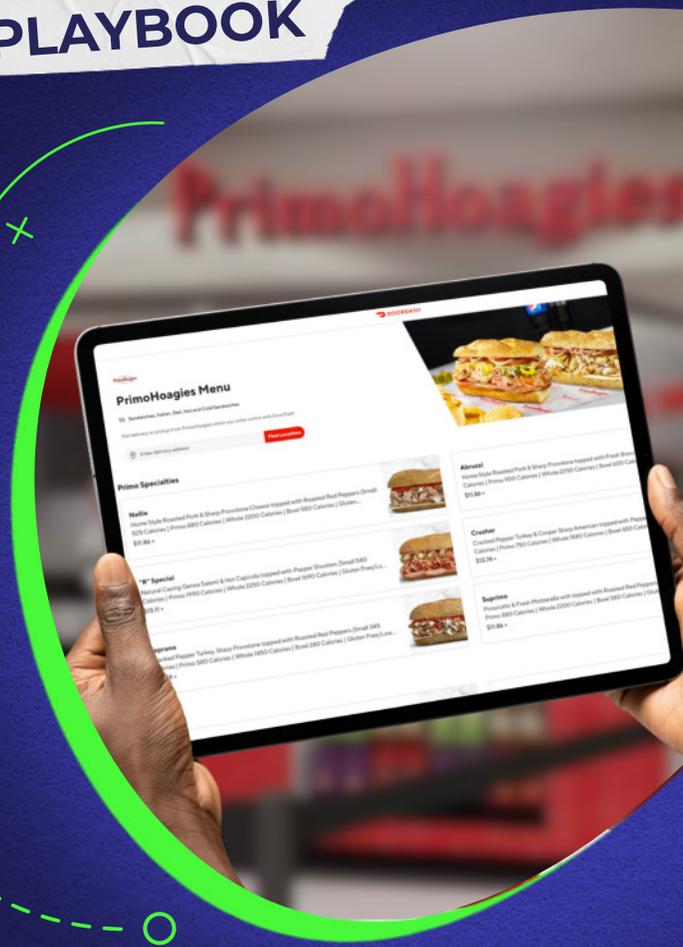


OFF-PREMISE PLAYBOOK

Quick Wins for Restaurants

Don't Get Ghosted: How to Win on Delivery Apps Without Losing Your Identity.



Key Talking Points

- ✓ **3rd-party platforms** often dilute your brand's identity.
- ✓ **Optimizing listings** helps customers recognize and remember you.
- ✓ **Use craveable**, keyword-rich item names.
- ✓ **Invest in** strong photos and compelling descriptions.
- ✓ **Drive traffic** back to your direct site with packaging inserts.

Follow for More Tips

CHRIS HEFFERNAN



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