



Building World Class Food Networks

Post Webinar Participant Pack

November 2020

Optimise Your Online Trading



Optimise Your Online Trading

A checklist for optimising your business and growing sales in the new normal.

As COVID-19 restrictions are due to ease in coming weeks, tourism businesses all around the country will see a return to enquiries and bookings.

But this year will be different as the market will be mostly domestic.

This checklist outlines top tips to consider to optimise your online trading to boost sales and revenue as we approach Christmas 2020.

There are also useful financial recovery support options included and links available to assist in growing your business.

Food Network Innovation Webinar Series

The most important part of any training is capturing a list of actions you can implement and then implement them! The following slides outline some suggested actions.

CHECKLIST - SELLING YOUR PRODUCT ONLINE

#	Action	Assigned to	Priority	Status	Estimated completion date
1	Understand your target audience and tailor your approach accordingly.				
2	Consumers shop with their eyes, ensure your products, shop front and messaging are visually appealing, and the brand looks slick & professional.				
3	Key holiday periods can present a viable opportunity to develop new product opportunities and one-off gifting ideas for the season.				
4	Gift Vouchers and Subscription models should be incorporated into your ecommerce strategy-Don't forget about all the self-gifting that is going on out there at the moment!				
5	Tap into your networks to evaluate new potential business opportunities and collaborate so everyone wins!				
6	Highlight your sustainable packaging policy on your websites.				

CHECKLIST - MAXIMISING ONLINE SALES

#	Action	Assigned to	Priority	Status	Estimated completion date
1	<p>Research E-commerce platforms and select the most appropriate one for your business.</p> <p>Ecwid - This is a very cost effective solution and easy to get up and running. Use this if you don't have the budget to create a customised solution.</p> <p>Shopify - This is a popular solution when you only have a shop. You build your whole website on Shopify. This is not my preferred choice as I think it's always better to be on Wordpress but it is a potential solution that a lot of people use.</p> <p>Woocommerce - This is a very popular solution and you can get your shop designed exactly the way you want it. But you will need a website developer to implement this.</p> <p>So the preferred solution if you have a budget is Woocommerce. If you don't have a budget and need to get something up and running yourself very quickly then use Ecwid.</p>				
2	<p>Research systems for booking tours. To support connected booking (i.e. being able to get bookings on OTA's etc) consider a system such as Rezgo, Fareharbor, Trekksoft etc. There are many systems available and are easy to get up and running.</p>				
3	<p>Build a landing page for promoting specific offers targeted at a specific audience.</p>				

CHECKLIST - MAXIMISING ONLINE SALES (CONT.)

#	Action	Assigned to	Priority	Status	Estimated completion date
4	Before you launch any new offers make sure you are 'warming' up your audience. For example, send an email to your list about what is coming and get them to sign up to be notified when the offer is available. Share content on social media to drive engagement so that more people will see your offer when you launch it.				
5	Map out your social media content into awareness, consideration and decision and ensure you have about 80% of your content which is focused on awareness and consideration.				
6	Investigate the different engagement methods for Instagram. For example, questions, polls etc.				
7	Start using DM (direct messages) on Instagram to generate pre-orders. For example, 'we are launching our Christmas hampers tomorrow, give me a thumbs up if you want to be notified before anyone else'.				
8	Start using some of the tools we shared which will help with Instagram – Canva, Easil, Storitto, Wave.video and Later.				
9	To optimise your content for SEO install the Yoast SEO plugin if you are on Wordpress.				

CHECKLIST - MAXIMISING ONLINE SALES (CONT.)

#	Action	Assigned to	Priority	Status	Estimated completion date
10	Consider the use of an exit intent popup on your check out page. This is a popup that appears when someone is trying to exit your website before they buy your product. You can encourage them to go back and book or maybe ring for questions.				
11	Introduce an offer that involves some level of free shipping e.g. free shipping for orders this week, free shipping to Ireland, free shipping for orders over X amount.				
12	Run a competition but only give away part of your product and then make an offer for your full product immediately after they enter. For example, join our competition to win a bottle of wine and then make an offer for a hamper.				
13	Add testimonials to your website to help convert your visitors.				
14	Partner up with other companies so you can promote to each others' audiences, share advertising spend and produce packages that are more compelling.				
15	Track results – This could be setting up a simple goal on Google analytics or viewing your stats from your eCommerce platform, but you need to know your conversion rates, abandonment rate, average order value etc.				

