

# F&B DIGITAL MARKETING GUIDE 2020

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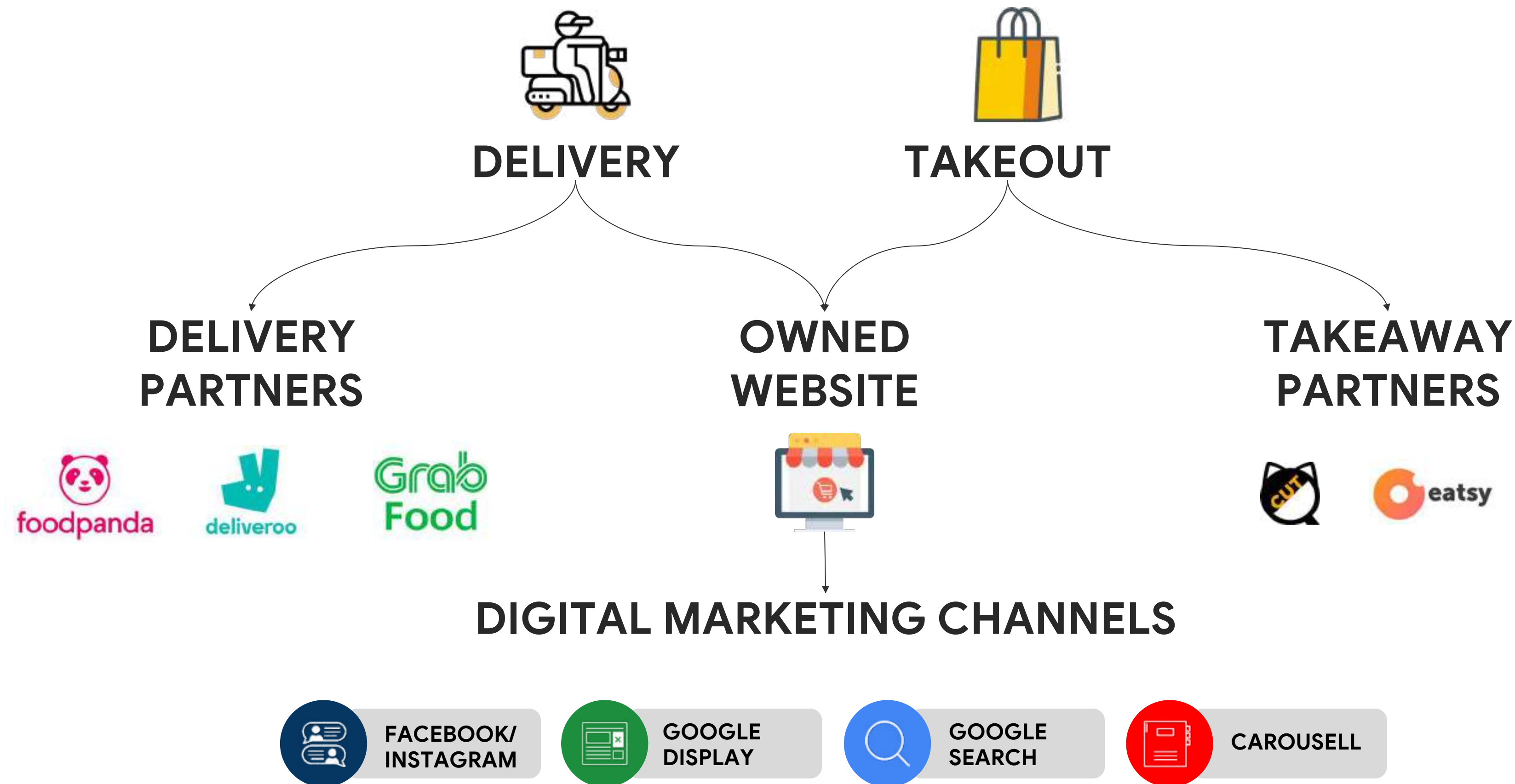


# GOING DIGITAL AMONGST COVID-19



# REACHING STAY HOME CUSTOMERS

Through delivery and take-out options



## THINGS TO NOTE

Working with partners:

- Can tap on their existing user base
- No need for development
- No need to have delivery riders
- High costs (30 – 40% of sales)

Having your own delivery & takeout website:

- Need to develop delivery capabilities
- Need to develop e-commerce enabled website
- Need to digitally market your brand
- Better branded presence
- Retain profitability

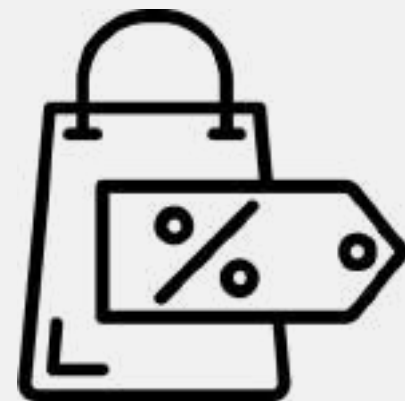
# DEVELOPING A DELIVERY OFFERING

Key factors to take note



## DELIVERY AREAS

Which areas you deliver to?



## DELIVERY FEE TIERS

Orders <\$50, \$5 fee  
Orders > \$50, free



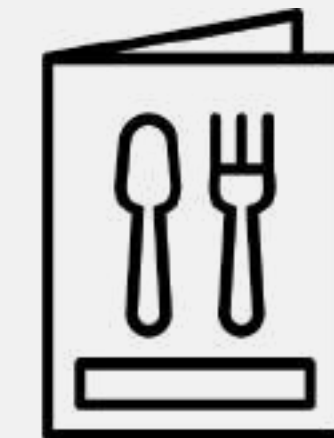
## OPERATING HOURS

First order & last order timings



## WAITING TIME

How long you will take to deliver



## DELIVERY MENU

Menu items up for delivery

# RELEVANT DIGITAL CHANNELS

# TOP RELEVANT CHANNELS

Reach your customers on the top websites / applications they visit

NO.	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME/VISIT	PAGES/VISIT
1	GOOGLE.COM	SEARCH	350,100,000	11M 5S	9.2
2	YOUTUBE.COM	STREAMING VIDEO	121,800,000	23M 37S	10.0
3	FACEBOOK.COM	SOCIAL	82,540,000	9M 12S	9.3
4	WIKIPEDIA.ORG	WEBSITE (REFERENCE)	25,140,000	3M 37S	2.9
5	YAHOO.COM	SEARCH	16,940,000	5M 27S	5.6
6	INSTAGRAM.COM	SOCIAL	16,880,000	5M 36S	11.4
7	GOOGLE.COM.SG	SEARCH	15,810,000	7M 18S	9.2
8	STRAITSTIMES.COM	WEBSITE (NEWS & MEDIA)	14,820,000	2M 11S	1.8
9	TWITTER.COM	SOCIAL	14,100,000	9M 7S	11.3
10	CHANNELNEWSASIA.COM	WEBSITE (NEWS & MEDIA)	14,050,000	2M 25S	1.8

NO.	APPLICATIONS
1	WHATSAPP
2	FACEBOOK
3	INSTAGRAM
4	FACEBOOK MESSENGER
5	GRAB
6	CAROUSELL
7	SPOTIFY
8	WECHAT
9	LAZADA
10	TELEGRAM

Data from: <https://datareportal.com/reports/digital-2020-singapore>

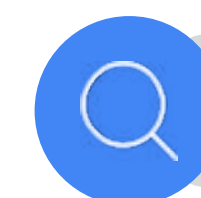
Recommended channels:



