adapt** to a changing retail environment where streaming movies made renting physical DVDs feel caveman-like.

How that story ended...

NETFLIX



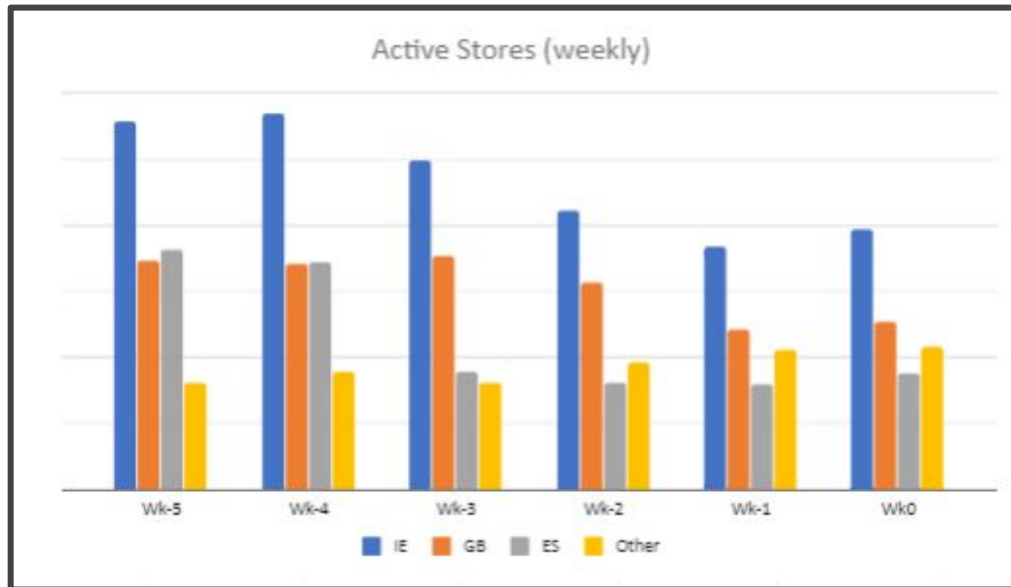
Data and Trends

Welcome...

The number of new restaurants signing up to Flipdish is up 60% in Mar and Apr vs Feb as more businesses figure out how to pivot



Restaurants closed... now re-opening



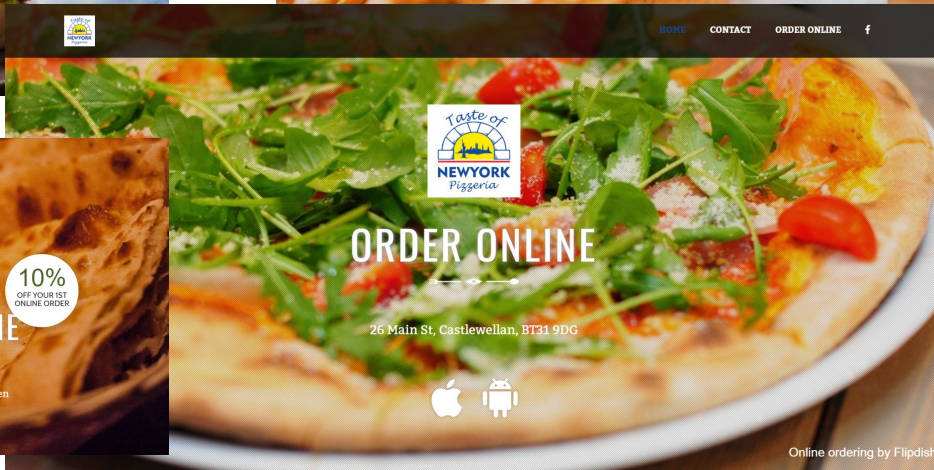
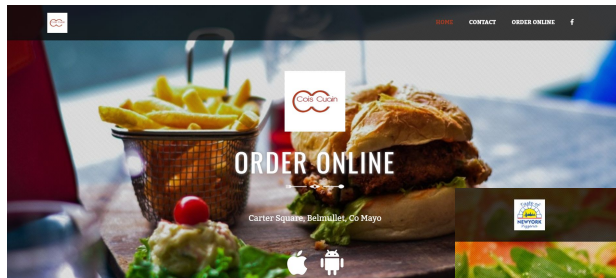
GOOD NEWS...

the decline in Ireland, UK and Spain has stopped this week and many stores are beginning to re-open.

