

How to market your ghost kitchen online

8-step checklist



01 Get on top delivery apps

Reach more customers online by partnering with top food delivery apps like Grubhub, Uber Eats, DoorDash and Postmates.



02 Master the algorithm

Focus on the performance metrics that will help you show up more in search results such as fast delivery times and accurate orders.



03 Optimize your menu

Include menu items that travel and package well for delivery. Offer customizations to create a better ordering experience for your customers.



04 Maintain high quality photos

Include high resolution photos of your menu items that accurately display your food. You can even capture shots with your phone!



05 Run in-app promotions

Start running promotions on each delivery app such as a loyalty program or a special discount. You'll see a faster ROI than with traditional channels.



06 Launch multiple virtual brands

Get more exposure online without the extra overhead by running multiple food concepts out of one single kitchen.



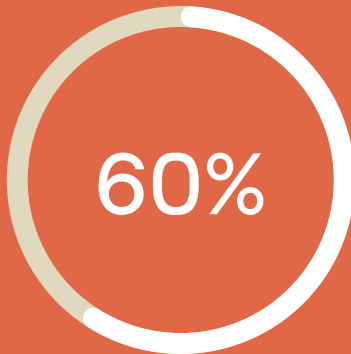
07 Add instagrammable packaging

Differentiate your brand with instagrammable packaging that creates a more memorable experience for your customers.

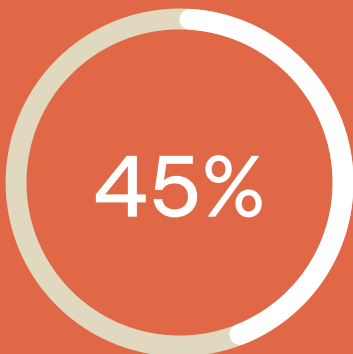


08 Share positive press

Share rave reviews and recent press coverage across multiple channels to help strengthen your online brand.



60% of consumers in the United States are ordering delivery or takeout once a week.¹



45% of consumers mention that restaurants with mobile ordering and loyalty programs encourage them to use their services more often.¹

87% of consumers in America use delivery apps to make online food ordering easier.¹



87%

¹ <https://upserve.com/restaurant-insider/online-ordering-statistics/>