

No Matter What Your Situation, EDC has a Plan for you!

Don't have a web site? No Problem!

We'll build a customized Web Site for you, with your own Online Ordering system built-in! (Plan A)

Already have a web site? Great!

We'll add an Online Ordering page that looks **exactly like your existing site!** (Plan B)



More Benefits...

- No more busy signals, waiting on hold or language difficulties.
- Improve your image with a strong web presence and an expensive, data base driven interactive site.
- Customers won't remember your phone number, **but they will remember your Web Site address!**
- Web menus are not limited by space. List **all** of your specials, salad dressings, add-ons, flavors, etc..

More Marketing...

Print Marketing Services

EDC Provided:

Business Card & Basic Marketing Kit Re-Order

Included in your web site Plan A (complete web site) and \$75 extra for Plan B was a basic marketing kit. This included: 1000 business cards, 2x4 (or smaller) window banner, menu stamp, business card display stand and a promotional flyer. If you are out of business cards or anything else give us a call and we will reorder. 1000 cards is \$50; 2500 is \$75; signs are \$25; everything else is free. This is done through EDC.

Provided through EDC Partners:

Menu Re-Order

This service is provided through an EDC partner, SafeGuard Printing Services. We have been working with Safeguard for several years and they provide reliable service and VERY competitive pricing. For a price quote contact Paul Tauro at 201.346.9671.

Delivery Bags (ZT Packaging)

This service is provided through an EDC partner, ZT Packaging (www.ztpackaging.com). ZT has been providing their bags to restaurateurs and retailers for over 20 years. They will graphically design your bag for you with your logo and colors. Their prices range from \$.06 a bag to \$2.00 a bag. Call Ziv at ZT 800.932.2448.

Call your EDC sales rep today to order or get more information on any of these services
1.888.662.2177



On-Site & Online Marketing from



Increase Your Take-out, Delivery and Catering Revenues with an EDC Interactive Web Site



www.edcinteractive.com

Why an EDC Online Ordering Web Site is for you

- **Order Recall** – Your customers can re-order past favorites with **3 clicks!**
- **Advance Orders** – Your customers can place orders **days or weeks in advance**, 24/7– Even when you are closed!
- **Saves time and labor** – Your staff does not have to spend valuable time taking orders on the phone.
- **Internet Upsell** – Click on a menu item and all your “add-ons” pop-up – **Voilà!** You’ve just turned a \$4.99 sandwich into a \$6.99 sandwich, instantly!
- **Online Reservations** – Take reservations 24/7 with the built-in EDC reservation system.
- **Eliminates Errors** – Your customers’ email confirmation is the **same** as the fax order you receive. No more disputes or “misunderstandings”!
- **Build Data Base** – All of your customer data, including Names, Addresses, Phone Numbers and Emails are **YOURS to keep** and available upon request at any time!



OK, this is great but...

How do customers find

out about my web site?

EDC Web Site Marketing | On-Site & Online

Included in Plan A web sites (complete EDC web site)
\$75 extra in Plan B web sites (Order Online Component linked to existing web site)

EDC provides both On-Site and Online marketing support.

On-Site Marketing

Menu Stamp – Print the words “Order Online” followed by your web site address on all your menus. This should be either in a separate color, bold faced or otherwise prominently displayed. *This should also be on delivery bags and any other printed items.*

EDC will provide you with a stamp with this information which you can use until you are ready to reprint menus.

Signs – We will print a sign for the window. Typical size is 2x4 but it can be larger or smaller. Signs will read “Order Online” followed by the web site address.

Bag Stuffers / Flyers – EDC will provide you with a bag stuffer/flyer which you can hand out, insert in all delivery/takeout bags and distribute as you see fit. It highlights the benefits of online ordering and provides a coupon code with a discount for online orders. An inexpensive, effective way to get the word out.

Business Cards – EDC will provide you with 1000 business cards with your logo, web site address and phone number. These should be kept at the counter so customers can just take a card. Cards work in conjunction with a counter display sign. It is easier for customers to take a business card than a bulky menu.

