



# How Solle's Pizza Did 300K in Online Sales

# About This Guide

# Why Should You Even Read This Guide?

My name is Emory Wilhite and over the past two years we've helped restaurants through Foodies Takeout & Delivery save thousands in commission fees by helping them with the FOUR FUNDAMENTALS of online ordering.



# Online Ordering You Won't Have to Worry About

As a restaurant owner, I'm going to make the assumption that you don't LOVE online ordering, and are much more interested in serving your guests great food in person.

And let me be honest with you for a moment...

Online ordering is like the wild west. There are too many online takeout and delivery services that are looking to make a quick buck off restaurants.



We've talked to hundreds of restaurant owners and have heard these concerns many times:

- "We want a solution that is easy to use for our staff and customers."
- "We want to be able to get on the phone with someone from the US when we need help."
- "We can't afford to pay any commission on online orders without raising our prices on our customers."

**This has led us to discover and create a proven system for helping restaurants maximize their online profits while spending less time worrying about it.**

There are only FOUR FUNDAMENTALS you need to follow to maximize your online sales. Do these four things and you won't have to worry about online ordering ever again.

Imagine a life where you're saving money on commissions and you can finally take an extra day off because you have the extra sales to hire more employees...

# Who We Are



# Foodies Takeout & Delivery is The Only 100% Free, Full Suite Online Ordering Platform



Foodies Takeout & Delivery is a 100% free to use online ordering platform that also provides restaurants with a website, Google Business Profile optimization, and automated re-engagement campaigns so that you can spend more time running the restaurant without worrying about leaking cash to these huge software companies in California.

# Now Let's Dive In...

## What did Solle's Pizza do to generate \$300k in sales?



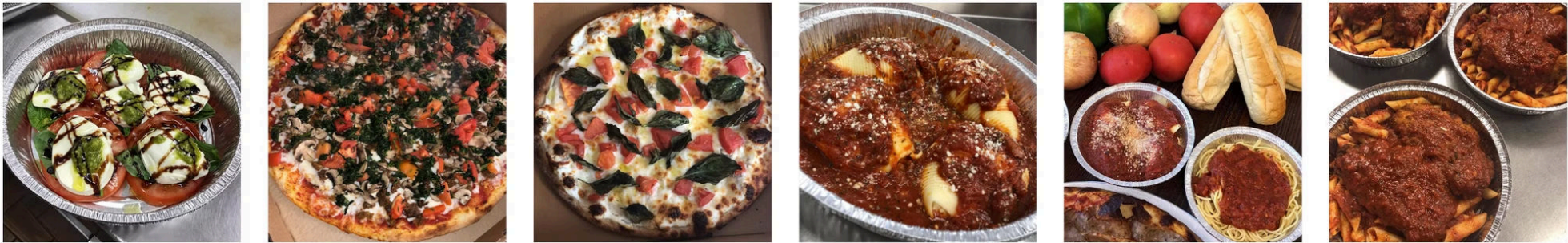
# The 4 Fundamentals



# Let's talk about this real quick...

Solle's Pizza has stuck to the FOUR FUNDAMENTALS, but this is the big reason they've done so well...

