



5 Digital Habits of High-Performing Restaurants

get.popmenu.com



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What we'll cover today



How diners' expectations have changed, in their own words



Digital strategies restaurants can easily put into place to quickly grow brand visibility, guest volume and sales



How technology helped The Hampton Social thrive during one of the toughest times in modern history



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Consumers expect more **digitally-powered dining experiences** and restaurants are **rising to the challenge**



75% of diners expect restaurants to offer more digitally-enabled experiences online and on-premise going forward



51% of restaurants plan to automate more online operations in 2022

41% plan to automate more on-premise operations in 2022

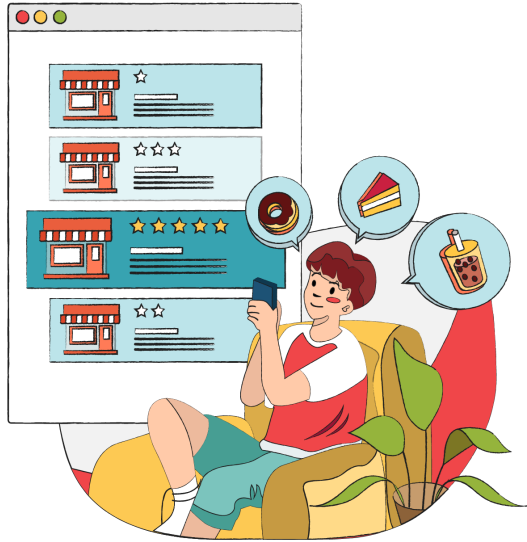
Sources: Popmenu's nationwide survey of 415 U.S. restaurant owners/operators in Q4 2021 and Popmenu's nationwide survey of U.S. consumers in Q1 2022.



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1



**Their online menus
are interactive and
built for SEO**

Start with your **most important** and **most underutilized** marketing asset

Dishes with photos
= **4x** as many
reviews and **2x** as
many online orders

30%

of consumers will move
on to a new restaurant if
they see a PDF menu on
their mobile device.



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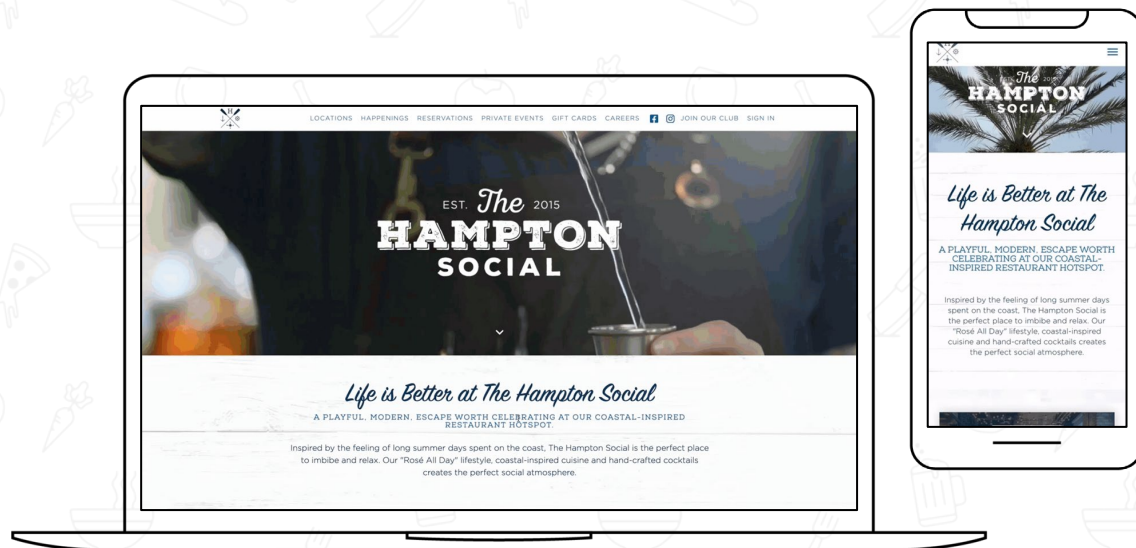
Turn new dishes, reviews and menu updates into **free traffic**

Attract

✓ Make sure dishes are unique and indexed pages for search engines.