FACEBOOK/  
INSTAGRAM



GOOGLE  
DISPLAY



GOOGLE  
SEARCH



CAROUSELL

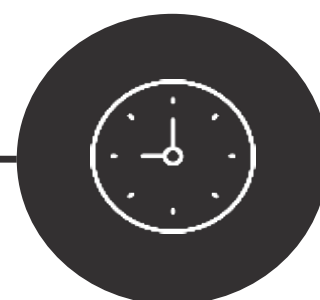
# FACEBOOK & INSTAGRAM MARKETING

# WINNING F&B FRAMEWORK - TAP



**T**

**IME**



**RIGHT TIME (MEAL TIMINGS)**

**A**

**REA**



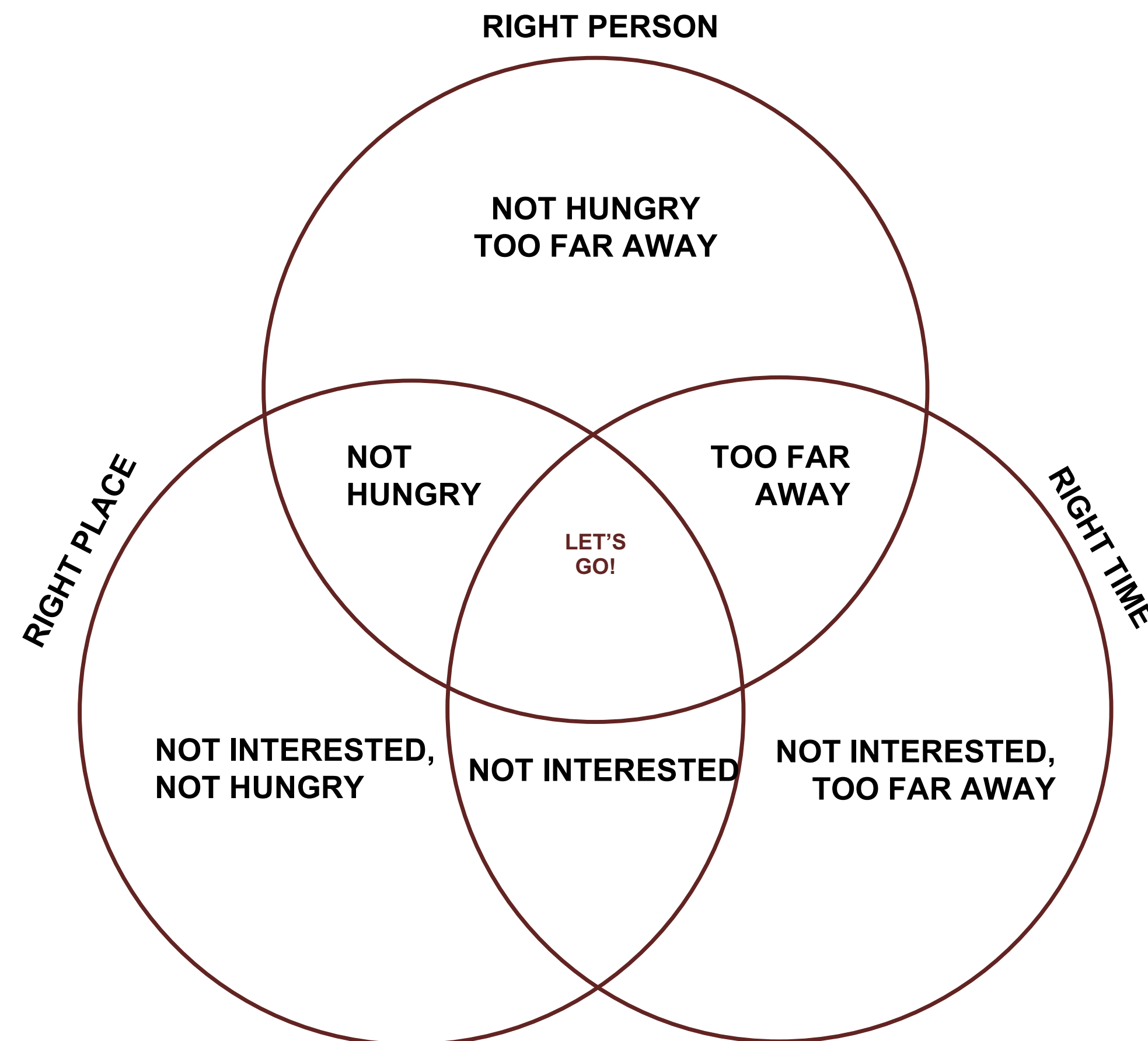
**RIGHT AREA (1-2KM RADIUS)**

**P**

**ERSONA**

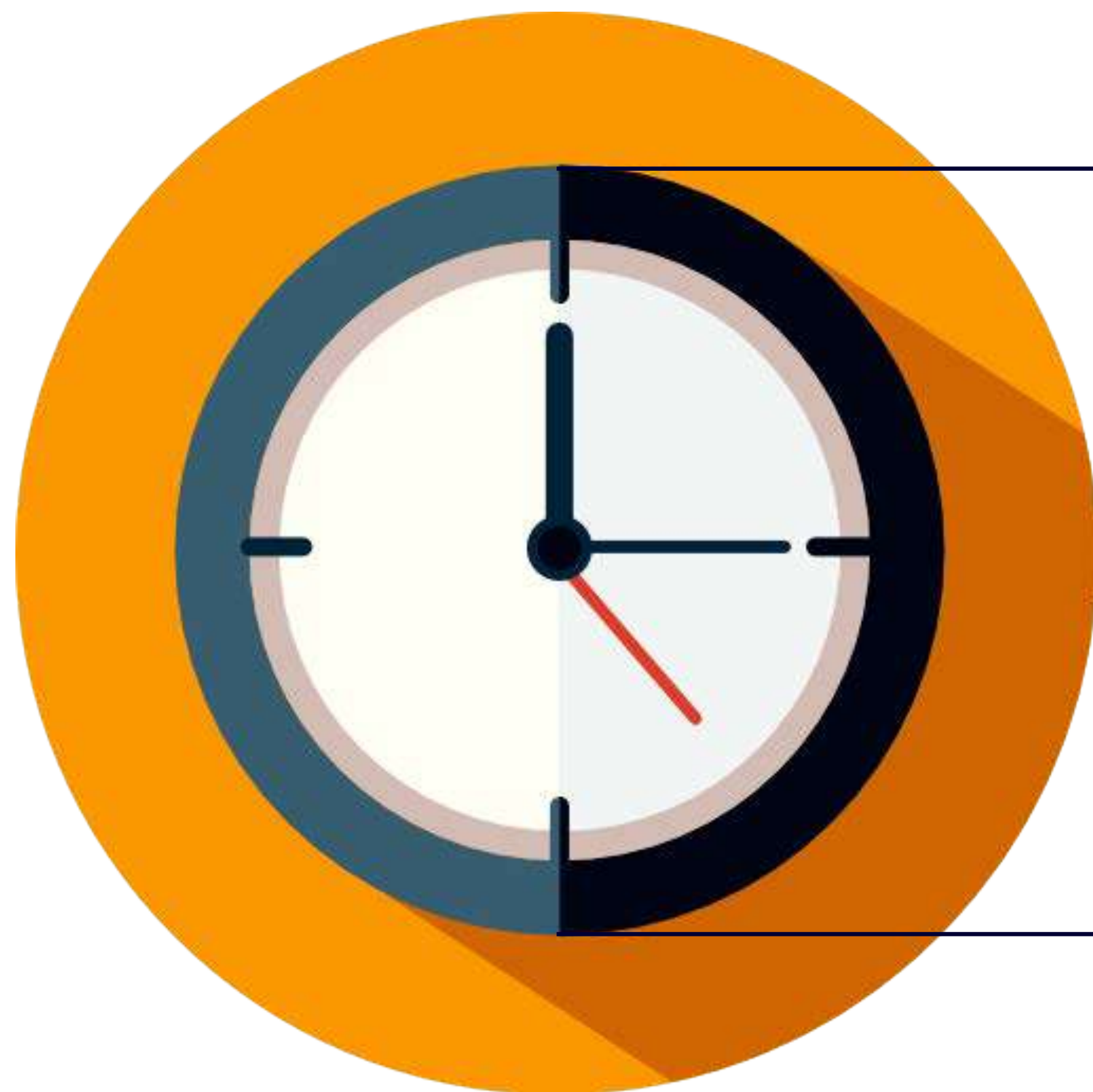


**DEMO & INTERESTS**





# TARGETING THE RIGHT TIME



LUNCH TIME: 11:00 – 13:30

**5 X**

MORE SALES  
WITH SAME  
MARKETING  
SPEND\*

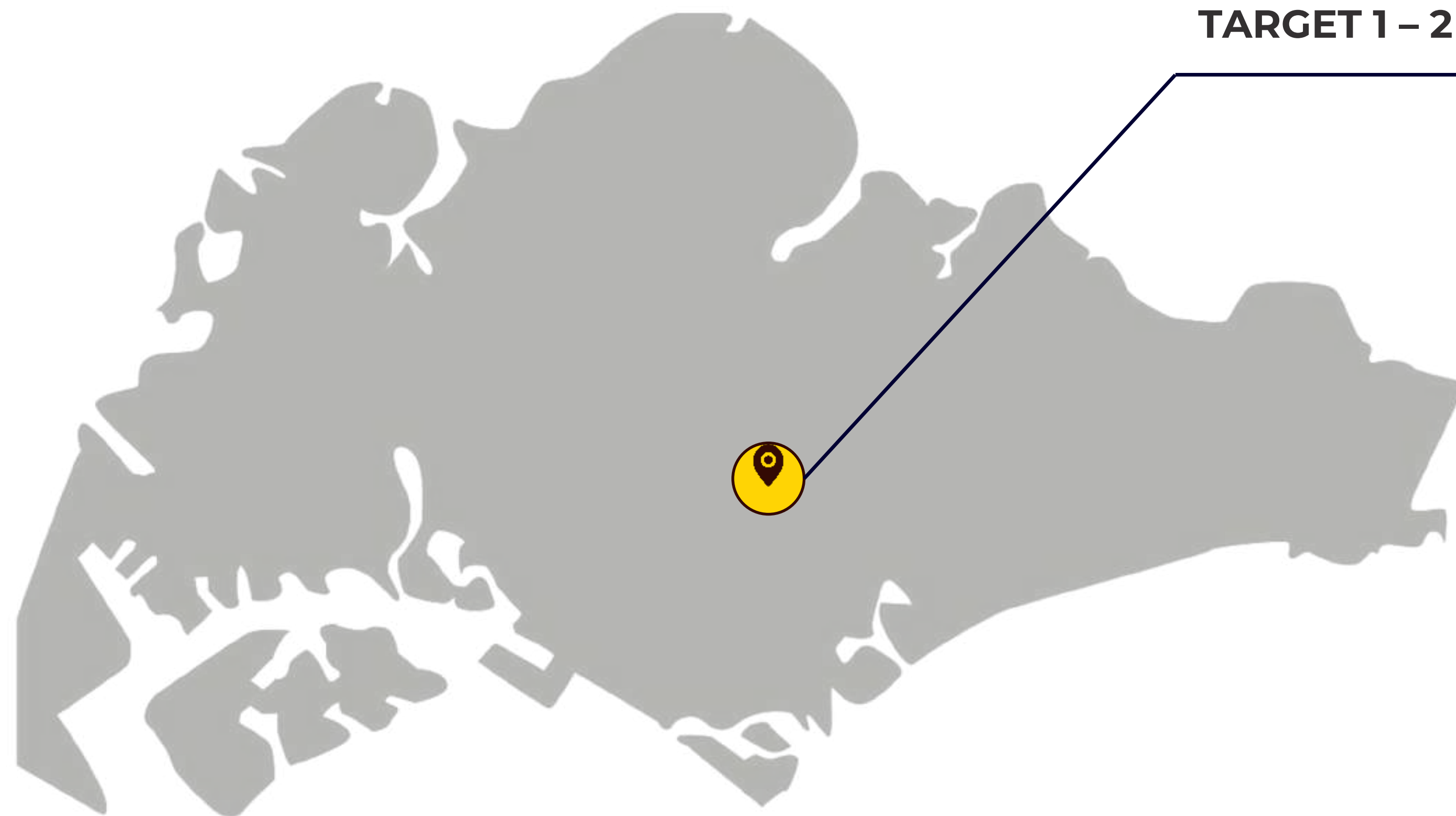
\*based on a controlled experiment in 2017

DINNER TIME: 17:00 – 19:30

# TARGETING THE RIGHT AREA



TARGET 1 – 2KM RADIUS AROUND YOUR OUTLET



**3 X**

MORE SALES\*

\*based on a controlled experiment in 2017

# TARGETING THE RIGHT PERSONA



**KPOP & KOREAN CULTURE FANS ARE MORE LIKELY TO EAT KOREAN FOOD REGULARLY AND ORDER MORE.**

**2 X**

MORE SALES\*

**CASE STUDY: KOREAN RESTAURANT IN CBD**

\*based on a controlled experiment in 2017



# HOW-TO GUIDE - FACEBOOK



Demo example: A Korean restaurant in Braddell targeting Korean enthusiasts aged 18 – 40.