Closures:

Ireland -29%,
UK -27%
Spain -52%
Other +33%

Welcome back...

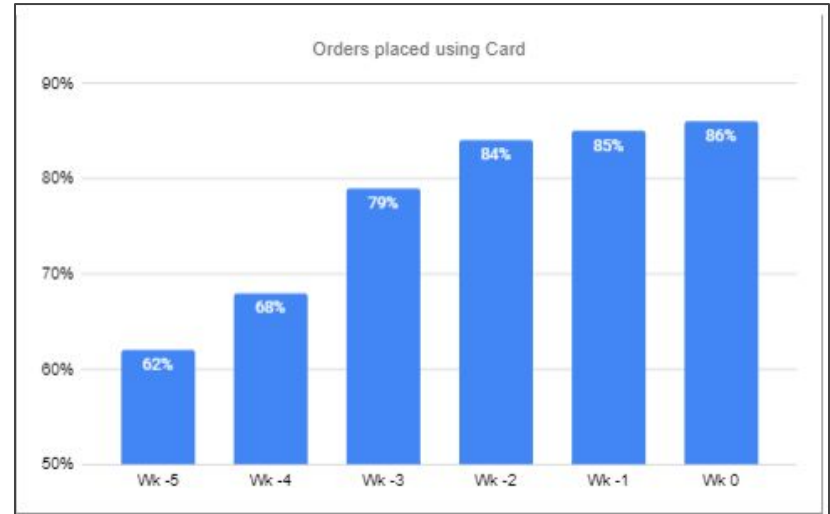


Sales Snapshot

Average online order value of customers has increased by 36%

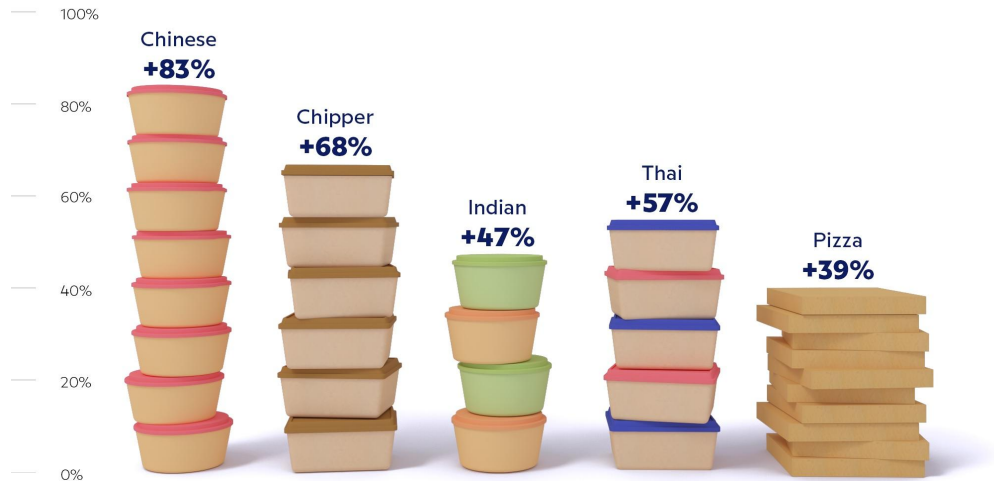


Orders placed by card has remained steady at 86%



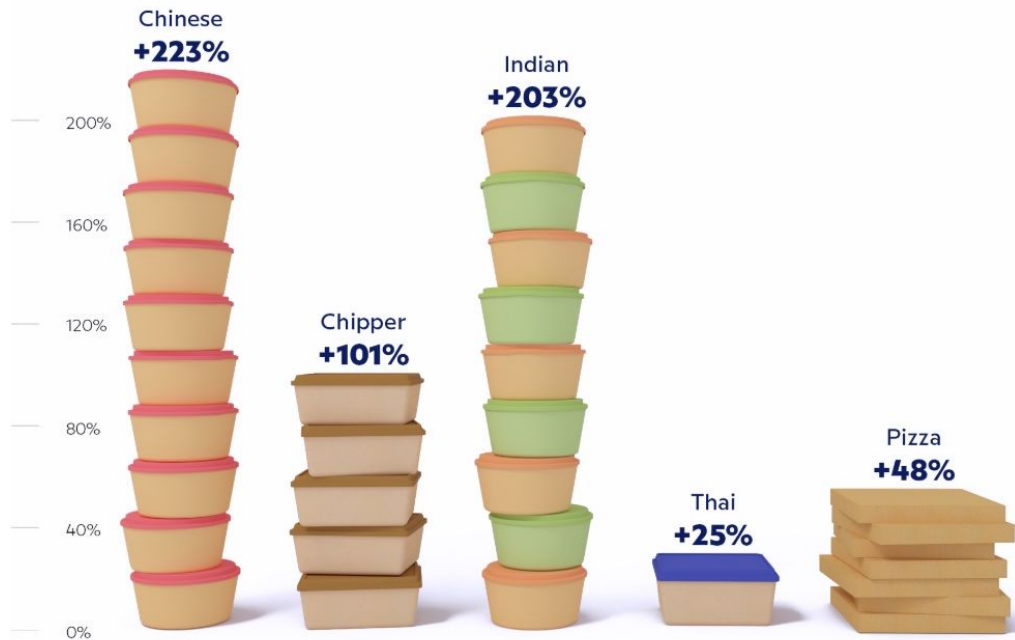
Who's eating what during COVID-19?

Online Orders by Cuisine Type in Ireland (April 11th -12th vs March 6th - 8th)



Who's eating what during COVID-19?

Online Orders by Cuisine Type in the UK (April 11th -12th vs March 6th - 8th)



“This is something completely new for us. We’ve never really done takeaway before...

“I’ve a full kitchen. If I can keep even a couple of my staff in pocket then I want to do that. Even if I’m only breaking even, I’m ok with that.

