

Suggested Ideas for Launching Your CaterTrax Site

This guide suggests ways to introduce your new ordering solution to customers. These marketing ideas with our complimentary files are designed to provide guidance as your catering division or café business prepares to offer online ordering to your customers. There are many ways to enable your customers to place online orders and give them reason to come back again and again. Typically, new administrators are trained by our education team the week before their site goes live, but you can start thinking of ways to train and engage your customers now!

Plan a Launch Event and Schedule a Customer Roll-Out Training Session!

Two Weeks Before Your Site is Set to Go Live

If you need to train a select group of customers, consider:

Inviting customers to an open house by email or with printed invitations to showcase catering or café menu items with food samples and provide a quick demonstration of the new online ordering tool. If you choose to print invitations you'll need to allow more time for printing and mailing.

Another option is to prepare an email or printed invitation, inviting your customers to a live demonstration and training about the new online ordering tool. CaterTrax offers one complimentary webinar training for your customers. Contact us at training@catertrax.com.

If the event is not for a select group consider:

Creating tent cards advertising the open house or training event and place on café tables or other common areas. Create flyers advertising the open house or training event and place them in locations where your customers will be reminded of the event.

One Week Before Your Site is Set to Go Live:

Send out email reminders or personally call key constituents that have not sent in their response. Consider offering a prize drawing for all that register and attend your event.

Two Days Before Your Event:

Review your event logistics for room, food, AV equipment and ensure your team is trained and ready to answer questions. CaterTrax offers a handout to help reinforce key items every customer should know when placing a catering order. We also offer custom education assets that you can have quoted. Custom assets will use your actual site in the materials and be branded for your account. Submit a request form on catertrax.com/customeducation.

Day of Your Event:

Make sure you can access the internet and the AV equipment you have set up is working. Have a handout available for your customers to take with them after the training. Make the handout available online or via email. If you decided to do a drawing, be prepared to pull your winner at the beginning of your event.

Promote Your Site Post Launch

The Day Your Site Goes Live:

Send your customers an email letting them know the site is live, remind them of the URL, and let them know you and your team are available to answer any questions. You may want to provide reminder information about how they set up their customer account with this email. You may also decide to attach the training handout.

You may need to consider hosting and additional training session(s) depending upon how many people responded to your first event. You can also hire us to provide custom learning assets for your account.

Visit catertrax.com/customeducation to learn more.

After Your Site Is Live:

- Add hyperlink for the website on your customer's intranet site
- Add website URL to business cards, invoices, flyers, & tent cards
- Add the website URL to the bottom of all email signatures for your department

Two Weeks After Your Site is Live and Your Customers are Trained:

Consider sending an email or a phone call to customers that haven't created an account yet. Repeat the step above with a slightly different message about how they are an important customer and you noticed their online account wasn't set up - checking in to ensure they didn't have any difficulties setting up their account.

One Month After Your Site is Live:

Have you set up a Twitter account for your catering business or café? You could email your customers or post flyers inviting them to follow you via Twitter. You can repurpose the branded templates that you used for an open house for this mini-campaign. Your Twitter feed can be incorporated right into the home page of your CaterTrax site. You could run a campaign and ask people to tweet about their food experience at an event or at the café. Consider tweeting coupons or awarding loyalty points for tweets to get your customers more engaged in your business.

Monthly, After Your Site is Live and Running:

Do you have specials for certain holidays? Do you have promotions for certain events? Use the message center to communicate quickly with your customers about these opportunities.