CHECKLIST - COMMUNICATIONS AND PUBLIC RELATIONS STRATEGIES

#	Action	Assigned to	Priority	Status	Estimated completion date
1	Identify your key messages for your PR Campaign - if its a call to act or a profile building exercise.				
2	Identify and book the best photographer for your project.				
3	Draft your photo brief to capture the key imagery. Remember to include the range of shots required (i.e. portrait / landscape)				
4	Identify your target media and draft up a list. Watch social media for leads and press call-outs.				
5	Using the press release template insert the key information before editing and adding quotes and other information.				
6	Decide if a press drop is suitable and if so, keep in mind the press drop tips				

CHECKLIST - COMMUNICATIONS AND PUBLIC RELATIONS STRATEGIES (CONT.)

#	Action	Assigned to	Priority	Status	Estimated completion date
7	If you are running a PR Campaign on behalf of your network and reporting is going to be necessary, consider engaging a media monitoring company for the period of your campaign. Engage with them prior to releasing any press material.				
8	Title and save your photography in a way that's easily accessible by media and ensure the links to imagery on your press release are working correctly				
9	Distribute your press release and be prepared for answering responses in a very timely manner.				

See attached templates

1. Template - Photography Brief

2. Template – Press Release

Make use of Consumer Brands and Social Media Channels



CONSUMER BRAND SOCIAL MEDIA CHANNELS

DISCOVER IRELAND

Discover
Ireland.ie



<https://www.facebook.com/discoverireland.ie/>



www.instagram.com/discoverireland.ie



www.twitter.com/discoverirl



www.youtube.com/discoverirelanddotie



#DiscoverIreland



VISIT DUBLIN



www.facebook.com/visitdublin



www.instagram.com/visitdublin



www.twitter.com/visitdublin



www.youtube.com/user/visitdublin



#LoveDublin

CONSUMER BRAND SOCIAL MEDIA CHANNELS

WILD ATLANTIC WAY



www.facebook.com/irelandswaw



www.instagram.com/thewildatlanticway



www.twitter.com/wildatlanticway



www.youtube.com/wildatlanticway



#WildAtlanticWay

IRELAND'S ANCIENT EAST



www.facebook.com/IrelandsAncientEast



www.instagram.com/irelandsancienteast



www.twitter.com/ancienteastIRL



www.youtube.com/irelandsancienteast



#IrelandsAncientEast

CONSUMER BRAND SOCIAL MEDIA CHANNELS

IRELAND'S HIDDEN HEARTLANDS



www.facebook.com/IrelandsHiddenHeartlands



www.instagram.com/irelandshiddenheartlands



www.twitter.com/heartlandsIRL



www.youtube.com/user/discoverirelanddotie



#IrelandsHiddenHeartlands

FÁILTE IRELAND



www.linkedin.com/company/failte-ireland



www.twitter.com/failte_ireland



<https://www.youtube.com/user/FailteIrelandTV>



#TourismTogether

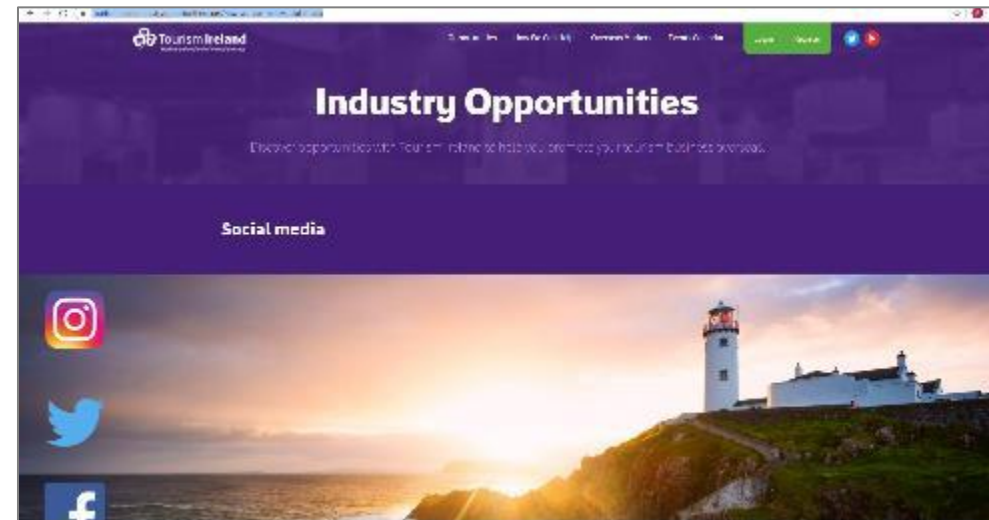
Communicating Internationally - Tourism Ireland Distribution Channels

Develop opportunities with Tourism Ireland to help promote your tourism business overseas

<https://tourismirelandindustryopportunities.com/home>

For all social media handles and information please visit

<https://www.tourismirelandindustryopportunities.com/how-we-can-help/social-media>





Working with Fáilte Ireland

Get the most out of working with Fáilte Ireland by:

1. Signing up for the **Fáilte Ireland Trade Portal**
1. Making sure you have a listing on the **DiscoverIreland.ie website**
2. Signing up for our **Industry Newsletter**

