

# **10 WAYS DIGITIZING YOUR PIZZA PROGRAM MAKES & SAVES YOU MONEY**

## **1. GET FOUND ONLINE**

Google has become the phone book of the internet with over 8,000 companies using Google Maps in their tech stacks and over a billion monthly searches for restaurants. When your pizza program is registered with Google, it is published both to their search engine and to Google Maps.

## **2. SPEND LESS TIME ON THE PHONE**

Do you ever have someone call to order a pizza and they ask you to hold on a minute while they find out what toppings everyone wants on their pizza? You'll save up to 3 minutes per digital order received versus orders you have to take over the phone and write down with pen and paper.

## **3. INCREASED ORDER ACCURACY**


Digital ordering puts the consumer in control of placing the order. This eliminates order accuracy complaints from miscommunications / bad phone service, and saves you time and money from dealing with the complaints and remaking pizzas

## **4. IMPROVED EXPERIENCE**

When a consumer orders a pizza through your digital menu, they are spending less time placing the order, and receiving a hot, fresh pizza quicker – just the way they want it. This will make them more likely to refer you to friends and family, more likely to order again, and more likely to visit your store during other day parts to get gas, soda, and a Hunk from the warmer.

## **5. AUTOMATICALLY PRINT ORDERS**

What do the folks who actually take the orders and bake the pizza love most about digitizing their pizza program? They don't have to look for something to write with every time an order comes in. They also don't have to struggle reading other people's notes or have to re-write orders to keep better track of them.





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## **6. BRING IN NEW CONSUMERS**

Bring new consumers into your business with a digital pizza program. This includes 28% of people who only order online and folks who find your pizza program online but wouldn't normally drive past and see your sign because you aren't part of their normal commute.

## **7. MAKE PIZZA A DESTINATION DRIVER**

What do you like to drink with your pizza? Does anyone want dessert? On average, our digital consumers spend \$23 on pizza, and an additional \$24.15 on non-fuel, companion sales items like energy drinks, snacks, candy, and soda.

## **8. MANAGED SOCIAL POSTING**

Content is created and posted on Facebook and Google My Business for no additional charge, on behalf of your pizza program. This is a service many businesses spend hundreds of dollars each week to receive. This allows us to leverage the strength of the Hunt Brothers® Pizza brand to increase demand and send more consumers your way.

## **9. WIN BACK LOST CONSUMERS**

A digitized pizza program allows you to build marketing campaigns to identify and reach out to folks who have stopped ordering pizza and try to win them back.

## **10. DIGITALLY ENGAGE YOUR COMMUNITY**

A digital pizza program can convert Facebook followers into consumers. You can use a custom URL to engage your consumers anywhere you communicate with them.

Partnering with schools and churches for fundraisers is easier than ever when you can share it for free on Facebook instead of paying for flyers.

**Doing all of this on your own takes more time and money than most people want to spend.  
Follow the link below and let us do it for you.**

**<https://www.pizzawholesaleoflexington.com/dce>**