## Time: Targeting time of day

1. Select lifetime budget (to enable scheduling)
2. Select relevant time slots to target

**Budget & schedule**

Budget: Lifetime budget \$350.00

Start date: 6/4/2020 09:00

End date: 3/5/2020 20:00

Ad scheduling: Run ads on a schedule

Use viewer's time zone

We'll schedule your ads based on the time zone of the person seeing it. For example, if you select 8 am to 5 pm, we'll only show your ads to people from 8 am to 5 pm in their local time.

	12 am	3 am	6 am	9 am	12 pm	3 pm	6 pm	9 pm
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								
Every Day								

Scheduled hours

**Audience definition**

Your audience selection is fairly broad.

Potential reach: 4,600,000 people

**Estimated daily results**

Reach: 2.5K-7.3K

Link clicks: 76-219

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

## Area: Targeting a 1-2KM around your outlet

1. Enter road name near your outlet
2. Narrow the radius down to 1-2KM

**Audience**

Define who you want to see your ads. [Learn more](#)

Create new audience Use saved audience

Custom Audiences Add a previously created Custom or Lookalike Audience

Exclude Create new

Locations People living in or recently in this location

Singapore

Braddell Rd, Singapore, Singapore, Singapore

+ 2 km

Include Type to add more locations Browse

Map showing location and radius.

Add locations in bulk

**Audience definition**

Your audience selection is fairly broad.

Potential reach: 390,000 people

**Estimated daily results**

Reach: 1.3K-3.9K

Link clicks: 29-84

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

## Persona: Targeting right audience

1. Enter the age range
2. Enter the relevant interests

Age: 18 - 45

Gender: All Men Women

Languages: Enter a language

Detailed targeting Include people who match

Interests > Additional interests

- BTS
- Exo (band)
- IU (singer)
- K-pop
- Korean drama
- Korean language
- Korean pop idol
- Korean Wave
- Twice (band)

Add demographics, interests or behavior Suggestions Browse

Exclude people or narrow audience

Detailed targeting expansion

Reach people beyond your detailed targeting selections when it's likely to improve performance.

Connections Add a connection type

Save This Audience

**Audience definition**

Your audience selection is fairly broad.

Potential reach: 160,000 people

**Estimated daily results**

Reach: 1.3K-3.8K

Link clicks: 25-73

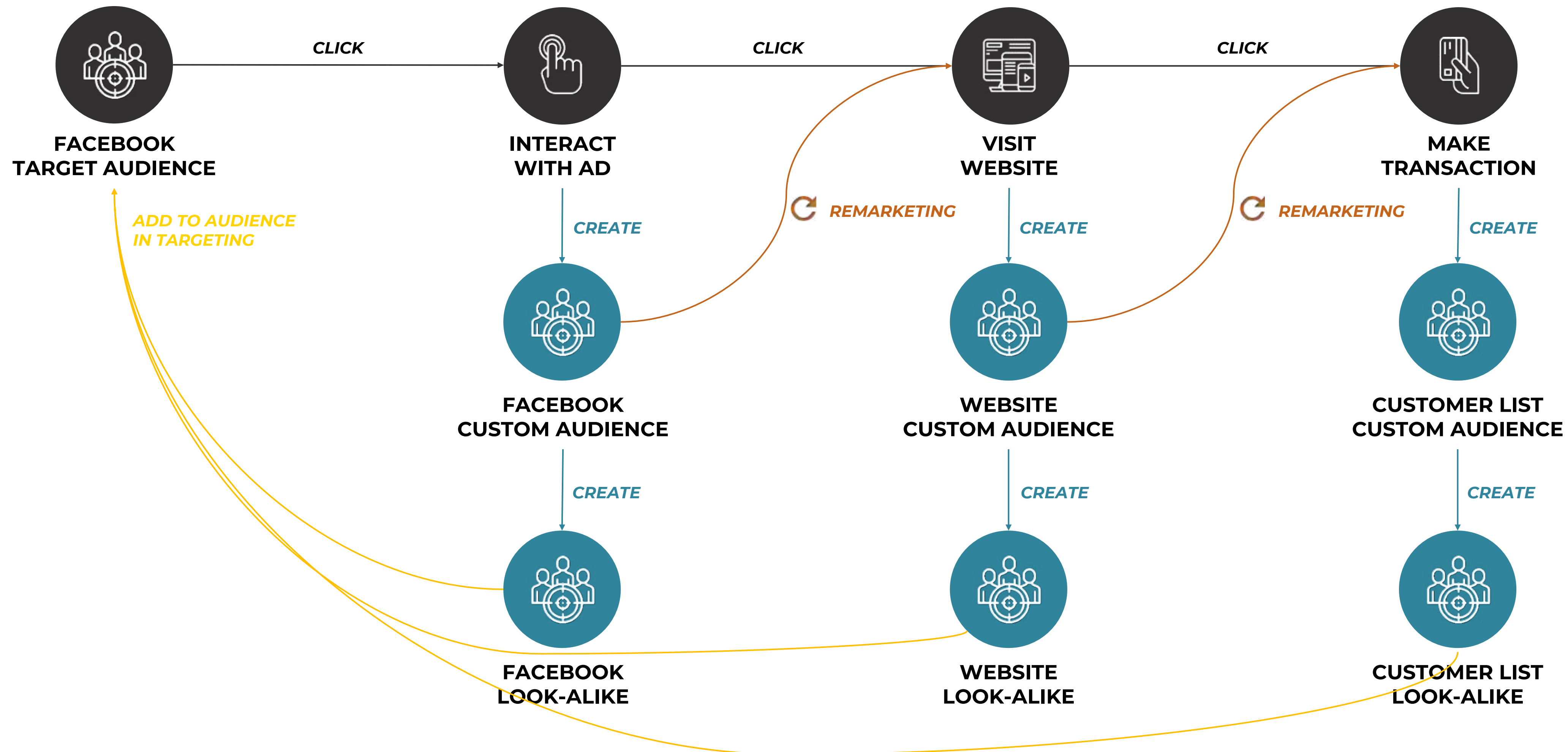
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Were these estimates helpful?