**THEY HAVE GREAT FOOD AND GREAT SERVICE.**

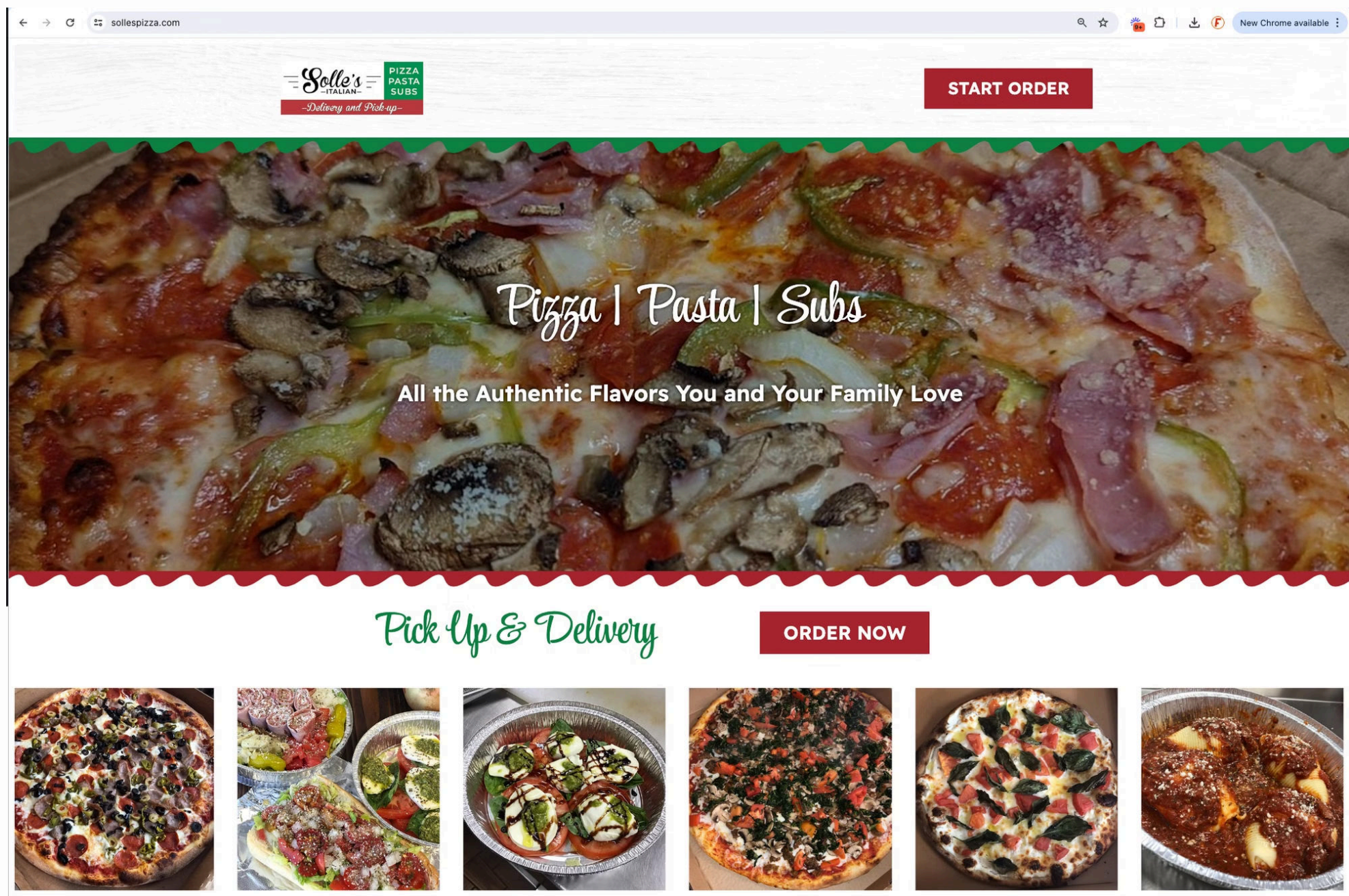


We help Solle's by maximizing their online presence and matching the same great experience customers experience in person, online.

Okay, let's dive into the FOUR FUNDAMENTALS.



# 1. Conversion Focused Website



After building all types of different sites for restaurants, we kept finding that the simpler sites work the best.

In speaking to customers, we've discovered that people go to restaurant websites for two reason:

1. Find the Phone Number/Order Online
2. Make Sure the Restaurant is Legit

People browse your website just to make sure it looks legit, get a peak at some of your food, and then place their order online or call.

That's why we make sites that are SUPER-EASY for the user to accomplish what they want to do.

