DoorDash Storefront Marketing Guide

Once you have finished setting up your Storefront, it's time to spread the word with your customers. Because Storefront is your own online ordering store, DoorDash will not advertise it in any way. Here are six best practices to jumpstart your Storefront business.

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1: Post your link on your website

To receive orders, you must post your Storefront link in places your customers will see it, like your website. How you display online ordering on your website will significantly impact order volume.

- **Place your Storefront link "above the fold" on the navigation bar:** Your link should be immediately visible to customers when they access your website homepage without scrolling, on both computers and mobile devices. Place your Storefront link at the top of your website in the navigation bar next to other options like Menu, Reservations, Locations, etc.

- **Use clear and actionable words:** When posting your Storefront link, it's important to make your message clear and actionable. Choose words like "Order Online", or "Order Takeout/Delivery".

- **Add pop-up messaging:** To draw attention to your new online ordering options, add a pop-up message viewable immediately when potential customers access your website.

2: Post your link in your Google My Business page

Oftentimes, the first step a customer takes to find your business is to Google it. To make ordering even easier for these customers, you can place your Storefront link in your Google My Business page; this will

ensure that your ordering link is visible in Google search results, as well as on Google Maps. Here are instructions on how to include your Storefront link in your Google listing.

3: Post your link on social media

Let your Instagram, Facebook, and Twitter followers know that you now offer online ordering.

- **Add your link to your account profiles:** You have the option to add a URL to your profile on all major social media platforms. Instagram in particular offers different linking options depending on if you have a Business Account or over 10k followers. If you don't have a Business Account, it's easy to set up! Follow the instructions here.

    - <mark>If you have an Instagram Business Account or over 10k followers:</mark> Add an "Order Food" button to your Instagram Profile, or "Order Food" sticker to your Stories. The button and the sticker will link directly to your Storefront page. For more information on this feature, visit the Instagram Help Center.
        - How to set up "Order Food" button on your Instagram profile:
            - Copy your Storefront ordering link
            - In Instagram, tap Edit Profile; under Public Business Information, tap Action Buttons; under Select a Button, choose Order Food
            - Select DoorDash, paste your Storefront link, and hit "Done"
        - How to set up "Order Food" Stories sticker:
            - Copy your Storefront ordering link
            - Begin to draft an Instagram Story; select the sticker icon on the top of the screen; select the "FOOD ORDERS" sticker
            - Select DoorDash, paste your Storefront link, and hit "Done"
        - In addition to the "Order Food" sticker option, you can encourage your social media followers to order online by adding a "swipe up to order" link in your Instagram Stories. Use the icon that looks like a chain link to add a URL to your Story.

    - <mark>If you do not have an Instagram Business Account or over 10k followers:</mark> You can use your account bio section to link to your Storefront.
        - How to set up pickup/delivery on your Instagram profile:
            - Copy your Storefront ordering link
            - In Instagram, tap Edit Profile; in the Website field, paste your ordering link
            - When posting, remember to reference your "link in bio"!

- **Include online ordering in your post content:** Remind customers about their online ordering options by including pickup and delivery content in your posts. On Facebook and Twitter, you can add

clickable links directly to your posts, and on Instagram, you can reference the link in your profile. We recommend posting several times per week so that you stay relevant in your followers' feeds.

4: Post your link in your customer emails

Email marketing is fast, effective, and relatively inexpensive. If you collect customer email addresses, let your subscribers know about your Storefront by linking to it directly in your email communications. For maximum visibility, we recommend including a section about online ordering in all of your email campaigns.

5: Add photos for all menu items

When it comes to food, we often eat with our eyes, and ordering for pickup and delivery is no exception. Our research indicates that the more photos you have on your menu, the more likely a customer is to order. You can directly upload your own photos to items on your menu using the Menu Editor in the Merchant Portal. More instructions are available here.
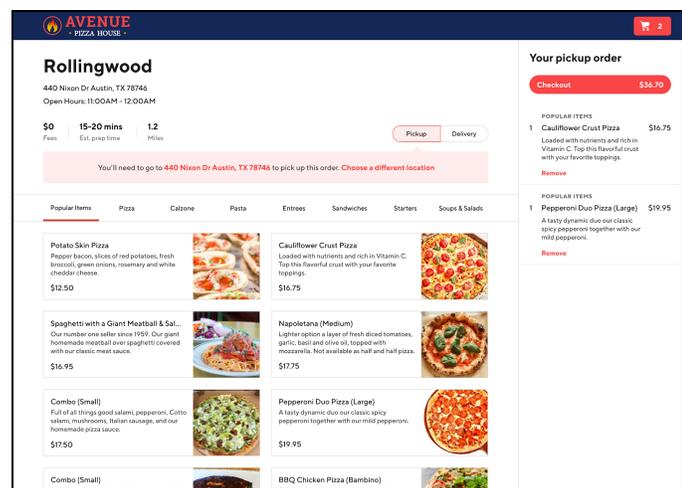
6: Ensure that your menu items and pricing are up-to-date

It's important for your customers to have as close to the same experience as possible when ordering online as they do when dining in. To that end, check your DoorDash menu to ensure that it reflects item availability in-house, and vice versa. Additionally, you'll want to offer your menu items for the same price online as you do for dine-in customers so that pickup and delivery customers don't feel misled. More instructions on how to edit your DoorDash menu are available here.