I want to keep my brand in good shape after all this. I’m doing this for my business and also for my customers.

The plan is to keep the business going with takeaway. There’s going to be a culture shift at the end of all this. People will get more comfortable with ordering online and eating at home.”

Mark McGowan

Owner, Scholarstown House

President, Restaurant Association of Ireland





How to pivot your business

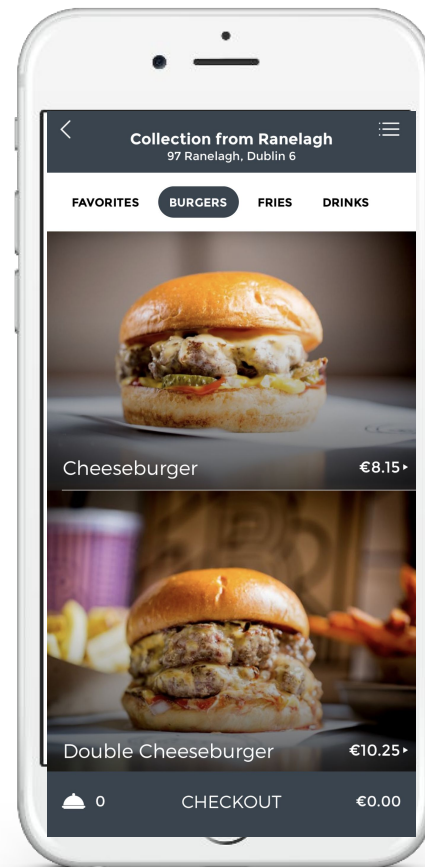
How to pivot your business quickly?

Get Online



Expand your audience

- Website / App
- Add online ordering
- Link your website to your social media accounts
- Be seen online



How to pivot your business quickly?