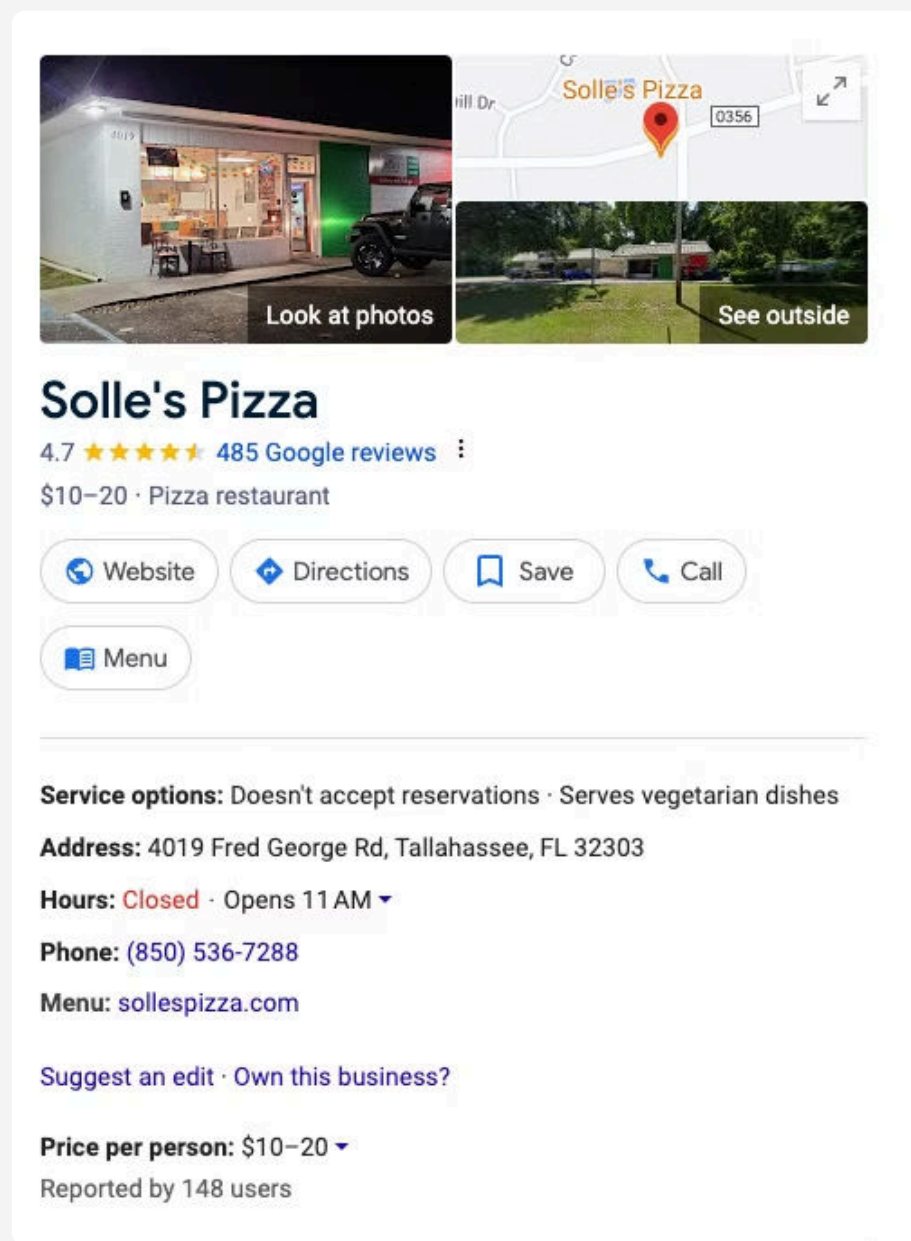
There is no fluff and we put the exact information Google wants to see so the site ranks high.

**BOTTOM LINE: Make your website pleasing to the eye and simple for the user to find out how to order, call you, and view your hours.**