# LETTING FACEBOOK OPTIMISE FOR YOU

Creating custom audience for remarketing and look-alike to refine your targeting



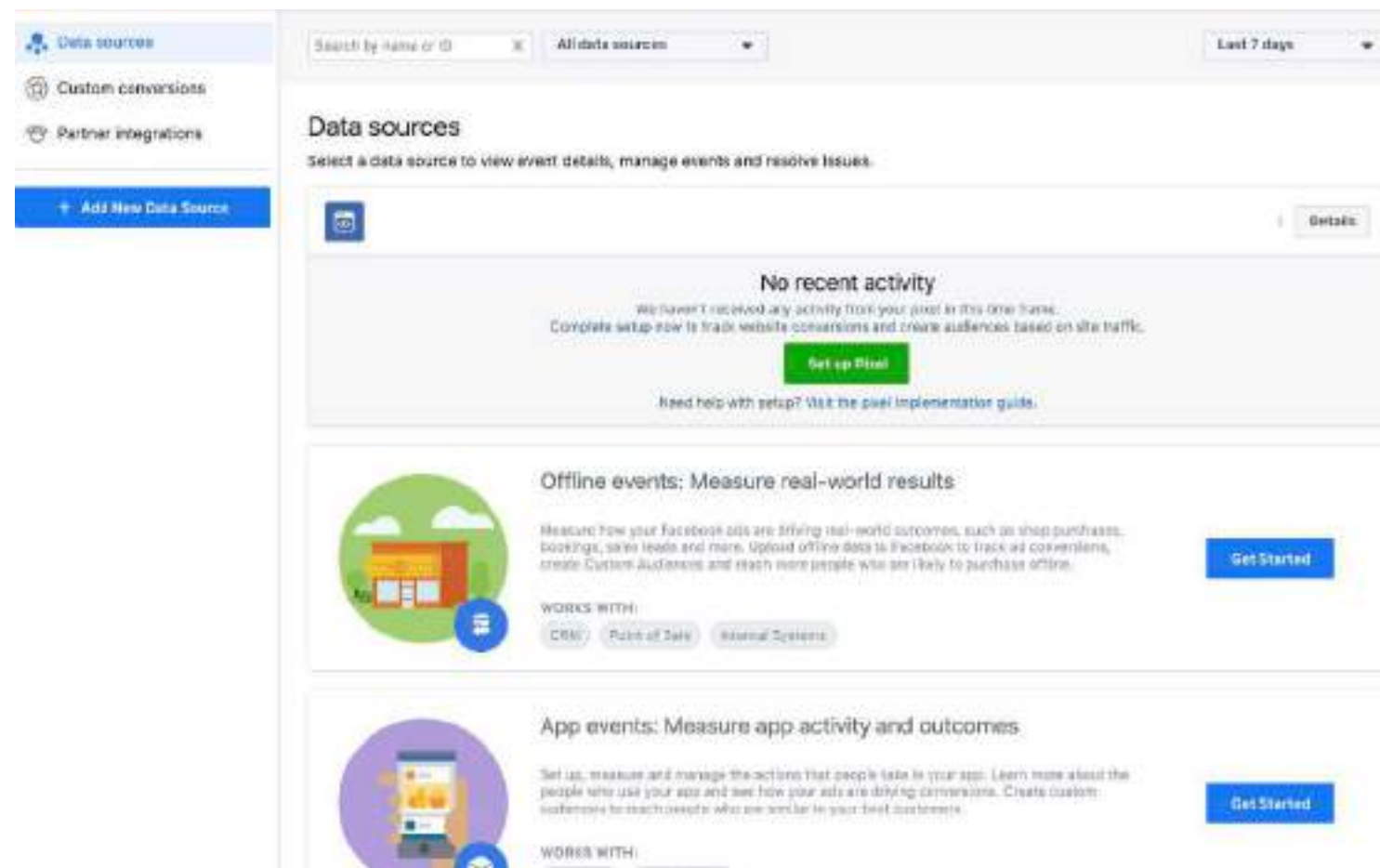
# HOW-TO GUIDE - FACEBOOK



## Demo: Custom audience & look-alike audiences

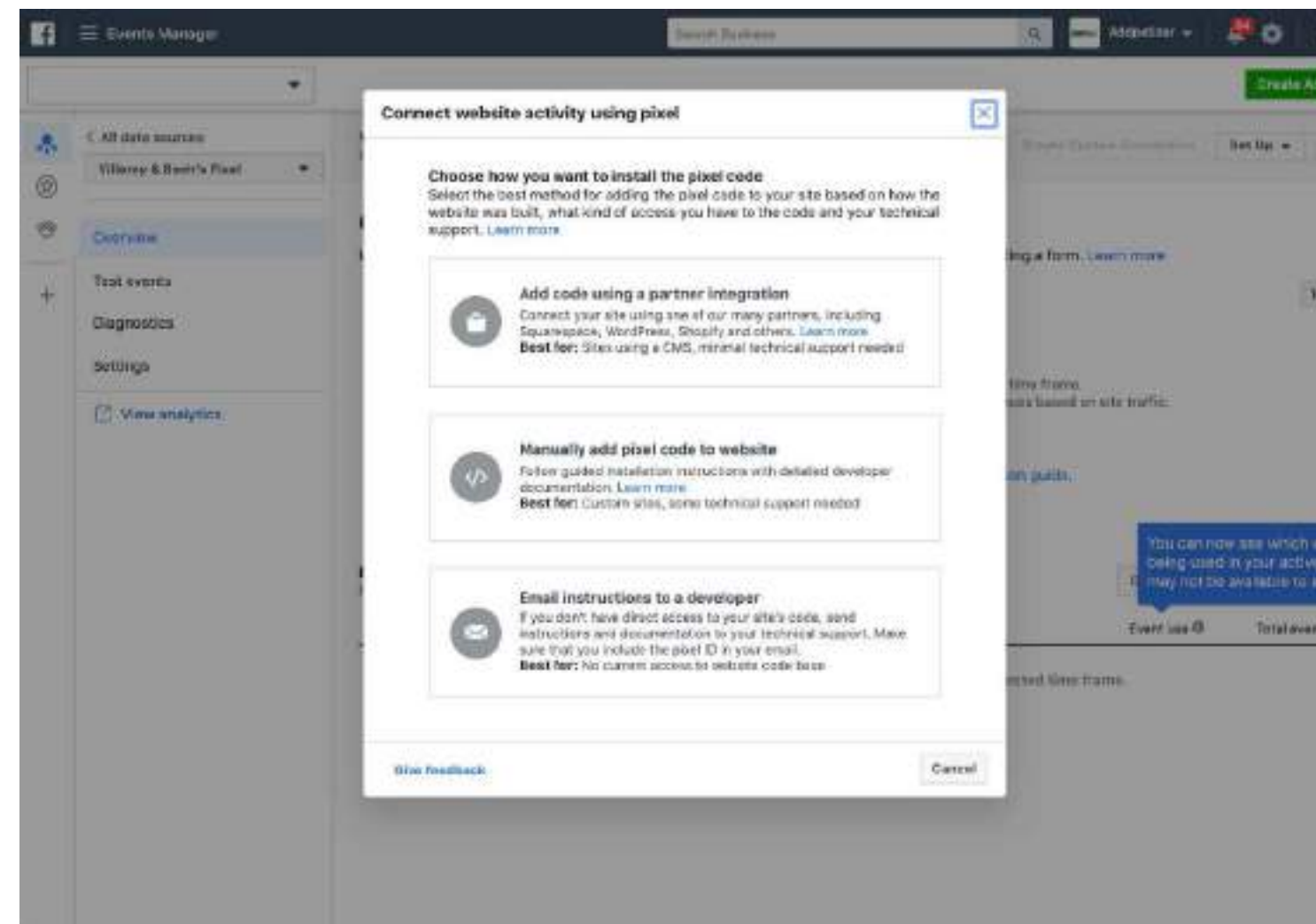
### Create Facebook pixel

1. Click on events manager → pixel
2. Create pixel



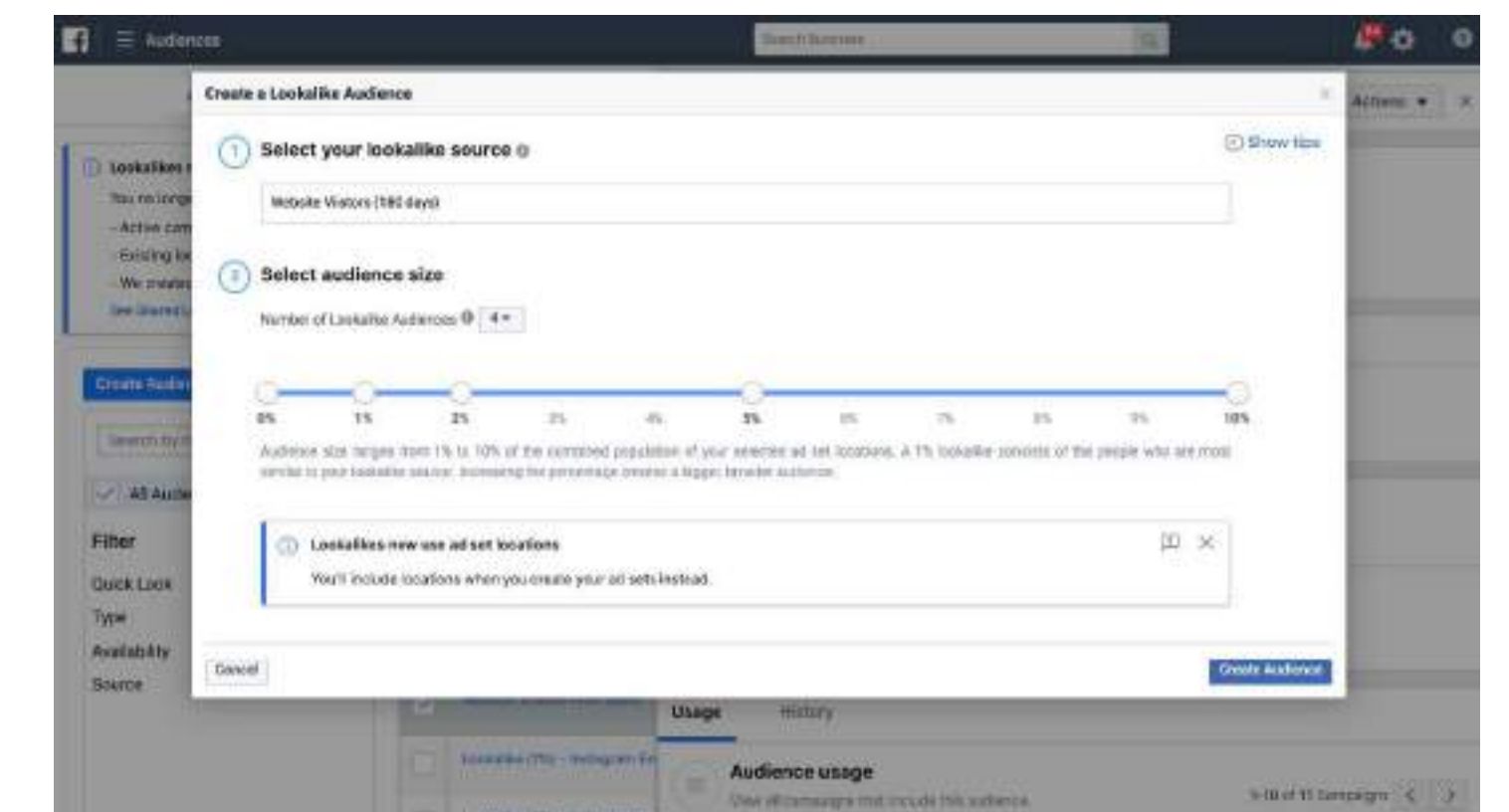
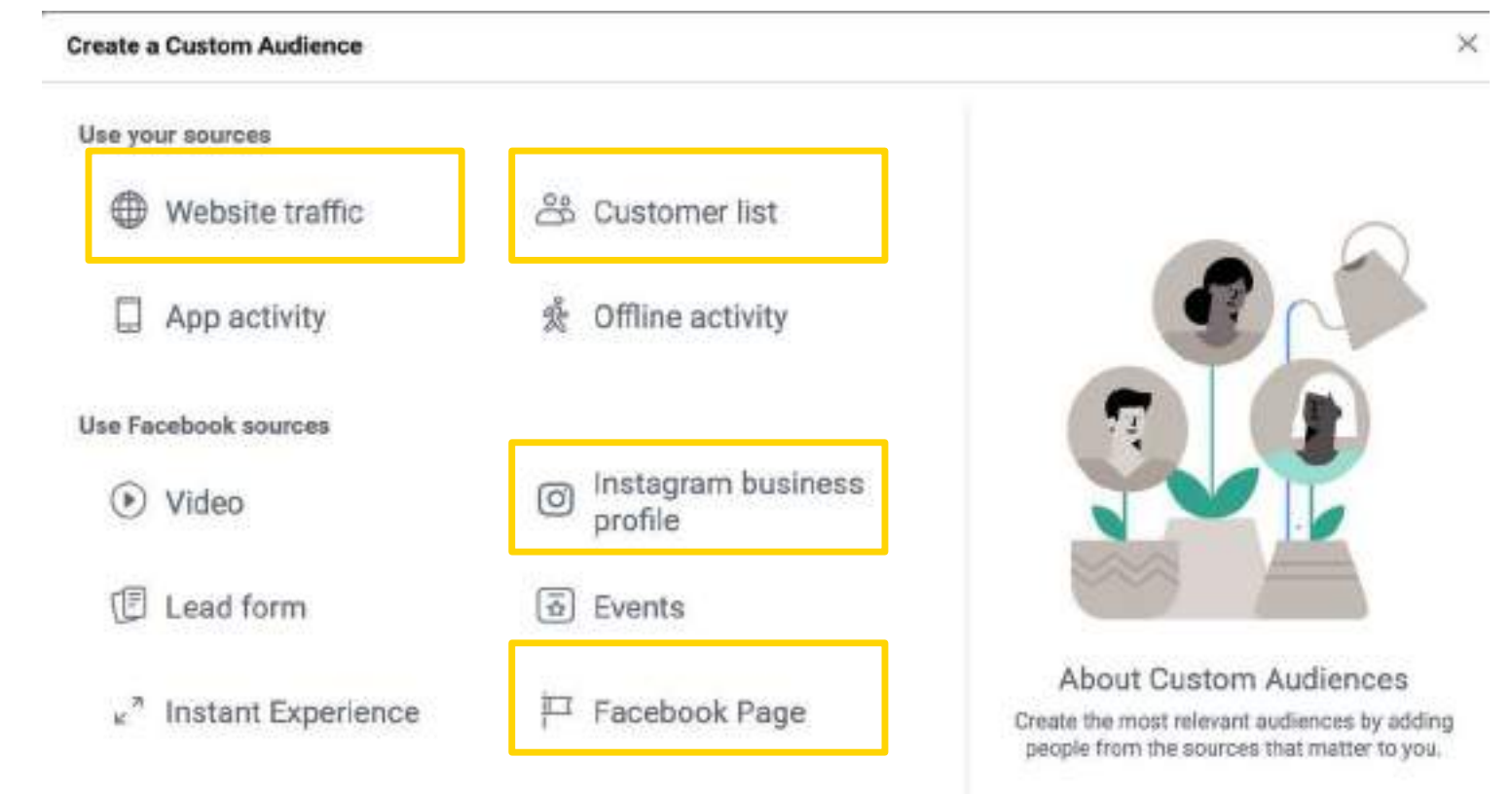
### Install Facebook pixel

