

# Back to Business Guide

Recommendations for Driving Traffic in a Post-COVID market



DANONE  
NORTH AMERICA

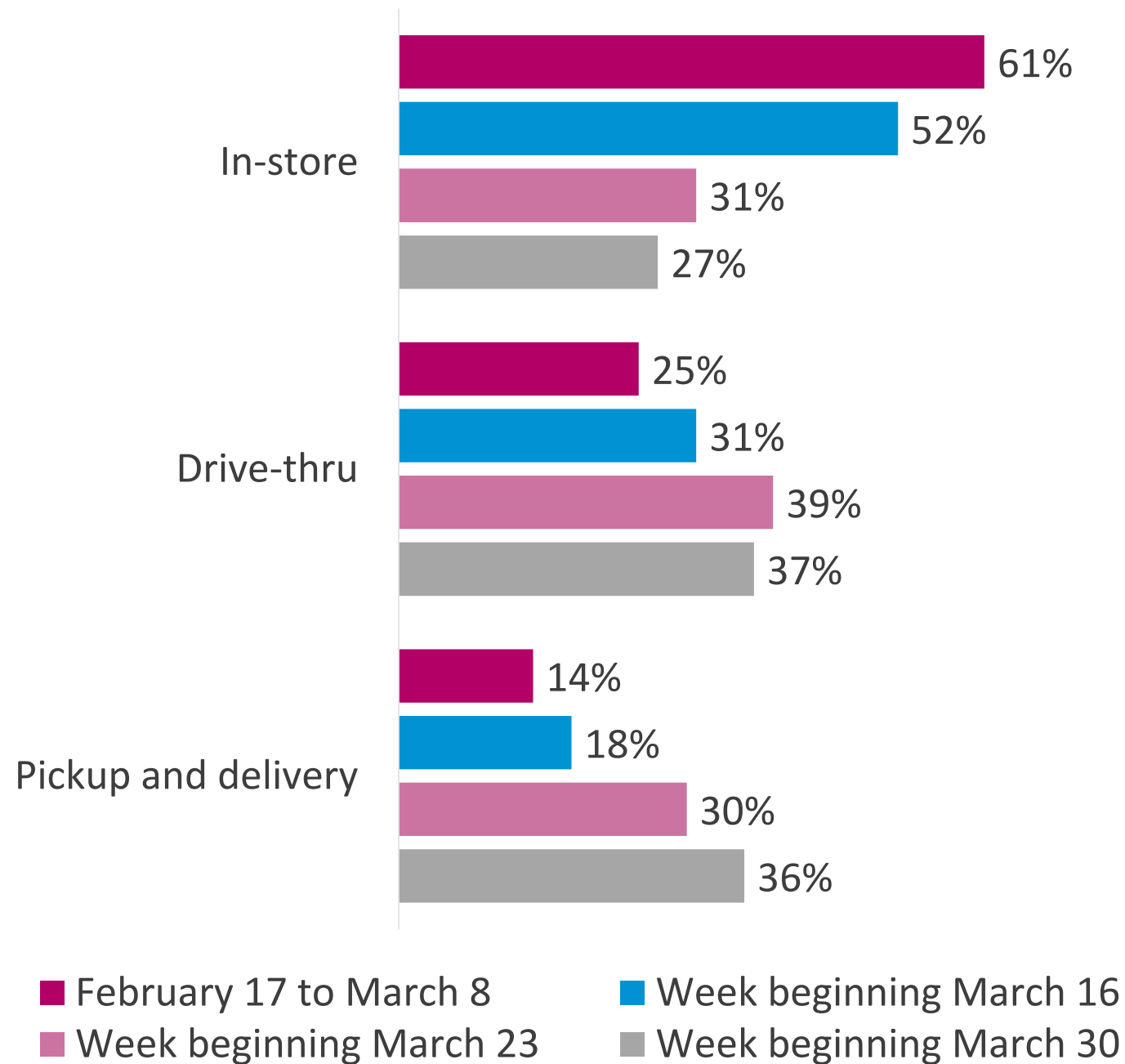
DANNON®

YO CREAM®



# Meet Increased Consumer Demand for Curbside/Pickup

## ORDERING METHOD OF PAST WEEK VISITS\*



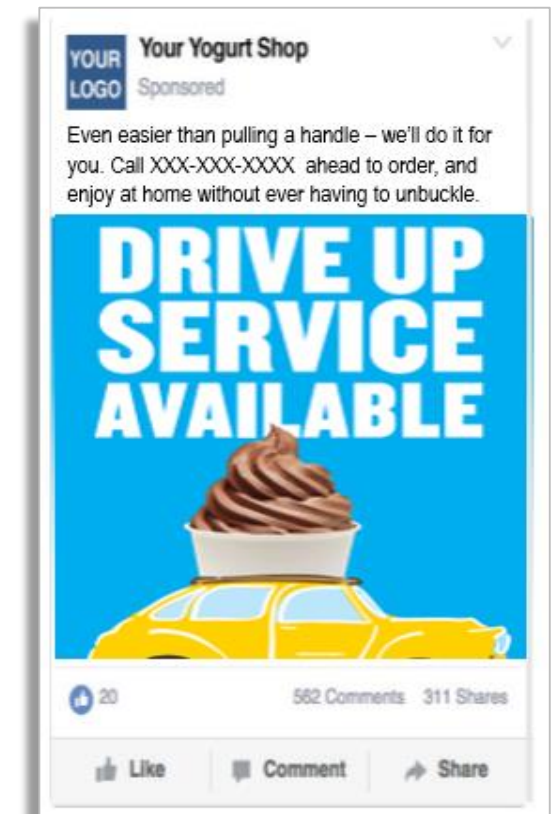
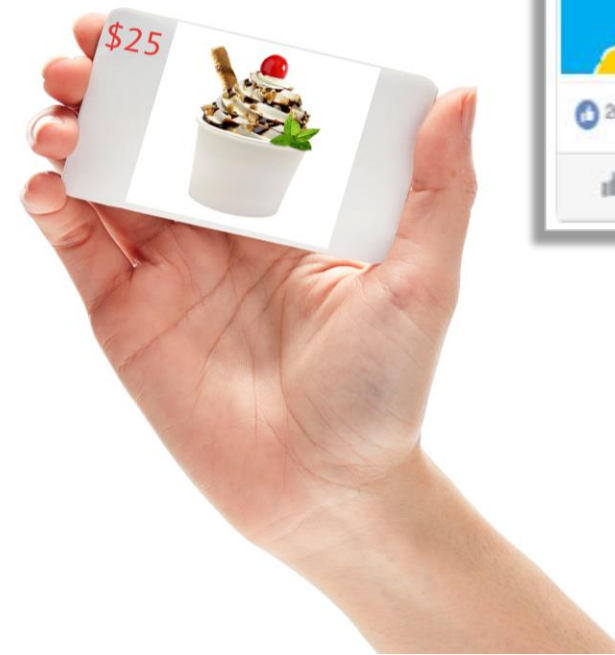
**48% of consumers are craving more comfort foods at this time.\***



\*Source: 2020 Technomic, Inc. – Foodservice Impact Monitor

# Leverage Curbside/Pickup as a Cash Flow Catalyst

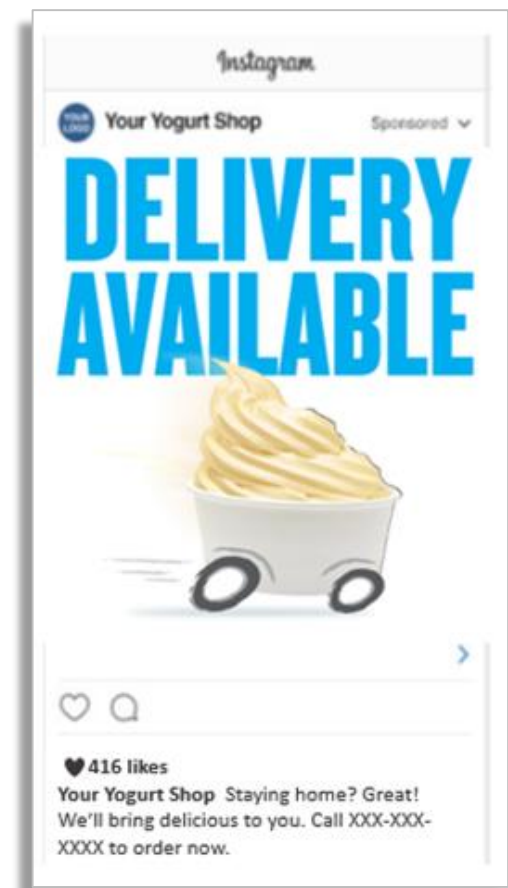
- Consider your reopening and **Grand Reopening** and repeat any successful marketing efforts made at your start
- Think “**portability**”: expand your menu to include to-go shakes and smoothies (*Helpful Hint: YoCream products make great bases for drinks! See [www.yocream.com](http://www.yocream.com) for recipe ideas*)
- Offer discounts or even free product to customers who **check-in to your location on Facebook**
- Create **gift card discount promotions** to drive immediate cash flow and group traffic (\$25 for \$20 or \$15)
- Offer **discounts to anyone in local uniforms/jerseys** on specific days and times
- Run offers and **promotions for kids** (BOGO, kids free with 2 cups) - since kids can't drive, the drivers will likely order too!
- **Sidewalk flags, balloons, and moving signage** using clear verbiage like “now open”, “delivery available”, or promotion specific like “local business discounts”, “catering promotion” or “kids free” are critical to incentivize consumers