Change your offering

Change is necessary

- Takeout / Curbside pickup
- Delivery
- Payment options
- Adjust your menu
- What are the trends?



How to pivot your business quickly?

Google Cover Pictures & Posts



Facebook Page



SMS

Congrats, you have placed 8 orders with Super Pizza, place 2 more to get your FREE Meal!

Spread the word

Increase conversion

- Tell your staff to tell your customers
- Strategic marketing campaigns
- Order online is the call to action (CTA)
- Social Media
- Email / SMS Blasts
- Newspaper Ads
- Paid advertising



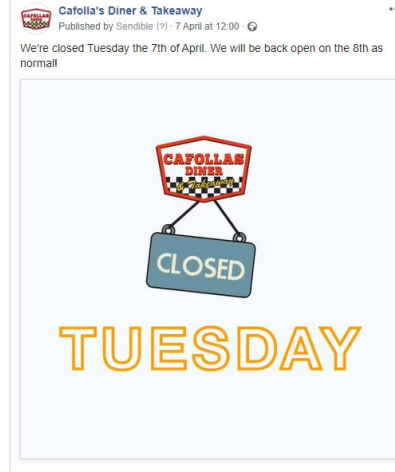
In conversation with our
customers



Marketing Tactics



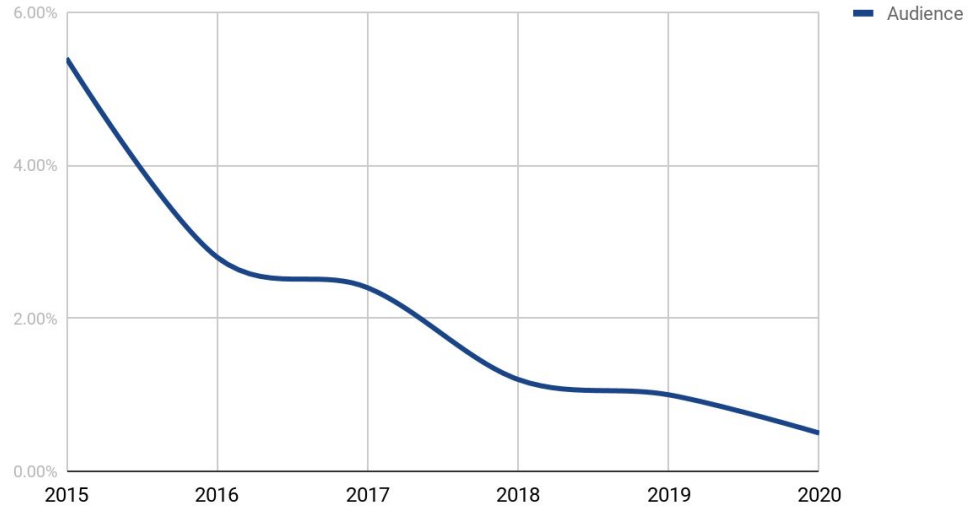
Building awareness on Facebook



Did you know: Organic is dead?

In reality only **0.5%** of your Social Media followers see your organic posts, that is why paid ads are so important

Organic Facebook reach



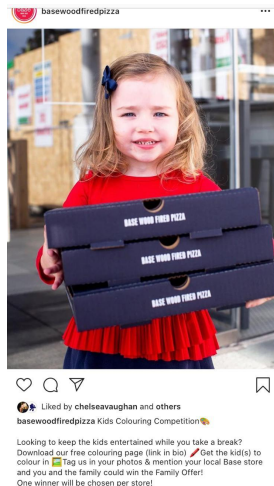


Hashtags

#Supportlocal

#NoContactDelivery

#FeedTheHeroes*



User generated content (UGC)



RULES:

Always ask permission

Credit the original poster



Who's targeting your keywords?

Ad · www.maoathome.ie/ ▾

MyMao.ie | Mao at home

Home delivered top quality dishes: fragrant wok specials, curry dishes and more. Delivery. Our passion for goodness makes us the leading Thai restaurant of choice in Dublin. Open Mon-Sun. Download Our Mobile App. Order Online. Types: Date Night, Dish of the Month.