1. Install pixel through manually pasting in codes or through partner integrations



### Create custom and lookalike audience

1. Create relevant custom audiences
2. Create lookalike audience from custom audience



# GOOGLE SEARCH ADVERTISING

# GOOGLE SEARCH ADVERTISING



Understanding match types – The power of broad match modifiers

MATCH TYPES	SPECIAL SYMBOL	EXAMPLE KEYWORD	MATCH LOGIC	SEARCHES THAT MAY SHOW	SEARCHES THAT MAY NOT SHOW
Broad Match	none	Korean Restaurant	Includes misspellings, synonyms, and relevant variations	Asian restaurant Korean food Top Asian food restaurants	Western food café (not similar enough)
Broad Match Modifiers	+keyword	+Korean +Restaurant	Contains the +keyword terms in any order	Best Restaurants for Korean food Korean seafood Restaurants Korean Restaurants near me Best Korean Restaurants in Singapore Best Korean Restaurants in Bedok	Asian restaurant (does not contain +Korean or +Restaurant) Korean food (does not contain any +Restaurant)
Phrase Match	"keyword"	"Korean Restaurant"	Same phrase, close variations of phrase	Korean Restaurants near me Best Korean Restaurants in Singapore Best Korean Restaurants in Bedok	Best Restaurants for Korean food (does not contain "Korean Restaurant" in that exact order) Korean seafood Restaurants (does not contain "Korean Restaurant" in that exact order)
Exact Match	[keyword]	[Korean Restaurant]	Exact term, close variations of terms	Korean Restaurant Korean Restaurants	Best Restaurants for Korean food (not an exact match for "Korean Restaurant")



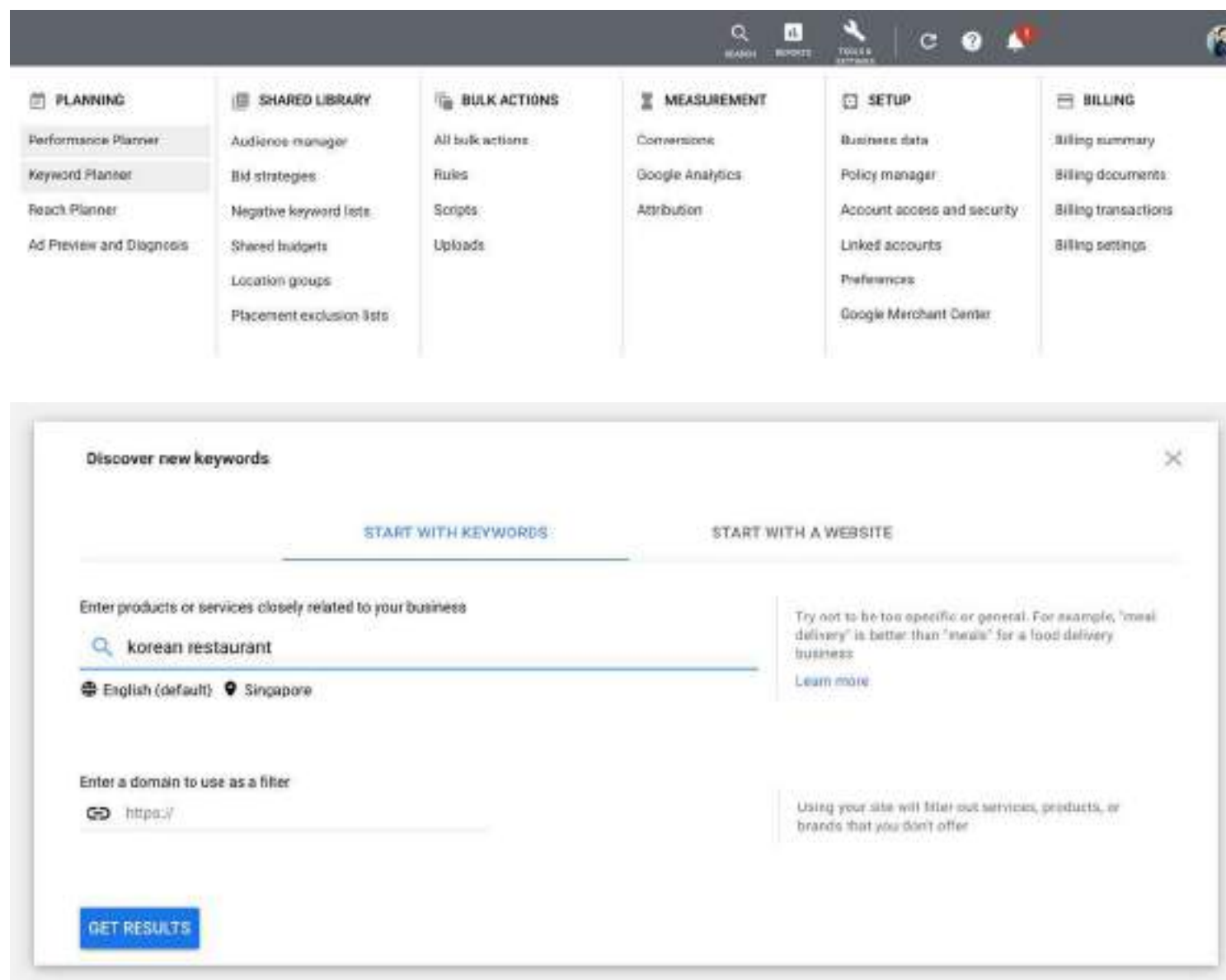
# GOOGLE SEARCH ADVERTISING



Keyword research – Identifying broad match modifiers

## Keyword Planner

1. Go to Keyword Planner under Tools & Settings
2. Key in the relevant terms for your business



## Keyword Research

1. Review top relevant search terms
2. Consider monthly searches & competition

<input type="checkbox"/> Keyword	↕ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> korean restaurant sameo	100 - 1K	Low	—	—	—
<input type="checkbox"/> korean restaurant near me	100 - 1K	Low	—	\$GD0.82	\$GD3.08
<input type="checkbox"/> halal food in korea	100 - 1K	Low	—	\$GD0.46	\$GD1.73
<input type="checkbox"/> halal korean restaurant	100 - 1K	Low	—	\$GD0.48	\$SD2.70
<input type="checkbox"/> best food in seoul	100 - 1K	Low	—	\$GD0.37	\$SD4.05
<input type="checkbox"/> new korean food	100 - 1K	Low	—	\$GD0.68	\$SD5.78
<input type="checkbox"/> bbq chicken korea	100 - 1K	Low	—	\$GD0.88	\$SD2.71
<input type="checkbox"/> restaurants in seoul	100 - 1K	Low	—	\$GD0.85	\$SD3.24
<input type="checkbox"/> seoul halal food	100 - 1K	Low	—	\$GD0.79	\$SD1.24
<input type="checkbox"/> korean food sameo	100 - 1K	Low	—	\$GD0.86	\$SD2.57
<input type="checkbox"/> korean barbecue restaurant	100 - 1K	Low	—	—	—
<input type="checkbox"/> korean bbq seoul	100 - 1K	Low	—	—	—
<input type="checkbox"/> best food in korea	100 - 1K	Low	—	\$GD0.26	\$GD3.07
<input type="checkbox"/> street food seoul	100 - 1K	Low	—	—	—
<input type="checkbox"/> must eat in seoul	100 - 1K	Low	—	\$GD0.01	\$SD4.05
<input type="checkbox"/> bbq korean restaurant	100 - 1K	Low	—	\$GD1.19	\$SD2.06

## Identify Broad Match Modifier Terms

1. Identify overlapping terms that will give great coverage

+Korean +Restaurant

# GOOGLE SEARCH ADVERTISING



Best-in-class search strategy - Maximise relevant reach, refine & double down on performing keywords

Campaign 1: **Broad Match Modifiers** to maximise all **relevant reach**.