Welcome to Fáilte Ireland's Trade Portal

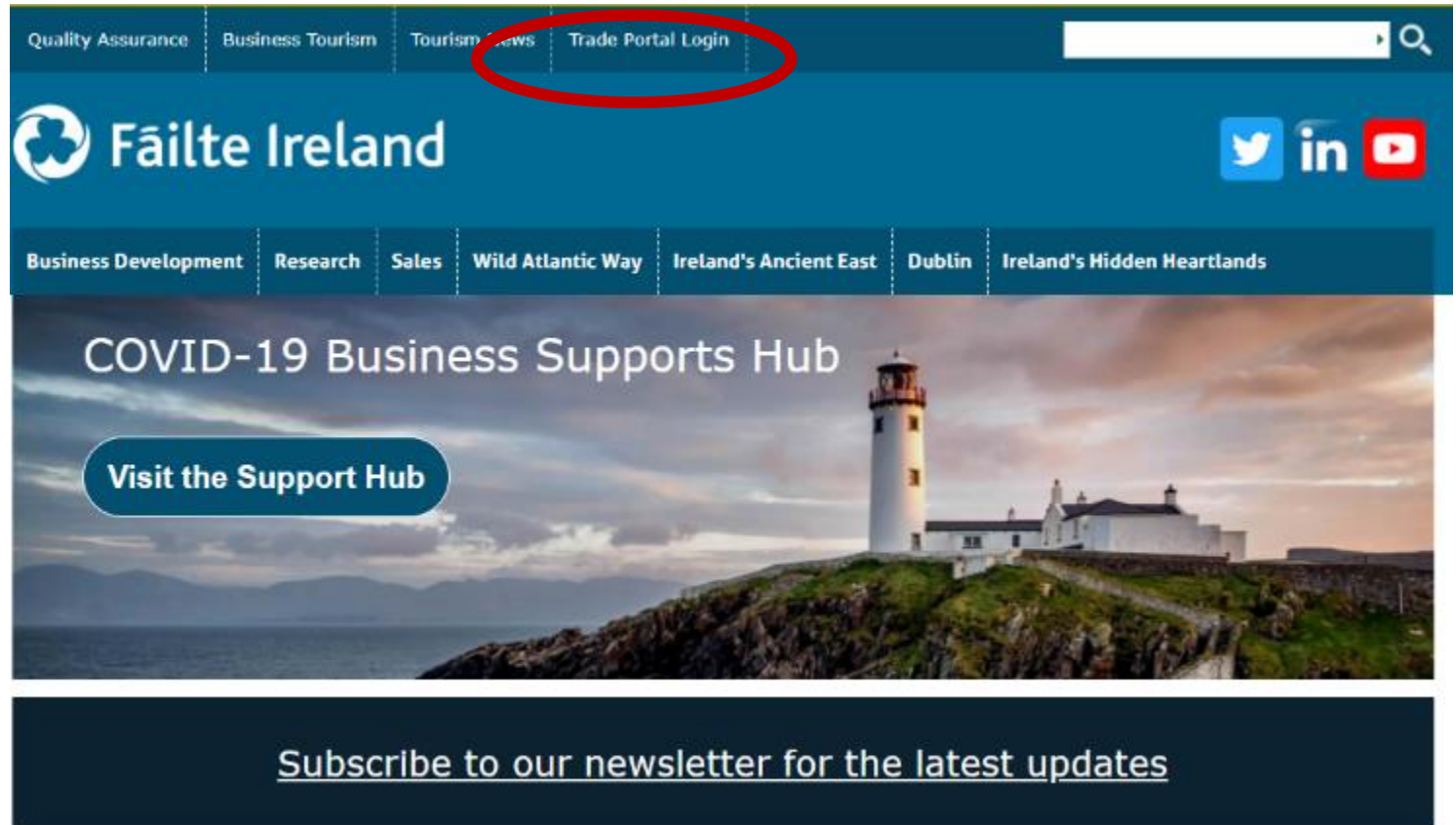
DiscoverIreland.ie



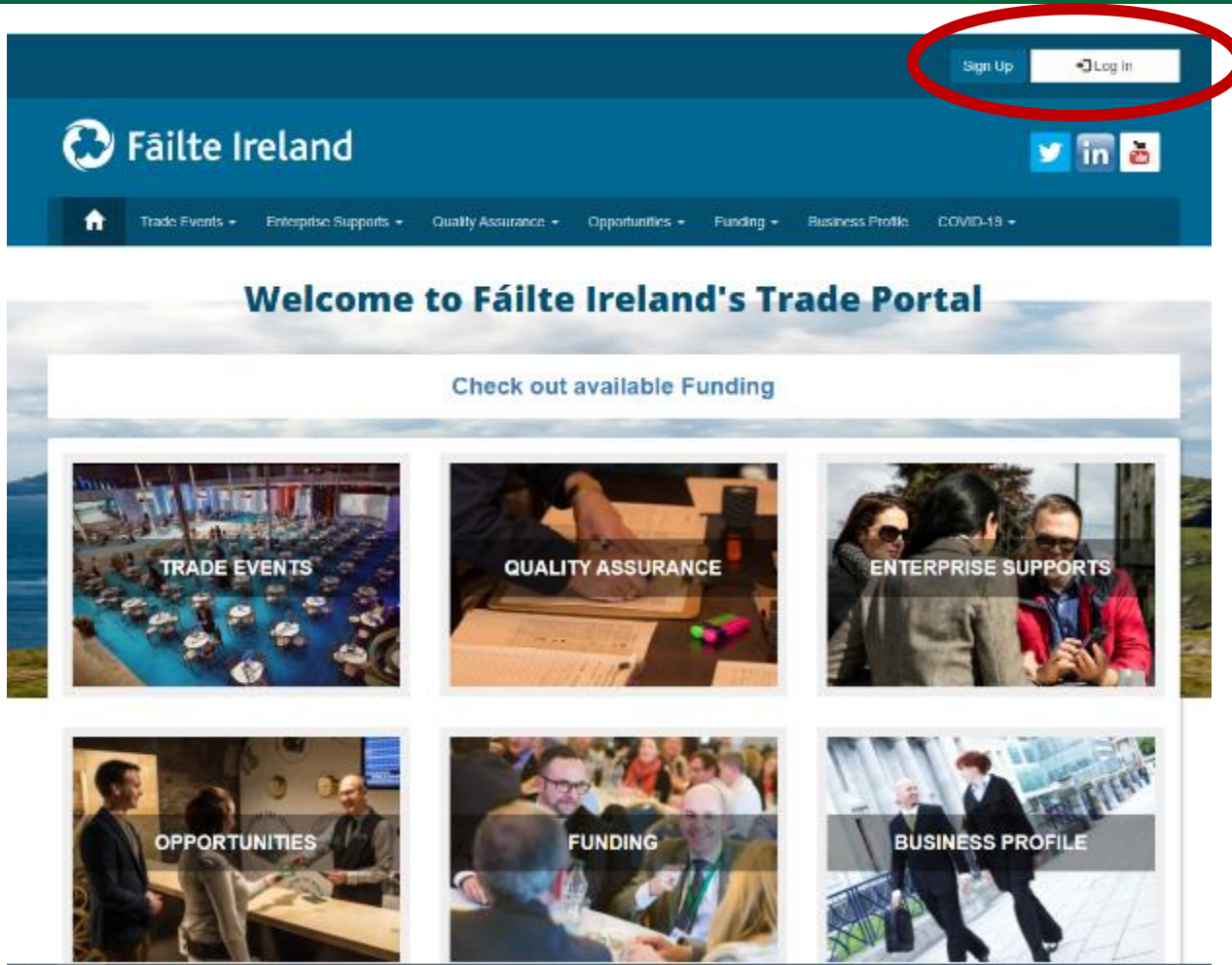
Fáilte Ireland's Trade Portal

The **Trade Portal** is Fáilte Ireland's online self-service portal

You will find a link to access the Trade Portal at the top banner of the Fáilte Ireland website



The screenshot shows the top navigation bar of the Fáilte Ireland website. The 'Trade Portal Login' link is highlighted with a red circle. Below the navigation bar is the Fáilte Ireland logo and social media icons for Twitter, LinkedIn, and YouTube. A secondary navigation bar contains links for Business Development, Research, Sales, Wild Atlantic Way, Ireland's Ancient East, Dublin, and Ireland's Hidden Heartlands. The main banner features a lighthouse on a cliff with the text 'COVID-19 