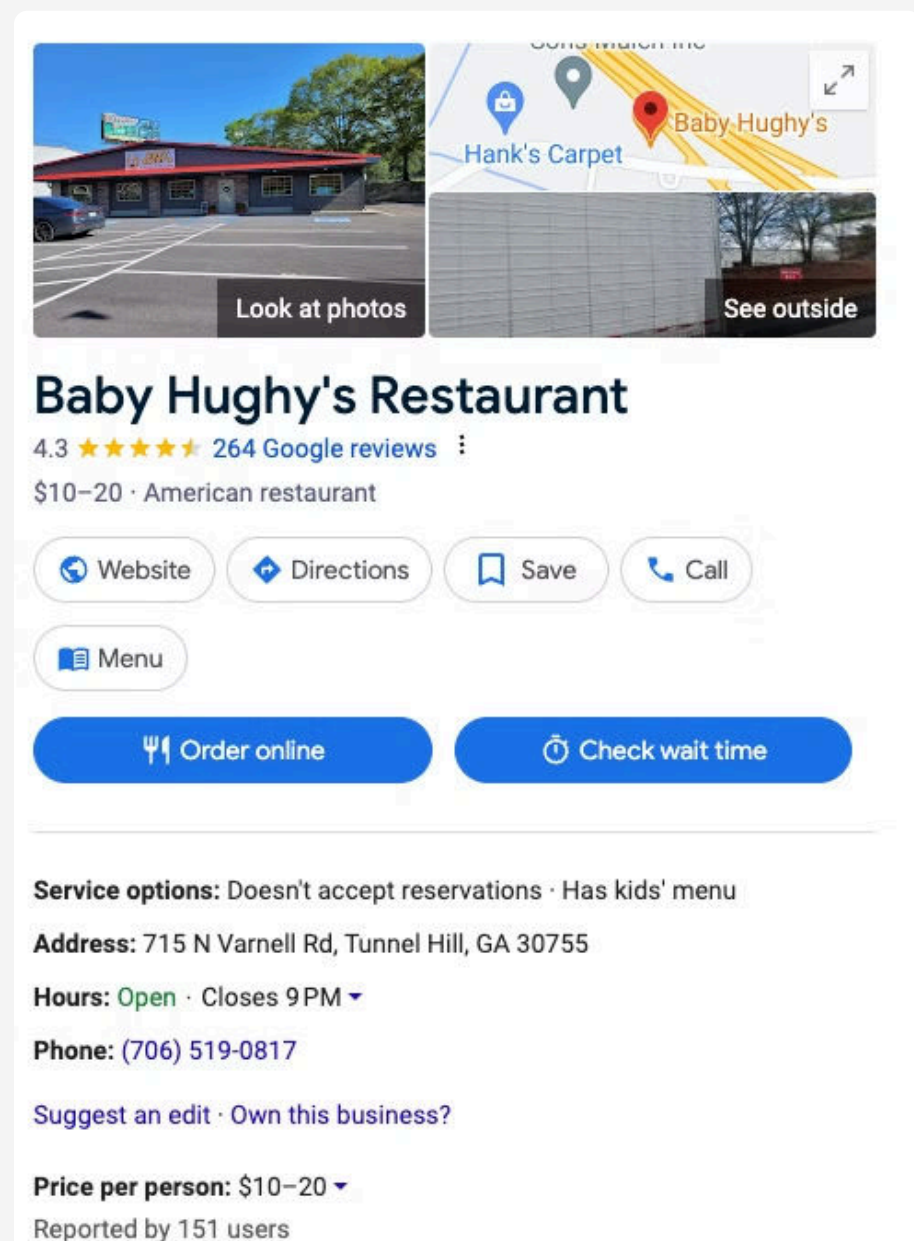


## 2. Google Business Optimization

### GOOD



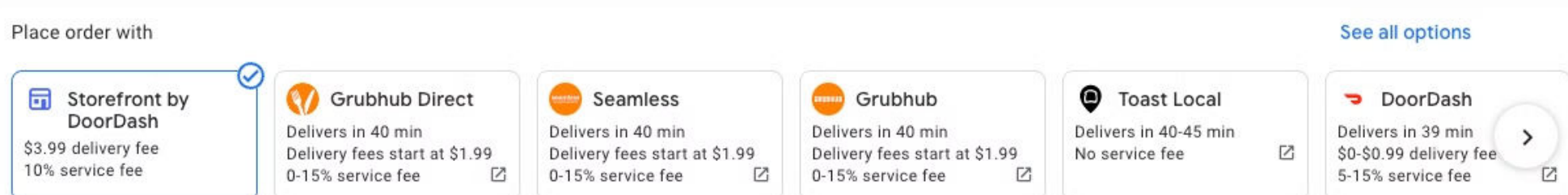
### BAD



You might think having an Order Online button on your Google Business Profile is a good thing...

But this is harmful for 2 reasons:

1. **This confuses customers** because they will then be prompted with a bunch of choices on where to order from and there is no guarantee they will order from the one that is 0% commission. Example:

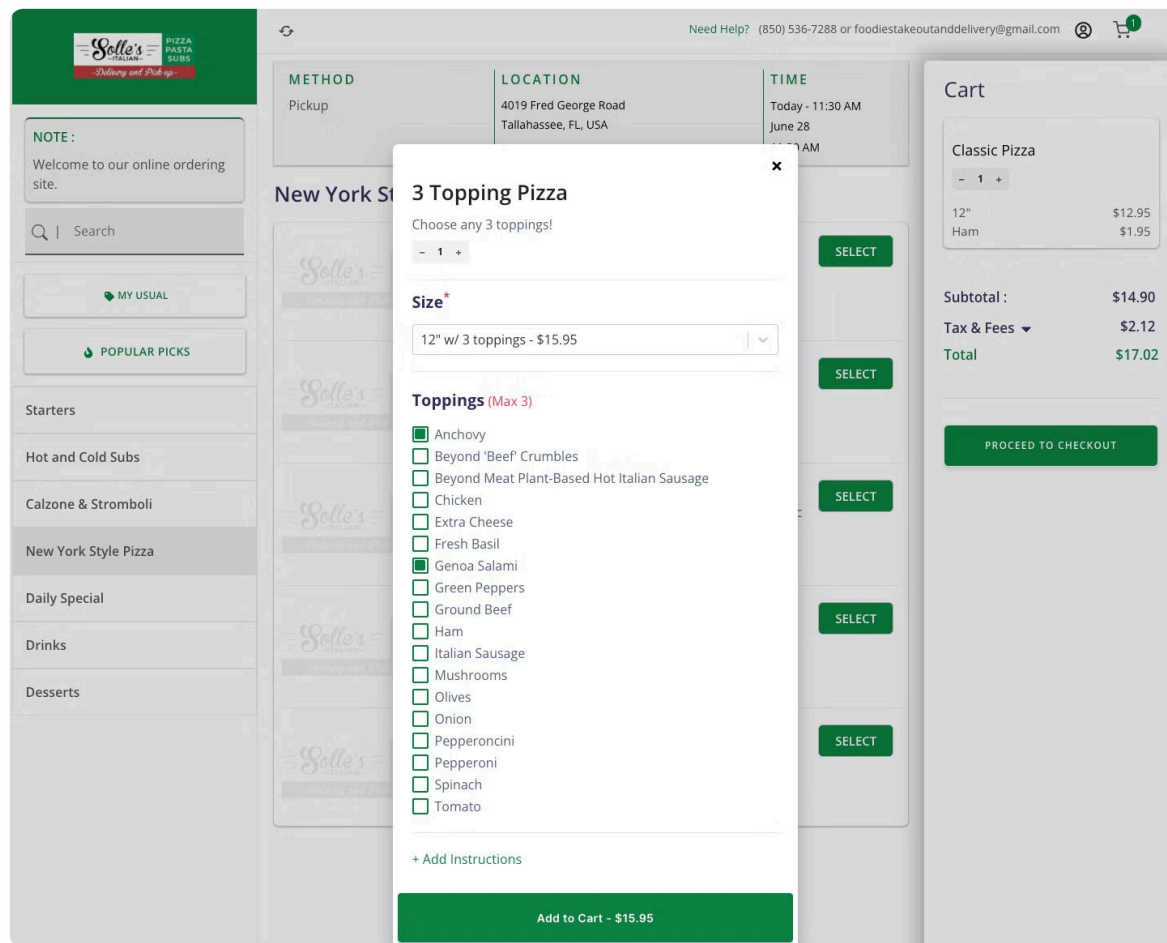


2. **This causes you to pay commissions undeservingly** because these customers were searching for YOUR restaurant, yet they might click a 3rd party like Doordash or Grubhub and you then end up paying for it. These customers weren't already browsing on the 3rd parties — they searched for your store, but because these choices were there, they end up ordering on the 3rd party.

By eliminating these options, you can make sure that anyone who wants to order online from your store can do so on your website (which shouldn't cost you a dime if you're using the right online ordering software).

We can help you clean up your Google Business Profile so you aren't losing profits you deserve to keep. Those are YOUR customers and you don't want to send them off to Doordash, Grubhub, or Uber Eats.

## 3. Frictionless Online Ordering



When a customer orders online, they will LEAVE the website if they experience any trouble at all. Our software is extremely easy to use for the customer.

We also are experts in building menus that are easy to understand, simple, and still allow the customer to modify their order exactly as they want it.

In conversations with customers, they have said that if they can't order exactly how they want online, then they will just go to another restaurant's website.

THAT IS A BIG PROBLEM.

Always make sure your menu is exactly as your customers want it and they can make the modifications that they want.

## 4. Re-Engagement Campaigns to Increase Repeat Orders

**IT'S BEEN A WHILE, HUH?**  
We miss you, so use this coupon on your next online order with us!

**TAKE**  
**15% OFF**

**YOUR NEXT ORDER!**

**RE2FU2ZE3Q6S**

Type your code above in the checkout of your next order.

[Order Now](#)

Customer data is a GOLD MINE if used properly.

But after talking to many restaurant owners, we realized that they didn't have a lot of time (if any) to take action on all the customer phone numbers and emails that they were getting every time someone placed an order.

So after months and months of testing and hundreds of thousands of emails sent, we discovered the most efficient and most effective way to use the customer data...

### **RE-ENGAGEMENT EMAILS & TEXTS TO PEOPLE WHO HAVEN'T ORDERED.**

It's not complicated at all, but it works wonders.

When restaurants turn this on, they will immediately see an increase in repeat orders.

# What's next...?

# Foodies Takeout & Delivery Can Be Your Online Ordering Partner 100% Free to You.

Our services are 100% free to you.

You will receive:

- Online Ordering Software
- SEO and Conversion Focused Website
- Google Business Optimization
- Re-Engagement Campaigns (Done For You)

Sound too good to be true?

We only make a fee by charging the customer \$1 for every \$25 they spend in subtotal, never charging more than a \$4 fee.

For delivery orders, the customer pays that entire fee as well.

***So we only make money when we do, and we still don't charge you a dime.***

This allows Online Ordering to be **PROFITABLE** for your restaurant.

Schedule a call with us today to see how Foodies could help your restaurant or give us a call at (850) 510-7392.

<https://restaurant.foodiestakeout.com/schedule-call>