Optimisation: Weekly **search terms review** to add **negative keywords**, increase bid on **performing keywords and audiences**.

Campaign 2: Add **exact match** from **search terms** to capture all **high intent search queries**

Campaign 3: **Remarketing** to capture all **warm audiences** and **keep brand top-of-mind**



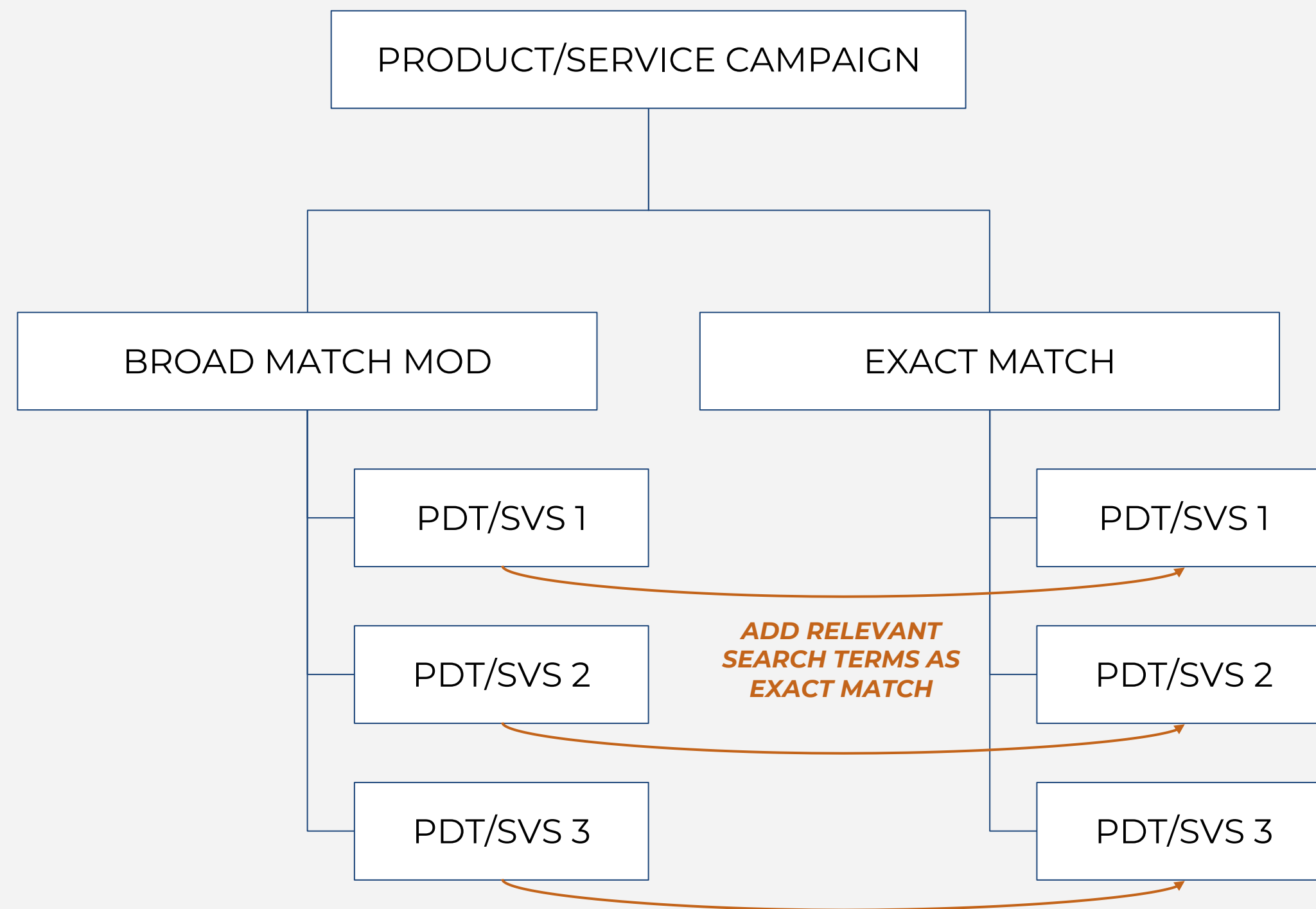
## PERFORMANCE OPTIMISATION

1. Audience-based optimisation: Monitoring and bidding up on in-market and affinity audiences that are clicking through.
1. Day-of-week and time-of-day targeting: Targeting best timing for consideration and conversion.
1. Location-based targeting or prioritisation: Targeting or bidding up on your business's catchment area.

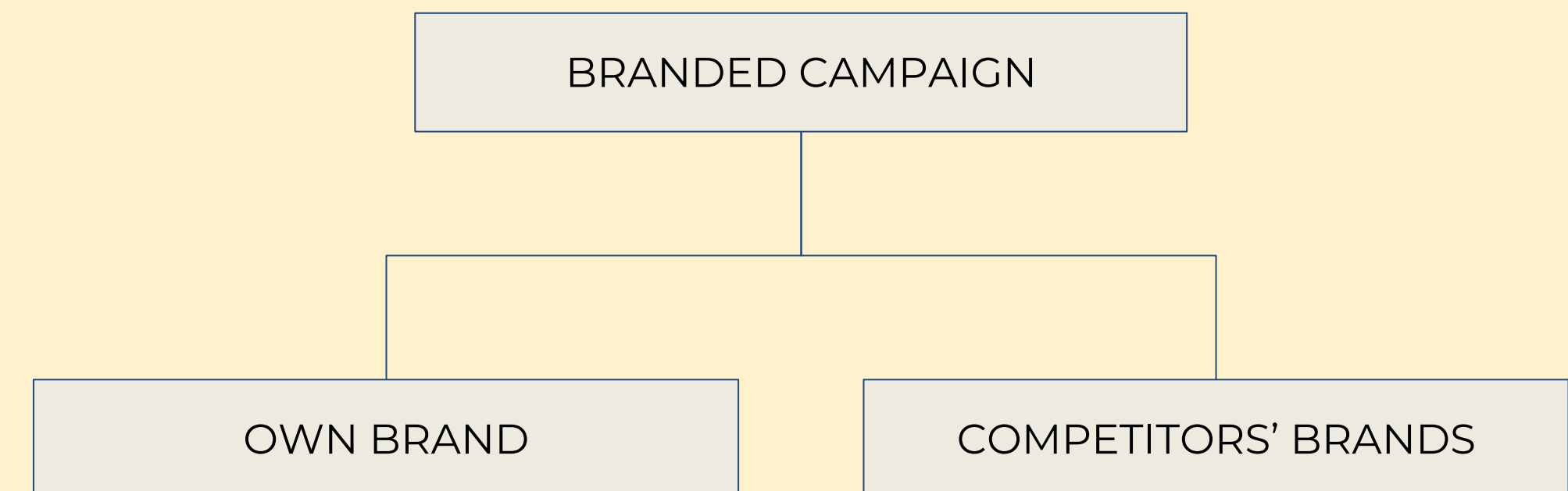
# GOOGLE SEARCH ADVERTISING



Best-in-class campaign structure - To ensure strong mindshare



*Ensuring people find you when they're searching for your offerings*



*Ensuring people find you when they're searching for you or your competitor's brands*

# GOOGLE SEARCH ADVERTISING

Optimisation: Review search terms to add negative keywords / exact matches

Overview

Recommendations

▸ Ads & extensions

▸ Landing pages

▾ Keywords

Search Keywords

Negative Keywords

Search terms

Auction insights

▸ Audiences

▸ Demographics

Settings

— Less

Devices

Change history

● Enabled

Status: Campaign paused

Type: Standard

Max. CPC: SGD10.00 (enhanced)

More details ▾

ADD FILTER

SEGMENTCOLUMNSDOWNLOADEXPAND

<input type="checkbox"/>	Search term	Match type	Added/Excluded	↓ Clicks	Impr.	CTR	Avg. CPC	Cost	Conversions	Cost / conv.	Conv. rate
Total: Search terms ?											
<input type="checkbox"/>	penetration testing		✓ Added / ✗ Excluded								
<input type="checkbox"/>	pentest		✓ Added / ✗ Excluded								
<input type="checkbox"/>	penetration testing steps		None								
<input type="checkbox"/>	pentester academy		None								
<input type="checkbox"/>	penetration testing singapore		✓ Added / ✗ Excluded								
<input type="checkbox"/>	penetration testing provider sg		None								
<input type="checkbox"/>	cybersecurity penetration testing		None								
<input type="checkbox"/>	penetration testing companies		None								
<input type="checkbox"/>	cone penetration test equipment		None								
<input type="checkbox"/>	cone penetration test singapore		None								



# GOOGLE SEARCH ADVERTISING



Optimisation: Targeting your vicinity around your outlet

Click on advanced search under locations

Google Ads | New campaign

1 Create your campaign 2 Confirmation

Campaign name: Tanjong Pagar Vicinity

Locations: Select locations to target

- ☐ All countries and territories
- ☒ Singapore
- ☐ Enter another location

Enter a location to target or exclude [Advanced search](#)

Location options

Languages: Select the languages your customers speak

English

Start typing or select a language

Based on your targeted locations, you may want to add these languages:

Chinese (simplified)

[ADD ALL](#)

Your targeting's reach

Impressions: **1.9B**

What's defining your reach

Your weekly estimates

Enter a bid and budget to see your estimated performance

Enter your radius and location

Google Ads | New campaign

Location Radius

Enter a place name, address or coordinates

1 km

Targeted locations (1)

1 km around Singapore 069891 radius

CANCEL SAVE

[ADD ALL](#)

# GOOGLE SEARCH ADVERTISING

Optimisation: Targeting the right time schedule

Google Ads

New campaign

GO TO

REPORTS

TOOLS

1 Create your campaign

2 Confirmation

Ad schedule

All days

▼

11:00

to

13:30

All days

▼

17:00

to

20:00

ADD

Based on account time zone: (GMT+08:00) Singapore Standard Time  
Saving this removes the settings you changed and adds new ones, resetting any performance data

To limit when your ads can run, set an ad schedule. Keep in mind that your ads will only run during these times.