# Take Your Brand Experience Outside the Store with Delivery

- **Partner with local business and healthcare providers** to make your brand their partner for celebrations and reopening treats, driving a “Getaway While at Work” promotion
- **Custom, branded magnets** for your delivery vehicles will create presence and awareness in the community
- **Partner with food trucks** offering complementary items
- **Create unique grab-and-go options** to expand your offering and create differentiation:
  - Shakes and smoothies
  - FroYo sandwiches
  - FroYo pies
  - Quart containers
- Leverage a **Staff-driven Marketing campaign** brainstorm – they are your greatest tool, and they’re intimately connected to your immediate community
- See **YoCream®’s Recipe Guide, Middle Handle Twist ideas, and Smoothies and Shakes Guides** for more ideas

**40% of consumers intend to purchase more food through delivery from restaurants in coming weeks.\***





# Leverage Your Loyalty Program

- If you don't have a loyalty club, start one! It's an ideal way to **create community**. There are many companies to choose from like CityGro ([www.citgro.com](http://www.citgro.com))
- Implement a flavor rotation schedule, and let your **loyalty customers in on the schedule in advance** of the rest of the public
- **Text campaigns** are affordable and easy to use for customers
- Engage your loyal customers by featuring a **Customer of the Month** (this could come with special benefits in addition to social media attention, allowing them to bring friends and family in for a discount all month)
- Offer exclusive **New Flavor Previews** for loyalty club members before launching to the public
  - Personalized Celebrations for birthdays, anniversaries, etc.

Loyalty leaders  
**grow  
revenues  
roughly  
2.5x as fast**  
as their industry  
peers.<sup>1</sup>



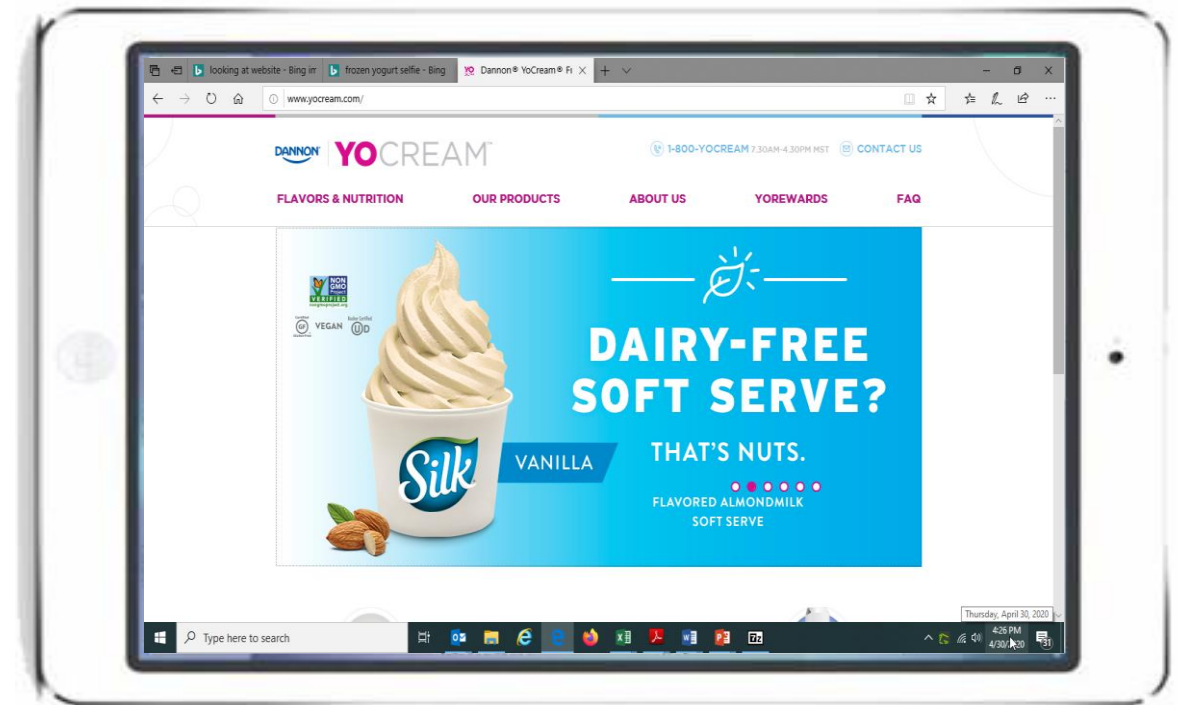
**73% of  
consumers  
say they are  
more likely  
to  
recommend  
brands with  
good loyalty  
programs.<sup>2</sup>**

