



Digital commerce for restaurants

RELEVANT AND SEAMLESS CONNECTIONS
TO MAKE DINING EASIER

FACEBOOK

Facebook provides restaurants ways to engage with customers throughout their journey, from discovery to purchase to loyalty.



DISCOVERY

Drive awareness of your unique food selections and promote ways in which your customers can purchase and connect with you online.



PURCHASE

Encourage actions by efficiently reaching people with relevant messages, driving customers toward purchasing food and choosing their method for receiving the order.



LOYALTY

Increase brand loyalty by providing personalized value and convenience to your best customers.

Mobile has accelerated the transformation of the food industry

The proliferation of delivery via mobile apps has changed how restaurants are doing business. In addition, consumer expectations for restaurants are only increasing. People are spending more time on their phones, looking for easy and quick ways to engage with restaurants. We expect this trend to grow.



84% of consumers decide where to eat <1 hour before a meal



63% of Millennials have at least 1 quick-service app on their phones



45% of consumers say that offering mobile ordering or loyalty programs would encourage them to use online ordering services more often



365B

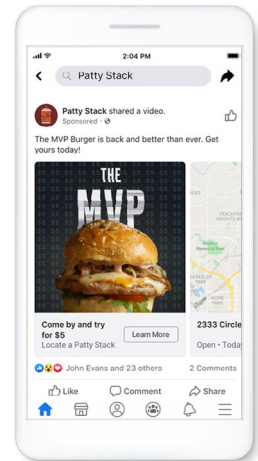
worldwide delivery sales
by 2030 with annual sales
rising 20% YoY

Digital commerce solutions

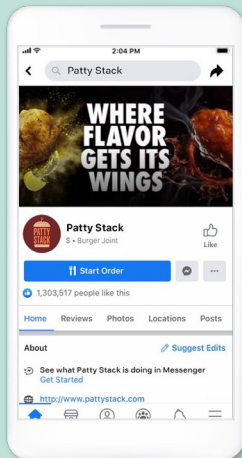
Facebook offers a diverse set of solutions that enable restaurants and consumers to connect in an always-on, relevant and seamless way along their purchase journey.



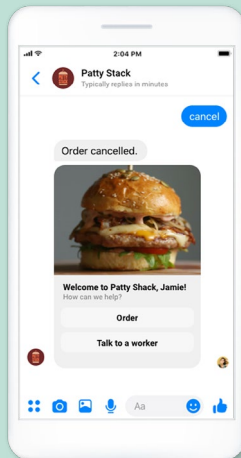
VIDEO



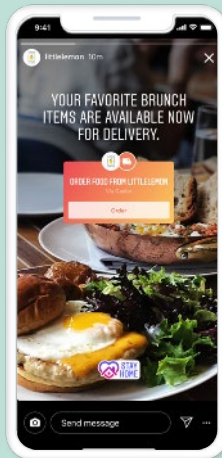
LEARN MORE



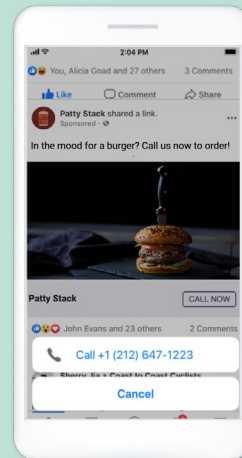
FEED ORDER



MESSANGER ORDER



STORIES ORDER



CALL NOW



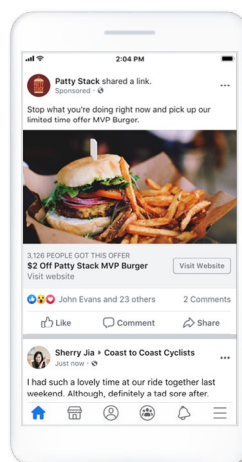
PURCHASE

Enable your customers to start an order or connect with your business via News Feed, Stories and Messenger.

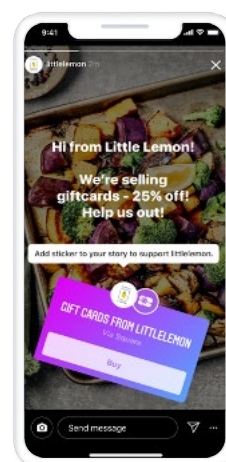


LOYALTY

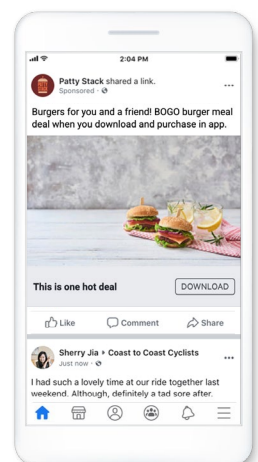
Share with your best customers offers to encourage future orders. Drive gift card purchases or promote app downloads.



ONLINE OFFER



GIFT CARD



APP DOWNLOAD

3rd party delivery integration

Facebook has a host of solutions that allow for better integration with your 3rd party delivery partners.

Speak with your Facebook team for additional information.



GET STARTED

New to Facebook advertising?

Learn how to create ads to reach potential customers. [Click here](#) to learn more.

Looking to drive delivery, takeout or curbside transactions?

Create effective campaigns to help you drive digitally driven conversions. [Click here](#) to learn more.

Looking to promote a product or offer?

Reach more people and increase awareness of your business, specific products and/or offers. [Click here](#) to learn more.

Looking to gain loyalty through your app, online offers or gift cards?

Bring your most loyal customers back by rewarding them. [Click here](#) to learn more.

Working with a 3rd party delivery partner?

Contact your Facebook team to help you determine which setup is best for you!



QUICK TIPS

Want to keep your consumers up-to-date on your hours of operation? [Follow these steps](#) to ensure they are in the know.

Add a link to your ordering capabilities on your [business page](#).

What's next? Check back for a more in-depth Restaurant eLearning module on digital commerce being released soon!