Business Card Holder / Display Sign – This accompanies the business cards and is placed either at the cashier or hostess stand. Restaurants can receive more than one of these if they wish to place them in more than one location. This is a 5x7 display stand/business card holder. It advertises the web site (“Tired of Waiting on line? Get Online” etc..) and customers may take a business card.

Online Marketing

EDC will get your name and web site out to the Internet. We will list you with both Google Maps and Yahoo Local. When someone goes to Google and types in “Pizza New Brunswick NJ” your restaurant will come up on Google. Yahoo has the same free service.

Free listings with: Google Maps | Yahoo Local

There are also several prominent menu listing companies. These companies have a basic free service where they will list your address, telephone number and web site for no charge. EDC has contacts and will get you listed with the following menu listing services: **Yelp | Menu Pages (where applicable) | Urban Spoon | City Search**

These companies typically come up on the first page of Google.



More Marketing...

Internet Related Services

EDC Provided:

Free Listings with Google Maps, Yahoo & Menu Sites

Google Analytics (Web Traffic Tracking)

This powerful tool gives the restaurant the ability to gather data and track visitors to their web site. The restaurant can see how many hits they get a month. Find out how their customers are getting to the web site – what “key words” they are typing in; what search engines they are using; and how many are directly typing in the address. The restaurant can track what pages within the site they are clicking on, how long they are staying on the site and see the “bounce” rate. This is an extremely powerful program that allows our restaurants to see how well their web site is doing and where their Internet users are coming from.

To set up Google Analytics, EDC will embed code on each of the web site pages and give the restaurant owner a user name and password to access the account whenever they wish to.

Cost: \$75 (one-time set up fee)

Provided through EDC Partners:

Search Marketing Solutions (Google Specialist)

Get your web site listed at the top page of Google and other major search engines. EDC works with two providers. Give us a call and we can outline the differences or you can just call them directly.

This service is provided through an EDC partner, On Target Internet Marketing Solutions. Their service virtually guarantees that your restaurant will show up at the top on Google, I-phones, GPS, Blackberries & other major search engines. They charge a monthly fee for the service. Contact is JD Henao 201.988.8867.

OR

This service is provided through an EDC partner, First Page Solutions (www.firstpagesolutions.com). Their service virtually guarantees that your

Their service virtually guarantees that your restaurant will show up on the first page of Google, Yahoo, and MSN for your selected key phrases. They charge a monthly fee for the service. Contact is Brian Smith 917.842.6585.

Email Marketing (Loyal Rewards Program)

They use email marketing to take your existing customers and get them to order or visit your restaurant more frequently. They provide you with sign-up tickets where your customers enter their name and email. They will enter this data for you or you can do it on their web site. You can combine these names with the data we collect from online ordering (we have all your customers email addresses). Then whenever you want more business (a rainy Tuesday, a slow Monday) give Loyal Rewards a call and they will do a blast for you that same day – often within minutes! They charge an annual fee of \$97 (with one year money back guarantee) and only 4½ cents per email. You can call Terry Siff to get started at 800.309.7228 (www.loyalrewards.com). Also make sure you coordinate with us so we can send them your email data.

Internet Loyalty Programs

VPunch is a social media and loyalty marketing program, designed to help busy operators identify and build a fan base, communicate timely offers regularly to that fan base, and reward Super Fans with an automated, punch card-less, easy reward program. VPunch helps build your fan base in your own backyard, with mobile, email, and social media marketing. VPunch works with you to design and schedule a marketing campaign for your fans and then communicate your “specials” of the week, music, etc., to your Twitter account (we set up), Facebook fan page (we set up), email fans, and text message fans so you don’t have to. VPunch is your marketing one stop shop that will make it easy for your loyal customers to come back for more, and more. Call Joe Kotler at 860.918.4515 to get started.

More Marketing on back...