✓ Integrate with Google Business Profile to increase visibility in search results.

✓ Use menu updates and reviews to signal search engines for new information to read.



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The **value** of SEO



Fast Stats

	Before Popmenu	With Popmenu
Avg. monthly website sessions	175,008	285,931
Keywords in #1 position*	106	253
Keywords in top 10 results*	331	672
Time spent on site in minutes	1:20	2:24
Domain authority*	43	51
Traffic value of organic keywords*	\$225,613	\$523,661

Before statistics were provided by The Hampton Social for their last quarter before launching with Popmenu. After stats are for the July - September timeframe.

*Notes a statistic that was gathered from Ahrefs.com, a third-party website tool that is unaffiliated with Popmenu.

or the July - September timeframe.

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2



**They keep online
ordering on their
own website**

Online ordering has become part of **consumers' routines** and they prefer to go directly to the source

63%

of U.S.
consumers order
carryout/delivery
at least twice a
week

58%

prefer to order
directly from a
restaurant's
website

40%

will move on to
another restaurant
if they can't order
online

Restaurants are **cashing in** on online orders and events



\$471,455 in online revenue in 18 months

\$43,000 in online orders across two takeout events

\$141,000 saved from third-party fees*

*Estimated savings



\$520,150 in online revenue in 15 months

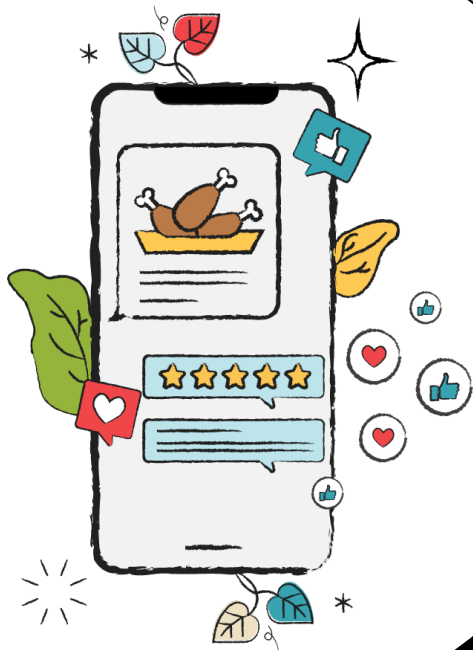
Doubled online orders within two months

\$156,000 saved from third-party fees*



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3



**They reach out
relentlessly**

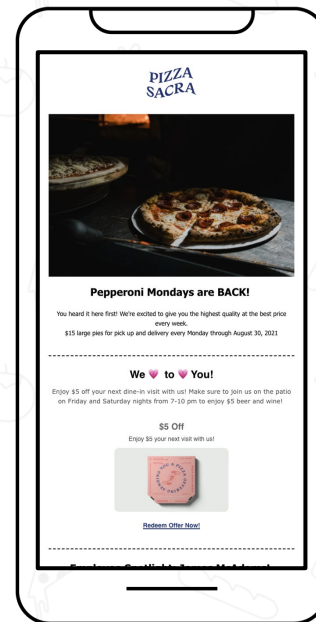
Automate incentives based on guest behavior (past orders, likes, dish reviews, etc)

✓ **65%** of consumers want to receive special promotions from restaurants every week

✓ Give VIPs a first look at specials, offers, events and exclusive information

✓ Advertise dishes straight from your menu

✓ Customize your guest data using tags and segmentation



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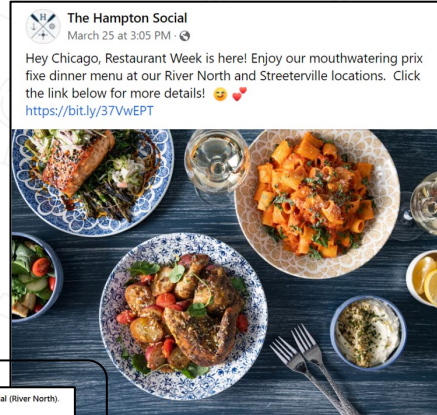
The Hampton Social keeps guests engaged and hungry for more!

