

Munch Ado

July 25, 2018

Munch Ado Program

The **Munch Ado Restaurant Program** ("Munch Ado Program") is designed to incrementally and continuously improve your business by allowing you to increase engagement with your customers in order to increase revenues to your restaurant ("Restaurant"). The Munch Ado Program provides you with:

Content: Visual and written content that illustrates your restaurant story and is the core of your online message. We will:

1. Create custom content for Restaurant to promote it online through marketing, ecommerce, and social media.
 - a. Content includes photography and social media video shoots once per month (min 50 images) for your website and social media accounts, as well as a professional video to appear on the website.
2. Communicate weekly with Restaurant's point of contact for updates, specials, events, and Restaurant happenings.

Social Media: A social media presence that represents your brand and reflects your unique restaurant story, food, and décor. We:

1. Manage and/or create social media activities for Restaurant (Facebook & Instagram) – creating and posting daily on each platform, to help grow Restaurant's customer base. Post a live video once per month from Restaurant.
2. Monitor, respond to, and address reviews, as well as answer questions, concerns, and customer service issues on these social media sites.
3. Provide monthly content calendars for Restaurant's social media accounts. These calendars will show all content to be posted during the month. Restaurant may provide reasonable feedback, suggestions, or additional comments.
4. Manage Restaurant's internet review sites (Yelp, Trip Advisor) where such accounts exist or if Restaurant desires, Munch Ado can establish those accounts. Monitor, respond to, and address reviews on these sites.
5. Management of Google Business Listing: review and update Restaurant information and monitor and respond to customer reviews.
6. Obtain an additional 1,200 followers across all social media platforms during the first year of the contract.

Marketing & Engagement: Sophisticated marketing to drive awareness and engagement to your website and social media. We:

1. Generate at least six (6) marketing campaigns per quarter for the Restaurant. We will target, on average, 20,000 impressions. Impressions are individual views or displays of a particular ad. Once approved by Restaurant, the messages/offers will be shared via social media advertising, display advertising, Yelp/Trip Advisor ads, Google Pay-Per-Click and/or email depending on Restaurant's specific needs and situation, as determined by Munch Ado.
 - a. Also provide six (6) email newsletters per quarter.
 - b. Yelp ads will contain an "Order Now" button that is directly linked to Restaurant's website.
2. Use its communication strategy to target the Restaurant's customers online.
3. Provide an enhanced Yelp Profile to include a photo slideshow, a Call to Action button designed to direct consumers' next step, and a video. Enhanced Profiles also include the removal of ads purchased by nearby businesses from your Yelp Business Page.
4. Provide an enhanced TripAdvisor listing to include a customized storyboard (highlights of restaurant, photos etc.), featured top 3 reasons to visit restaurant, highlighted review and a Call to Action button for ordering delivering traffic to your website and not a third-party vendor.
5. Provide social media marketing management and 24/7 support for the messages/offers.

E-Commerce: A multi-channel, digital experience that is fully branded and conveys your Restaurant story. We will:

1. Build Restaurant a branded, mobile-ready, e-commerce website from a choice of templates.
2. Website will have full e-commerce capability for the Restaurant (delivery/takeout orders and reservations), if such services are already provided by Restaurant, using Munch Ado's back-end technology.
3. Not charge commission on orders. All orders processed through the website will only have a flat credit card processing fee of 2.5%.
4. Munch Ado is in the process of developing a restaurant loyalty program. Once this program is finalized, Restaurant will have the option to enroll in the co-branded loyalty program which will benefit Restaurant's customers.
5. **Delivery Note:** If Restaurant requires delivery, Munch Ado partners with a third-party delivery service who can provide this service for an additional, per delivery fee. Munch Ado will send Restaurant all delivery fees and tips collected through the website.

Analytics: A report to collate and analyze customers' interactions and their preferences and purchases. We will:

1. Provide Restaurant with monthly detailed reports of transactions between the Restaurant and its customers: orders, bookings and revenue on a live dashboard.
2. Provide detailed monthly reports on social media engagement and customer service responses.

PRICE:

\$1,299.00 per month