1: Harvard Business Review: *Are You Undervaluing Your Customers?*

2: Bond: *The Loyalty Report*, '19

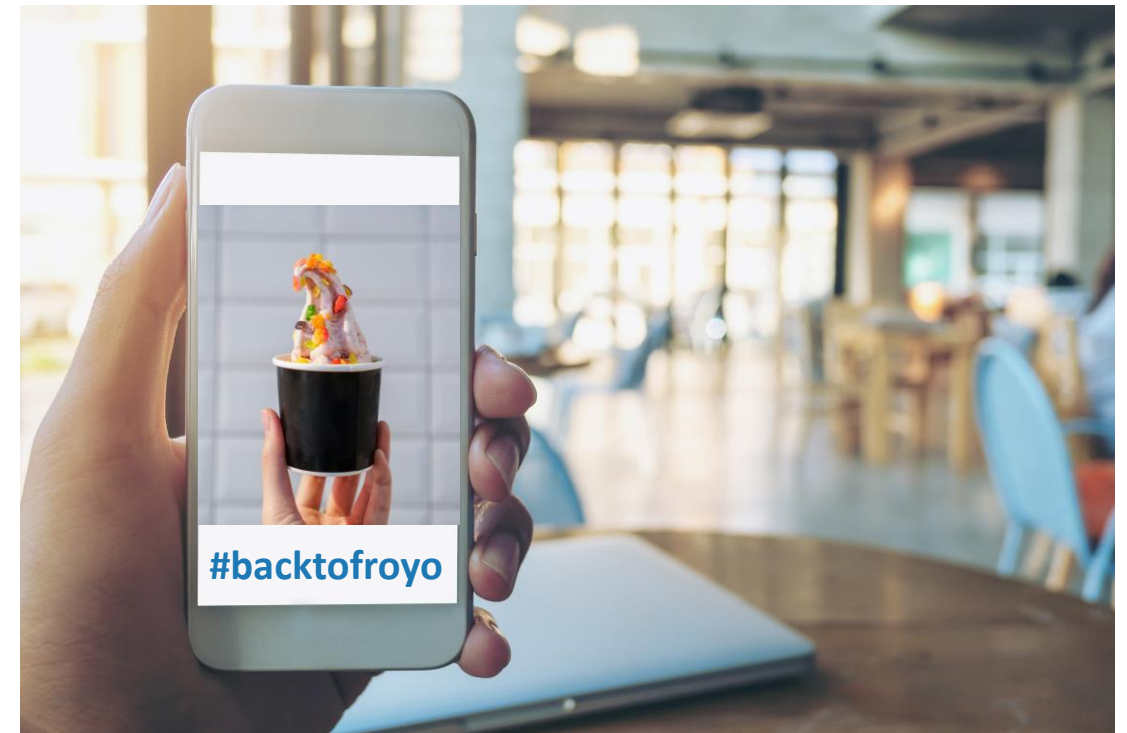
# Maximize the Power of Your Website

- **List your website address everywhere** your business is:
  - Linkable from each of your social media profiles
  - Linkable from any ad or promotion
  - Your store door or window
  - All promotional flyers, menus or pamphlets
  - All delivery vehicles
  - Your email signature
- Ensure that your site provides a **good mobile experience**
- Consider a **rotational banner** featuring promotional flavors, loyalty club promos and product benefit information
- **Keep recognition, blog and social media posts current**, posting at least a few times a month
- Maximize your **search engine optimization**
- **Leverage customer testimonials** to build trust
- Increase visibility of **Loyalty club benefits**
- Consider **Google ads** to enhance promotions and drive more traffic to the site
- More free online tools are available than ever before!



# Tips to Managing Social Media

- **Leverage your consumers to get the word out** about your reopening's by offer **free product for Facebook checkins and tags at checkout**
- **Focus on the sites that have the best traction** for your customer base
- Leverage your social media following with **regular posts (bi-weekly)**
- Offer discounts to customers who check-in to your location (even for pickup and takeout) on Facebook
- **Leverage hashtags that are trending** in your community (ex: #localheros)
- **Start a hashtag for your store** - display it on your counter and encourage customers to share their experiences, or perhaps create a drawing for those who do
- Always **respond ASAP** to show attentiveness and value to your customers praises and concerns
- Leverage **Facebook ad boosts** to reach more viewers (starting at only \$15)





# Social Media Content Tips

Educate and entertain, don't just sell. Mix promotion campaigns up with product benefit features and funny photos and videos pertaining to your brand or products.