^

Start and end dates

Start date

Nov 6, 2018

▼

End date

☒ None

☐ Select a date

▼

Your ads will continue to run unless you specify an end date.

^

Frequency capping

Limit how many times your ads show to the same user

?

☒ Let Google Ads optimize how often your ads show (recommended)

☐ Set a limit

Your targeting's reach

?

Impressions

<1K

What's defining your reach

?

▼

Your weekly estimates

?

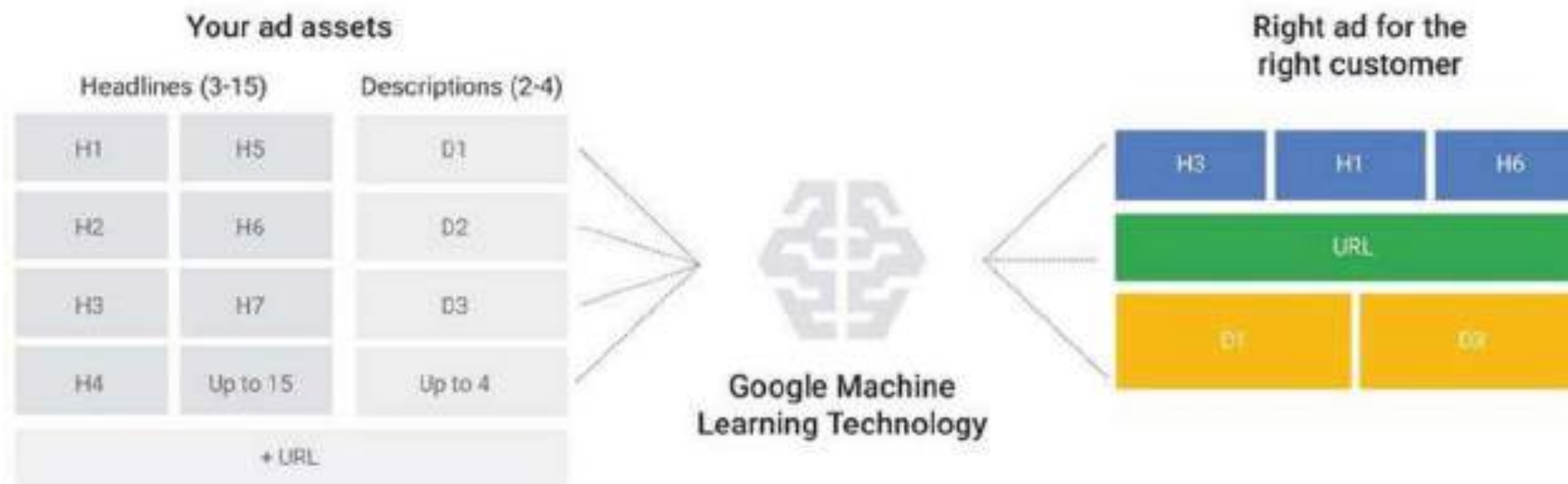
Your reach is very low. Please expand your targeting.

# GOOGLE SEARCH ADVERTISING

Best-in-class search ads & extensions – 2 ETAs & 1 RSA per ad group

1. Minimum of 2 extended text ads (ETA) per ad group
2. 1 responsive search ad per ad group using Google machine learning to find you the best search ad combination
3. Fully utilising all search ad extensions: Structured snippets, callouts, message, call, promotions and lead form

## Responsive Search Ads in Action



# GOOGLE DISPLAY ADVERTISING



# GOOGLE DISPLAY ADVERTISING



Display advertising is about reaching your most valuable customers across all devices and on all inventory types across all relevant websites they visit. Top 5 dimensions contribute over 95% of inventory.

Mobile (width x height in pixels)	Desktop (width x height in pixels)
1. <b>300 x 250</b>	1. <b>300 x 250</b>
2. <b>320 x 100</b>	2. <b>336 x 280</b>
3. 320 x 50	3. <b>728 x 90</b>
4. 250 x 250	4. 300 x 600
5. 200 x 200	5. 160 x 600
	6. 250 x 250
	7. 200 x 200

Useful links: [Display ad dimensions](#), [most common ad dimensions](#)

# GOOGLE DISPLAY ADVERTISING



Best-in-class search strategy - Maximise relevant reach, refine, double down on performing audiences

Campaign 1: **Affinity-based** to maximise all **relevant reach**.

Campaign 2: **In-market audience** to maximise all **reach to high intent qualified customers**.

Campaign 3: **Custom Affinity & Custom Intent Audience** to capture all **high intent audiences**

Campaign 4: **Remarketing** to capture all **warm audiences** and **keep brand top-of-mind**



## PERFORMANCE OPTIMISATION

1. Audience-based optimisation: Monitoring and bidding up on audiences that are clicking through.
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# GOOGLE DISPLAY ADVERTISING

## Targeting options



### In-market

Users whose search and browsing behavior indicates that they may be “in market” for a product or service



### Affinity

Users who habitually visit sites of the same topic. Affinity topics are like long-term interests



### Custom Affinity

Users who are more specifically defined through a combination of interests, urls, places, or apps



### Custom Intent

Users who are researching specific topics/solutions through the keywords they search and websites they visited.

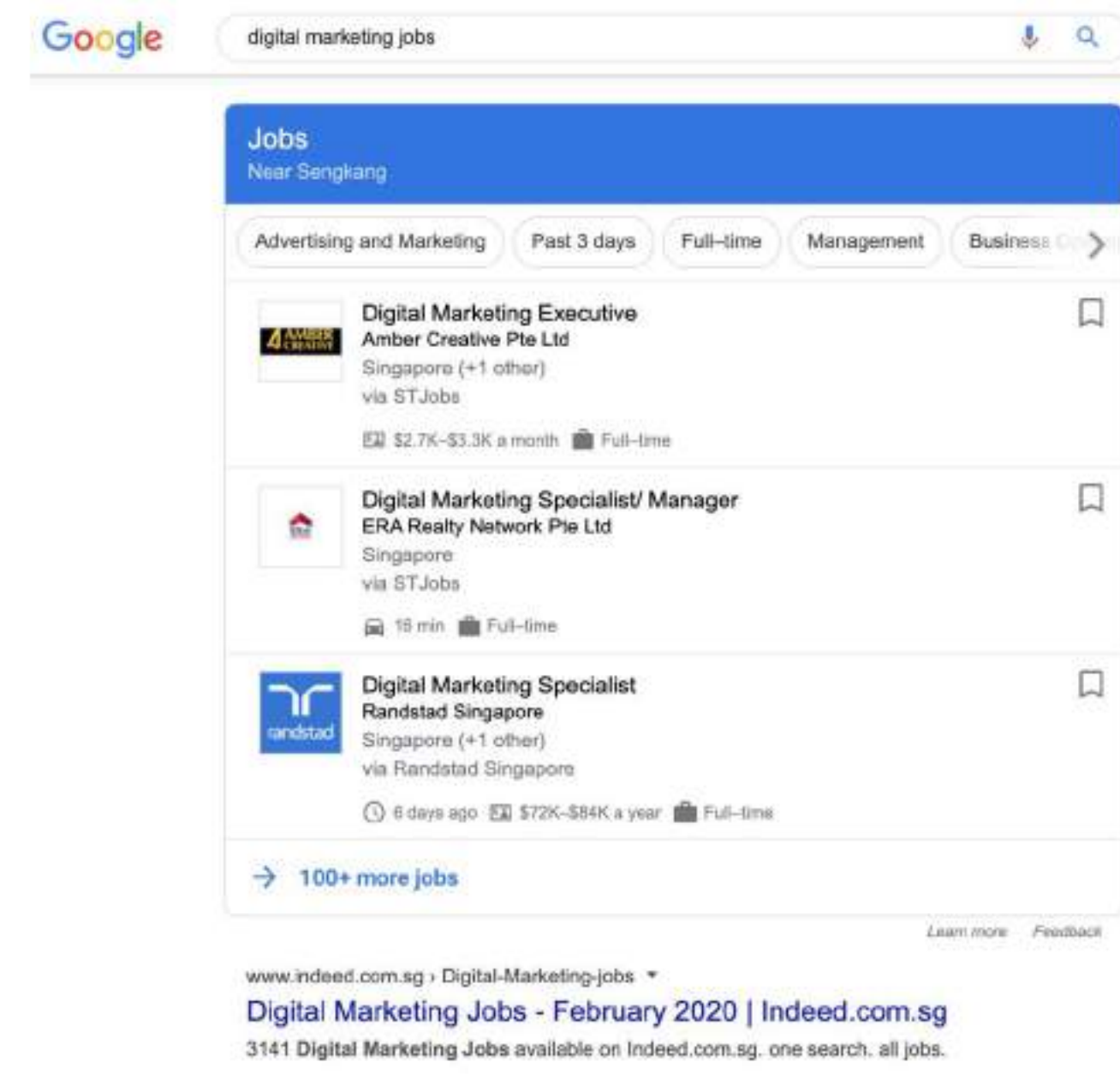
# GOOGLE DISPLAY ADVERTISING

Targeting options



## In-market

Users whose **search** and **browsing behavior** indicates that they may be “in market” for a product or service