Business Supports Hub' and a button labeled 'Visit the Support Hub'. At the bottom, there is a dark blue bar with the text 'Subscribe to our newsletter for the latest updates'.



Once you sign up or log in to the Trade Portal, you will be able to access and sign up for many FI resources, including:

- Listings of B2B Trade Events (international and domestic), and details of any supports Fáilte Ireland offer to attend these
- Funding Application Forms
- Applications and Renewals for Fáilte Ireland Quality Assurance Framework
- The Covid-19 Safety Charter Application Form
- Sign up forms for Training Courses

You will also be able to update your business profile so that we always have the most up-to-date contact details for you and your staff.



- **DiscoverIreland.ie** has been newly redesigned to and was launched July 2020. The new website is easier for consumers to navigate and an improved search function makes it easier to find listings for each business.
- It's **free** to get a listing on DiscoverIreland.ie, which has been the key Call to Action for this year's *Get Discovering* domestic marketing campaign.
- If you already have a listing, make sure that it is accurate and has up-to-date imagery and content
- These listings will also feed into Tourism Ireland's Ireland.com website, which targets the overseas market.

<https://failteireland.ie/get-listed.aspx>
Or follow the link below the DiscoverIreland.ie banner on the FailteIreland.ie homepage.



Get a new listing on our consumer websites

Give us an overview of your tourism business if you are involved in activities or attractions. Please click the link to start the process.