77,000 followers

66,000 emails sent in 1 month

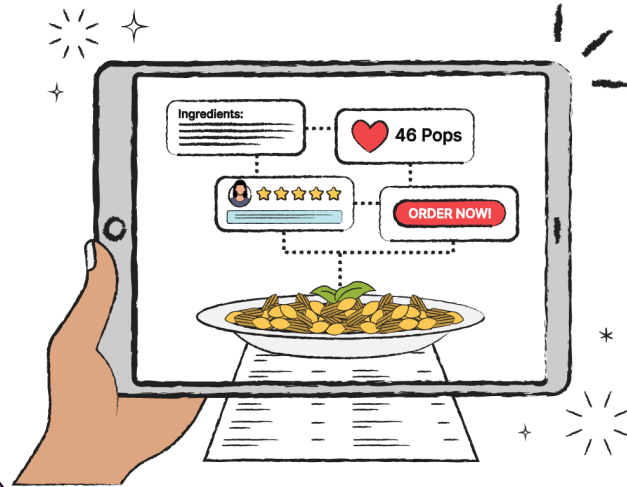
Open rate and click through rate are 3x and 2x the industry average

Strong social presence



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4



**They use tech to
enhance on-premise
operations**

Contactless Ordering



Turn more tables with less staff.

Tab
are
created
for
guests
by
entering
their
credit
card
at
the
beginning
of
their
order.

Order



Scan

Guests use their devices to access dynamic menus. They'll flow through apps, entrees, drinks and more.



Pay

No more waiting for the check. Whether they are on the run or staying for multiple courses, guests can pay on their own time.

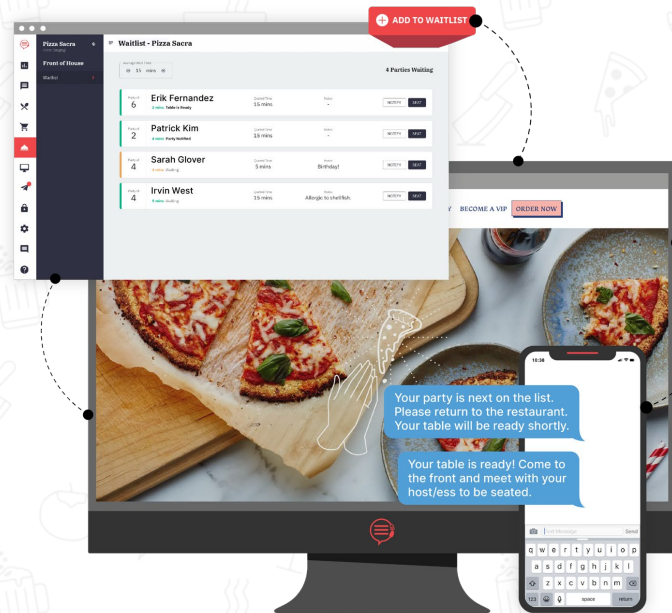


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Reinvent waitlisting as a remarketing tool

Digital Waitlisting

- ✓ 82% of consumers are more likely to eat at a restaurant if they can add themselves to a waitlist ahead of time
- ✓ Guests are added to a waitlist with a QR code or via your website
- ✓ Automatically send a link to your menu and text them when their table is ready
- ✓ Automatically send an invite to submit a review after the meal, keeping organic traffic growing



Consumers want answers and they want them **NOW!**



42% of consumers say,
if they call to make a
reservation and they get
voicemail, they will move on
to a new restaurant.



74% of consumers are
good with restaurants using
tech to answer their
questions over the phone.



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A.I.-Powered Answering

✓ AI systems can send a link to the menu, take orders, make reservations and more

✓ AI systems can answer calls 24/7

✓ AI systems can record voicemails through voice and text, so you can quickly see which calls to respond to first



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5



**They are
data-driven**

Restaurant owners/operators use **data** to guide...



52%

menu content/layout



48%

marketing campaigns



39%

website features
layout



33%

on-premise dining
strategies



30%

loyalty programs

Source: Popmenu survey of 415 U.S. restaurant owners/operators in Q4 2021



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Any questions?
We're here to
serve you!

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