



# Seven steps to Snappy Shopper success

**snappy**  **shopper**  
Local store to door

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# MENU MAGIC

## WHY?

**More, more, more:** As a digital representation of your store, your app menu should include all of your key products so customers can buy what they need, and be inspired to add a few tasty extras to their basket as well!

A lack of products can stop customers from making a purchase entirely, put an end to repeat custom and giving negative feedback.

**Keep it clean:** customers buy with their eyes, and clean menus with quality images and correct product titles are easier to inspire and shop.

## HOW?

Snappy Shopper is an extension of your store so dedicate time to menu management. Treat it as you do when merchandising products perfectly in store with extremely high standards. This is one of the best ways to generate sales!

## DO!

- ★ Each product should have a quality image size 300 x 300px
- ★ Products should be titled correctly, in sentence case and include sizing (ie weight, pack size)
- ★ Ensure products are categorised correctly and create new categories if required, with a wide range of items available
- ★ Monitor your pricing and update where necessary
- ★ Remember to add all product lines, and any new products
- ★ Include 'speciality' ranges, such as hot food, Tango Ice-blast, Subway, local bakeries and butchers – these are your unique selling points

# PRODUCT AVAILABILITY

## WHY?

You want your cake and to eat it too, your customers are no different. If they order a specific product which is displayed on the app, that's what's they expect to receive. Ensuring your product availability is accurate minimises the need for refunds and substitutions, meaning very happy customers who will buy from you again. **Stock availability on the app should be treated the same as in store.**

This is a top reason for complaints and will negatively impact your store performance and KPIs.

## HOW?

Incorporate stock management for Snappy Shopper into your daily operations, to ensure that product availability on the app is accurate.

## DO!

- ★ Use the Gap Scan feature on your tablet to scan barcodes to quickly mark products out of stock and select a back-in-stock date
- ★ Products can be unpublished or deleted on the Admin Dashboard
- ★ Regularly check your menu to audit stock availability

# PROMOTIONS

## WHY?

Who doesn't love an offer?! Promotions demonstrate value for money to consumers, and great offers in store should be reflected on the app. They can also encourage impulse purchase and increase basket spend. Competitions are also a great way to increase awareness and indirectly lead to sales by keeping them as an engaged member of your community.

## HOW?

Incorporate promotion management into your weekly operations and plan ahead where possible so you keep up to date with your available deals.

Plan ahead so you can prepare promotional activity and communicate your plans with your Account Manager. Our team can provide support including coupon codes, push notifications, graphics, etc.

## DO!

- ★ Create a 'Deals' category that lists your best offers and shows value for money
  - ★ Upload multi-buy promotions using the multi-buy import tool
  - ★ Offer free delivery for set promotional periods
  - ★ Offer promotional discounted spend vouchers, e.g. £5 off £15 spend and short term Snappy Shopper only mega deals, e.g. 2 for £6 Tango Ice-blast available only on Snappy Shopper
  - ★ Run competitions and giveaways
  - ★ Use topical events and national holidays for inspiration, e.g. sports events. See our [Marketing Plan](#) to help you plan.
  - ★ Offer Snappy Shopper exclusive promotions to generate orders
- Remember to tell customers about great offers on your social media

# CONVENIENT DELIVERY HOURS

## WHY?

If they're lucky, a customer may be able to get next day delivery with a supermarket, although most are at least 3 days and are encouraging orders to be made 3 weeks in advance to guarantee delivery. You, via Snappy Shopper, are able to deliver to their door from as little as 30 minutes! This is an incredible selling point.

**Make sure your delivery hours are as convenient as possible for customers.** The longer you are available to deliver, the more opportunities there are for sales.

## HOW?

The ideal convenience hours are from 10am-10pm each day. Offer earlier and/or later delivery if possible.

## DO!

- ★ Ensure you are operationally organised and flexible with managing your delivery service
- ★ Work with quality drivers who understand the importance of convenience delivery
- ★ Communicate with the Snappy Shopper team, we can adjust your hours easily to fit the needs of your business

# CUSTOMER SERVICE

## WHY?

Remember that the Snappy Shopper delivery service is an extension of your store and the customer's experience begins from when they login to the app to when the driver has left their door.

Great service encourages repeat custom!

**Mistakes happen:** delays occur and products sell out but open and honest communication will help manage expectations, and minimise formal complaints and negative reviews.

## HOW?

Treat every Snappy Shopper customer the same way you would treat an in-store customer!

## DO!

- ★ Deliver on time and call the customer if there will be a delay
- ★ Contact customers to confirm substitute items to avoid dissatisfaction
- ★ Ensure your store telephone is available in case customers have questions
- ★ If a customer is unhappy, think about how you can keep their custom, perhaps using a voucher code or free item
- ★ Have high expectations of your drivers, set these expectations and reward them for great service or feedback

# SOCIAL MEDIA MAGIC

## WHY?

Your Snappy Shopper marketing team are dedicated to raising awareness of the brand, reaching a wide audience and converting into sales. **You are crucial in engaging your local community** and spreading the news that you now offer a delivery service. There is no better way than with your own social media platform!

Facebook is one of the best promotional tools for your business to encourage sales, communicate with your customers and building trust through reviews.

## HOW?

Set up your own Facebook business page that is updated and monitored regularly. You can get our Social Media Guidance on the [Retail Support Portal](#). Speak to your Account Manager if you have problems logging in.

## DO!

- ★ Maintain an active Facebook page with regular posts, at least 3 a week & remember to respond to all comments/messages. Don't forget to tag Snappy Shopper so we can share your posts!
- ★ Announce new product launches, promotions, topical posts
- ★ Respond to all customer comments and private messages
- ★ Encourage drivers to ask customers for reviews during deliveries and run competitions for customers who leave reviews
- ★ Reach out to local audiences by contacting Facebook community groups to tell them about your new service, free delivery codes and promotions

The Marketing section of the Retail Support Portal gives you a wealth of knowledge as well as images and inspiration for your own posts:

- [Marketing Graphics](#)
- [Content plans and caption suggestions](#)
- [Social Media Guidance](#)



# OFFLINE MARKETING

## WHY?

There is no question about the effectiveness of social media as a marketing tool, but it's important to ensure you're covering all bases. This includes in-store standards, POS and local community networks and organisations.

## HOW?

Visibility builds trust and drives sales, so develop an offline marketing strategy to compliment your online social media marketing. Speak with other local businesses and build relationships in your community, and remember to target all areas of your delivery zone.

## DO!

- ★ Ensure all your POS is up in-store so your Snappy Shopper service is visible
- ★ Make regular leaflet drops across your delivery zone, every 8-12 weeks. Use your drivers, local delivery firms, or why not get young local sports teams to help out?
- ★ Speak with the local press and bulletins to understand the costs and timings for printed adverts to get your store featured
- ★ Be active within the local community, sponsor community events and discuss potential partnerships with other local businesses
- ★ Put your logo along with the Snappy Shopper logo on your delivery car

This guide has been designed to help you to manage your Snappy Shopper platform and drive growth for your business.

If you need support, advice or guidance, please reach out to your Account Manager who are on-hand to help you with all Snappy Shopper services.

Additional training videos and FAQs can be found on the Retailer Support Site:

[www.retailsupport.snappyshopper.co.uk](http://www.retailsupport.snappyshopper.co.uk)

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