Menus

View our menus

Lunch, dinner, special deals

Order

Order online now

For delivery or collection

maoathome.ie ▾

Mao: Home

Enjoy your 11th Mao order FREE – to the average value of your first 10 Mao orders when you use our brand new app!

Menus

Menu. Menus. Mao At Home. Delivery / Collection. Ballinteer ...

Order

Clondalkin (Closed till further Notice). Call 01 413 8007 ...

Locations

Clondalkin (Closed till further Notice). 01 413 8007 ...

[More results from maoathome.ie »](#)

Contact Us

Contact Us. Mao At Home. Delivery / Collection. Ballinteer ...

The Mao Story

The Mao Story. Mao Goodness. At Mao, our creative chefs have ...

Catering

EVENT, OFFICE & PARTY CATERING. Are you hosting a ...

Aggregators/ Marketplaces?

Which Dublin area?

Choose The Dublin Area You Want To

Order Your Next Takeaway From?

Thai Takeaway in Dublin

View And Order From Thai

Takeaways Around Dublin!

Chinese Takeaway Dublin

View And Order From Chinese

Takeaways In Dublin.

Takeaway City Centre

View And Order From Takeaways

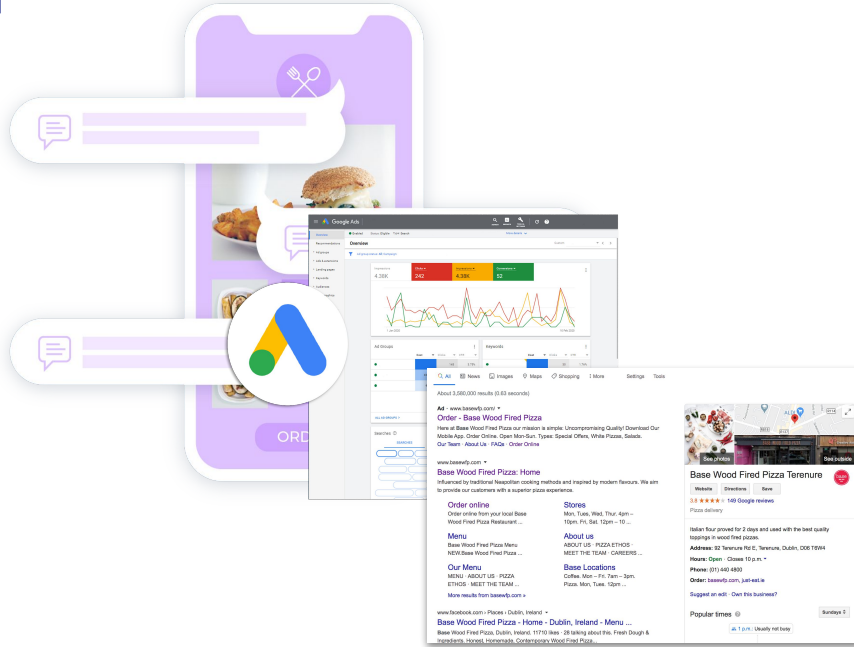
In Dublin City Centre and Dublin 1

SEO



1. Crawl accessibility
2. Compelling content
3. Keyword optimised
4. Great user experience

FMM



Services

Social media marketing

Google advertising

SMS Marketing

Email Marketing

Website audits

SEO

Grace.coughlan@flipdish.com



Planning your next move

What to do next?

Currently Open

- Constantly review & amend e.g. hours, menu, delivery
- Prioritise your own online orders
- Communicate with your customers
- Ad hoc promotions
- Boost off peak

Reopening

- Revise your offering
- Communicate with existing & potential customers
- What marketing campaigns are you running?
- Free & Paid Support from Flipdish

Closed

- Even if you are not working in your business, you can work on your business
- Manage your online presence
- In store tweaks
- Refresh your menu



Q&A section

Want to set up online ordering and delivery?

Please email sales@flipdish.com

Flipdish customer questions?

Please email help@flipdish.com



*In years to come, let them say of us –
when things were at their worst, we
were at our best.*