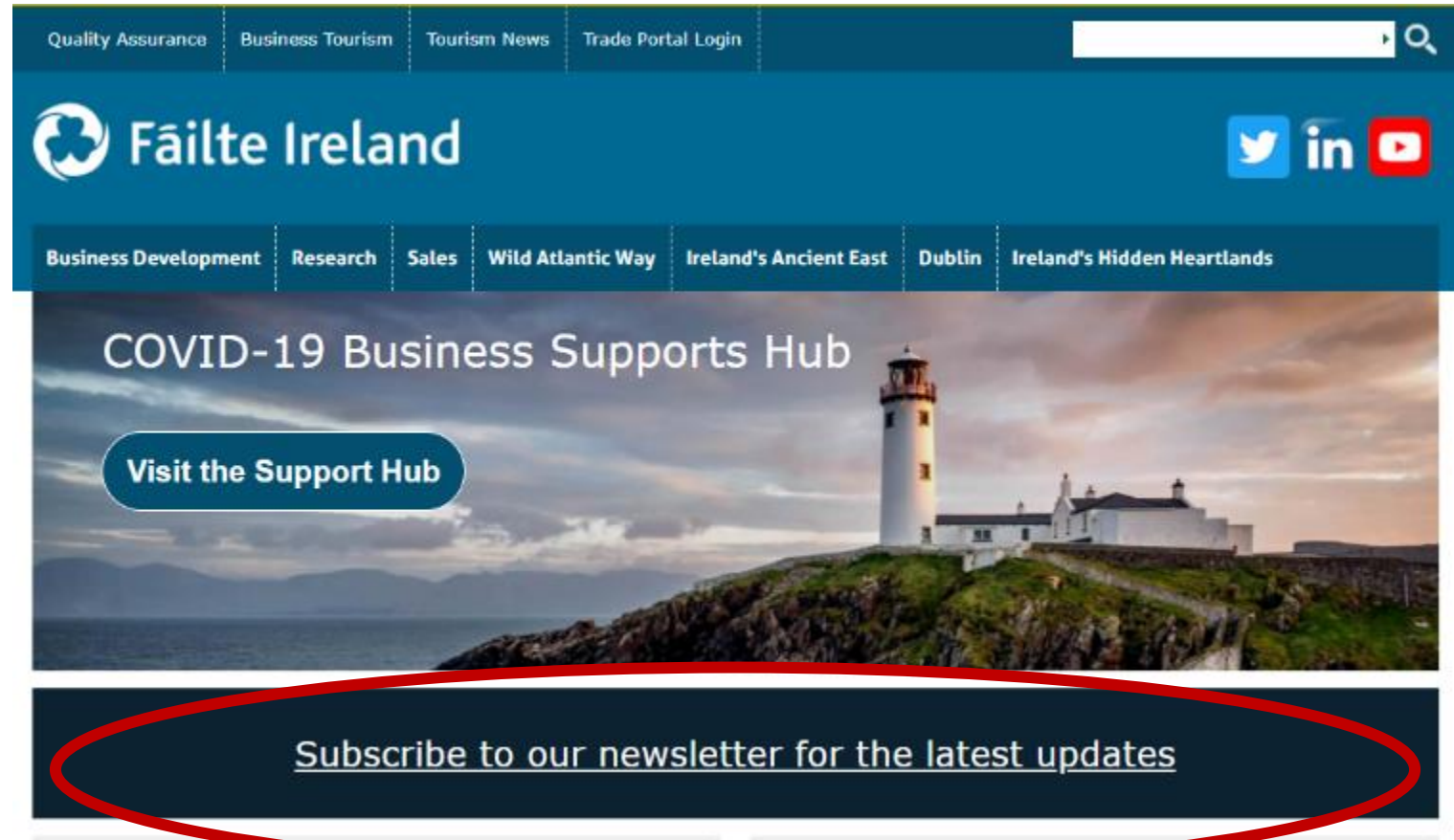


Update your listing on our consumer websites

Contact us if you'd like to change or add to your listing. Remember to include the url and the details of the changes you'd like us to make.

Fáilte Ireland Newsletter

- Make sure that you don't miss out on the latest updates from Fáilte Ireland by signing up to our **Industry newsletter**.
- You will find a link to sign up for the newsletter on the homepage of the Fáilte Ireland website.
- Our regular ezines and newsletters will keep you informed on the latest industry news, insights, business supports, and will ensure that you hear about any upcoming opportunities that will be relevant for your business



The screenshot shows the top navigation bar of the Fáilte Ireland website. The main header is dark blue with the Fáilte Ireland logo and name. Below the header is a secondary navigation bar with links for Business Development, Research, Sales, Wild Atlantic Way, Ireland's Ancient East, Dublin, and Ireland's Hidden Heartlands. The main content area features a large banner for the COVID-19 Business Supports Hub with a lighthouse image and a 'Visit the Support Hub' button. At the bottom of the banner, a dark blue bar contains the text 'Subscribe to our newsletter for the latest updates', which is circled in red.