## EDUCATE

- Ease apprehension by **posting a list of the things you're doing to maintain product quality and cleanliness**
- Incorporate **product benefits** into more posts solidifying the message and capturing more readers
- See **YoCream® Product Benefit Chart** and **Benefits of Live and Active Cultures** in the appendix for more ideas.

## ENTERTAIN

- **Host contests** like “pick YO flava”, allowing customers to engage in the flavor selection process
- Challenge your customers to **tag your post** (“person to tag most friends wins”)

## PROMOTE

- **Leverage good foodie site ratings** like Yelp!, Urban Spoon through social media and in-store POS
- Identify Days and Times to **Recognize Local Heroes** with discounts by show of badge or uniform
- See **YoCream®'s Social Media Toolkit for Modified Operations** for additional images and content





# Establishing a New Normal is Important to Consumers



# Making the In-Store Experience Exciting and Meaningful

## Address cleanliness and consumer timidity head on

- Show your commitment to cleanliness by posting the list of things you're doing to manage it
- Invest in a non-touch hand sanitizing station
- Consider investing in individually wrapped spoons or have your staff hand out utensils with gloves
- Ensure each machine is free from drips and spills at all times
- Keep your floors clean and shiny (many consumers identify the cleanliness of the operation with the cleanliness of the floor)
- Have employees wear masks while serving if possible
- Keep the main door open to promote air flow

## Use your space differently to promote social distancing

- Place lines on the floor to create spaced flow through the service line
- Space tables out, or even consider removing some (inside and out), to keep 6 feet apart



**48% of consumers only feel comfortable ordering from restaurants that market their food preparation cleanliness and staff hygiene.\***



# Helpful Product Use Tips

- 2.5 Years of Code life from manufacturing date
- Needs to be thawed in refrigerator for 24 -48 hours before serving
- Remember to use FIFO according to the product date!
- Once thawed, product should be served within 21 days.
- Once opened, product should be used within 14 days.
- Once in a machine, it is encouraged to clean each machine no more than every 7 days. Refer to your local health department guidelines for specific requirements.





# APPENDIX

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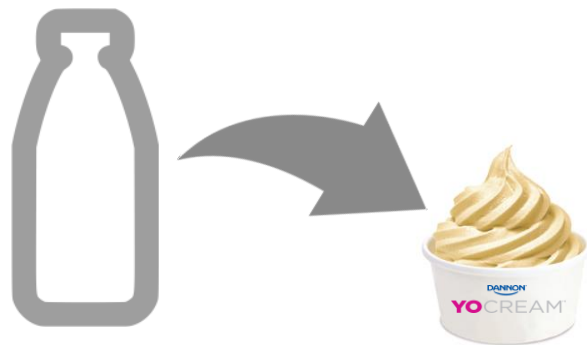


# The Benefits of Live and Active Cultures



## WHAT THEY ARE

Active yogurt cultures are living organisms that turn milk into yogurt



## HOW MANY ARE THERE?



**100**  
**million**  
cultures per gram or  
**10x**  
the requirement

## ADDED BENEFIT

Live and Active Cultures **BREAK DOWN** some of the milk's lactose, which may allow lactose-intolerant people to enjoy dairy products **with fewer** feelings of discomfort.



# Additional How-To Resources

YoCream® Website [www.yocream.com](http://www.yocream.com)

YoRewards Website <http://operators.yocream.com/>

YoCream® Recipe Guide <http://www.yocream.com/static-web/recipeguide.pdf>

YoCream® Middle Handle Guide <http://www.yocream.com/static-web/Sell Sheet Middle Handles.pdf>

Facebook and Instagram Business Resources

<https://www.facebook.com/business/boost/resource>

Free Webinar: **Optimize Your Restaurants for Online Orders and Curbside Pickup**

<https://www.fastcasual.com/whitepapers/optimize-your-restaurants-for-online-orders-and-curbside-pickup/>

Google Ads Guide

<https://ads.google.com/home/>

50 Stats That Show The Importance Of Good Loyalty Programs, Even During A Crisis

<https://www.forbes.com/sites/blakemorgan/2020/05/07/50-stats-that-show-the-importance-of-good-loyalty-programs-even-during-a-crisis/#42f12df22410>

White House Guidelines for Reopening\*

<https://www.whitehouse.gov/openingamerica/>