Support Hub
Link for
Restaurants,
Cafes and
Pubs

Restaurants and Cafes

Fáilte Ireland's Support Suites have been specifically tailored towards the restaurant sector, to make sure you can trade armed with all the information you need. Follow this link to find guidance on health and safety, financial recovery, marketing advice and more, with all resources updated constantly. Follow this link to find out more:

<https://covid19.failteireland.ie/restaurants-and-cafes/>



Financial Recovery Supports Visit the
Support Hub at
<https://covid19.failteireland.ie/>

Roadmap of financial recovery

Fáilte Ireland, in conjunction with industry experts, have prepared several guides to provide you with the necessary tools to support you in making the best decisions for your business on the road to reopening and financial recovery. Each of the guides, checklists, videos, and financial templates will assist you in taking your business from its current 'closed' position to trading. They will advise you on what you need to review, how you manage your costs, what levels of working capital you need, forecasting your cashflow and looking for financial support from banks or other institutions. In reviewing each of these items, you can make more informed business decisions, which should ultimately assist you in sustaining your business in the long term.

Click link below for Fáilte Ireland's COVID-19 support hub:

<https://covid19.failteireland.ie/>

Click link below for Fáilte Ireland's Roadmap to financial recovery:

https://covid19.failteireland.ie/wp-content/uploads/2020/05/revised_Fa%CC%81ilte-Ireland-Road-Map-to-Financial-RecoveryMay7.pdf

Borrowing application

This checklist presents the key items to accompany an application to a bank or credit lending institution where an application is made for borrowings for working capital or cash flow purposes. Included are:

- Borrowing Application Checklist
- Explanation Notes

Click link below for Fáilte Ireland's borrowing application checklist:

<https://covid19.failteireland.ie/wp-content/uploads/2020/05/F%C3%A1ilte-Ireland-Checklist-Borrowing-Application.pdf>

Cash burn guidance notes

This guidance note highlights the importance of critically assessing your businesses cash burn rate and its cost structure. It is accompanied by a series of sectoral checklists to help you think about where you can reduce costs. The key topics in this note are:

- Cash Burn Rate
- How to Calculate Gross Cash Burn
- How to Calculate Net Cash Burn
- The Importance of conserving cash

Click link below for Fáilte Ireland's guidance note on cash burn and cost reduction:

<https://covid19.failteireland.ie/wp-content/uploads/2020/05/F%C3%A1ilte-Ireland-Guidance-Note-Cash-Burn-and-Cost-Reduction-All-Tourism-Businesses.pdf>

Cash burn and reduction checklist

This checklist will help you to think about where you can reduce costs. The key areas included in the Checklist are:

- General Costs
- Direct Costs
- Payroll
- Admin and General
- Sales and Marketing
- Utilities
- Fixed Costs
- Repairs and Maintenance
- Long-term Closure Costs

Click link below for Fáilte Ireland's cash burn and reduction checklist:

<https://covid19.failteireland.ie/wp-content/uploads/2020/05/F%C3%A1ilte-Ireland-Checklist-Cash-Burn-and-Cost-Reduction-Restaurants-Cafes-and-Bars-1.pdf>

Cash flow guidance notes

This guidance note is a supporting document to the Fáilte Ireland Cashflow Template. It will help you to use the Cashflow template and includes guidance on

- Cash Inflows
- Cash Outflows
- What the Cashflow Tells You

Click link below for Fáilte Ireland's cash flow guidance note:

<https://covid19.failteireland.ie/wp-content/uploads/2020/05/revised-Fa%CC%81ilte-Ireland-Guidance-Note-Cashflow-Statement.pdf>

Cash flow template

This template is very useful for tracking monthly income and expenditure for your business whilst including fields for possible COVID 19 repayments.

Click link below for Fáilte Ireland's cash flow template:

<https://covid19.failteireland.ie/wp-content/uploads/2020/05/revised-Fa%CC%81ilte-Ireland-Template-Cashflow-Template.xlsx>