In Market for “Sale & Marketing Jobs”



searched for “digital marketing jobs”



visited job websites



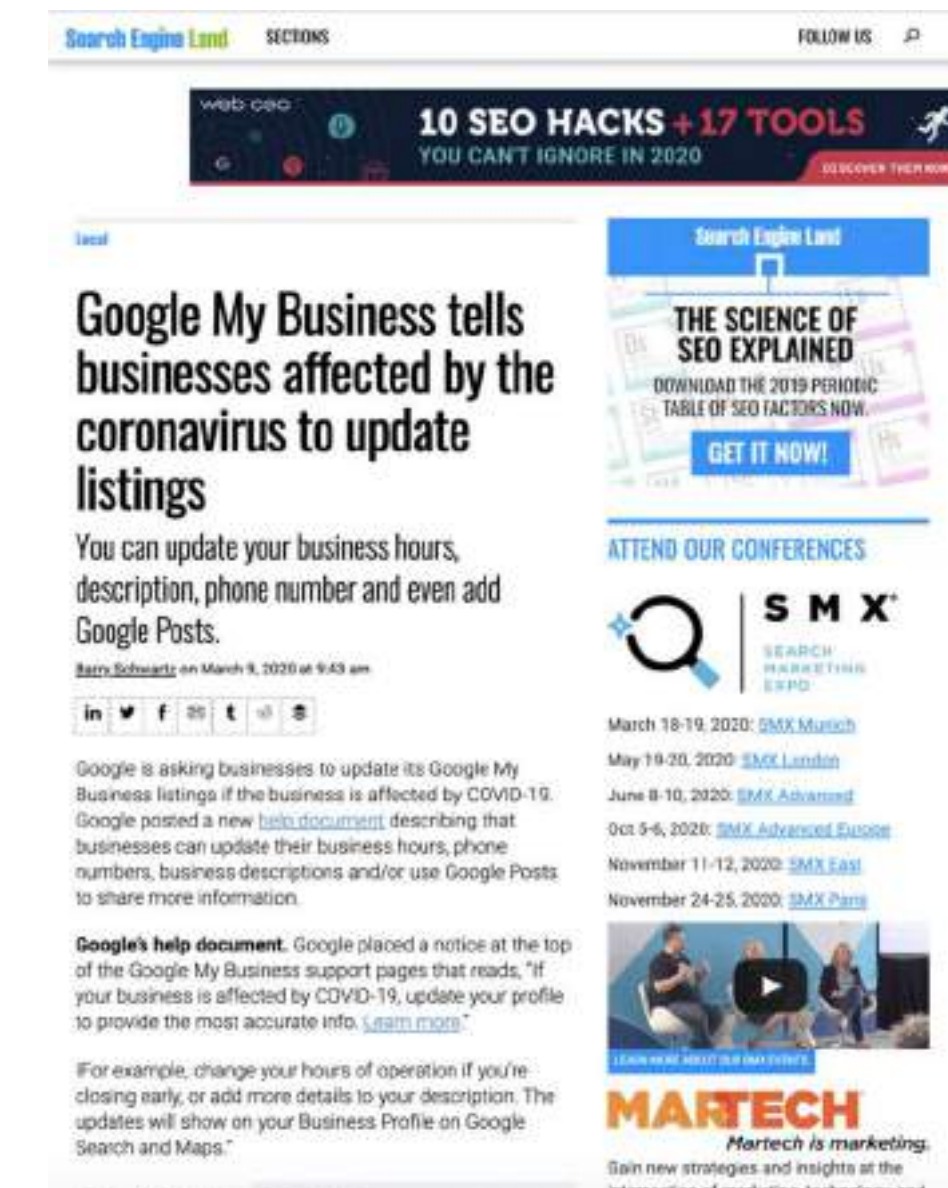
# GOOGLE DISPLAY ADVERTISING

## Targeting options



### Affinity

Users who habitually visit sites of the same topic.  
Affinity topics are like **long-term interests**



Affinity - Social Media Enthusiasts



visited websites with social media marketing topics



# GOOGLE DISPLAY ADVERTISING

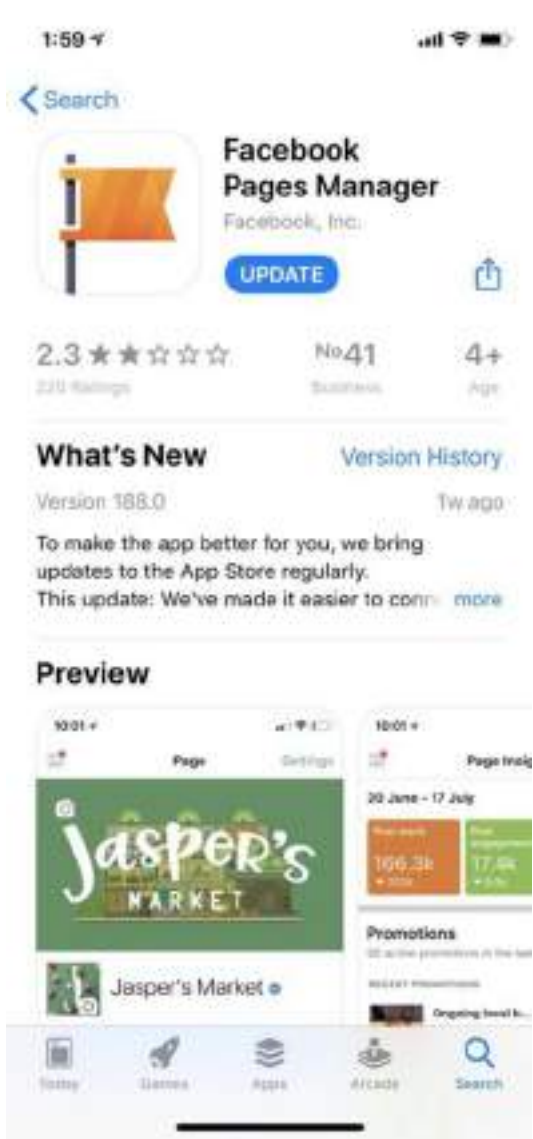
Targeting options



## Custom Affinity

Users who are more specifically defined through a combination of **interests, urls**, places, or **apps**.

- Programmatic
- Consumer Insights
- Marketing Strategy
- Digital Marketing
- Data Analytics
- Big Data
- Artificial Intelligence



Custom Affinity  
"Digital Marketing"



Interest:  
Digital Marketing



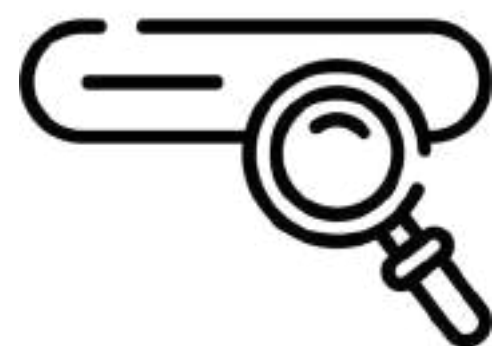
visited digital marketing websites



use digital marketing applications

# GOOGLE DISPLAY ADVERTISING

## Targeting options



### Custom Intent

Users who are **researching specific topics/solutions** through the keywords they search and websites they visited.

Marketing Strategy	Data Analytics	Programmatic
Consumer Insights	Big Data	Social Media Marketing
Leadership	Internet of Things	Search Marketing
Brand Development	Data Science	Digital Advertising
Marketing Campaigns	Data Analytics Tools	Digital Marketing



Custom Intent “Digital Marketing”



Searched for Digital Marketing keywords or websites



# GOOGLE DISPLAY ADVERTISING



Optimisation: Targeting your vicinity around your outlet

Click on advanced search under locations

Enter your radius and location

# GOOGLE DISPLAY ADVERTISING

Optimisation: Targeting the right time schedule

Google Ads

New campaign

GO TO

REPORTS

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1 Create your campaign

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Ad schedule

All days

▼

11:00

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?

☒ Let Google Ads optimize how often your ads show (recommended)

☐ Set a limit

Your targeting's reach

?

Impressions

<1K

What's defining your reach

?

▼

Your weekly estimates

?

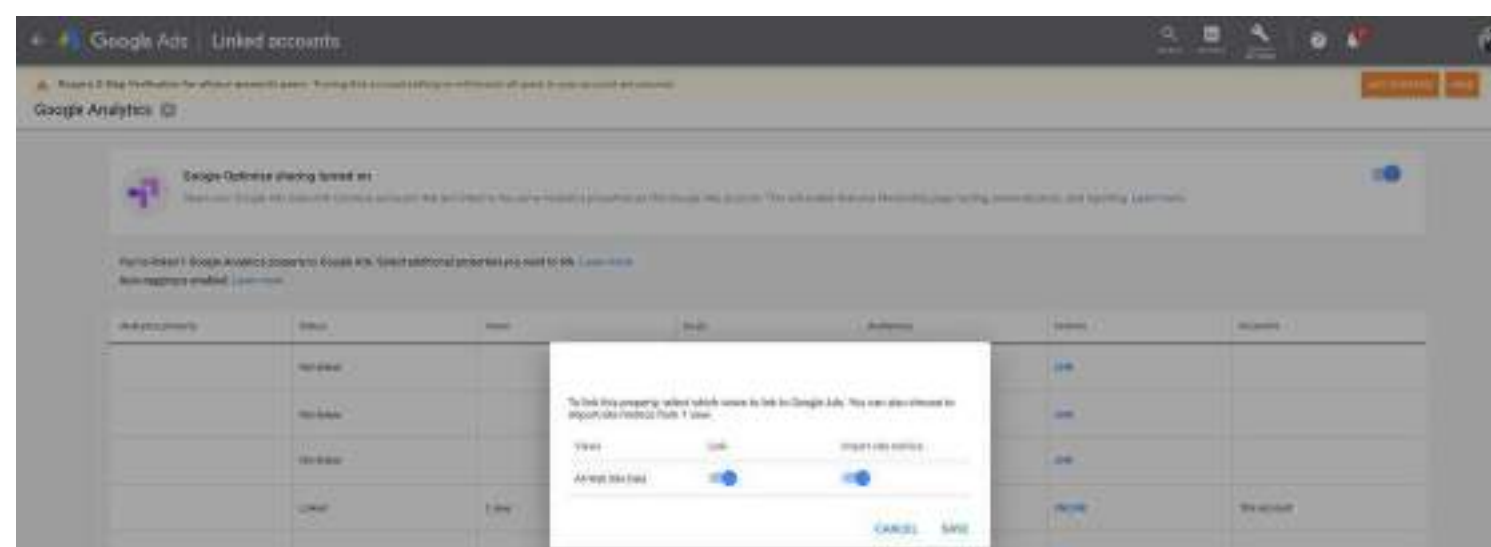
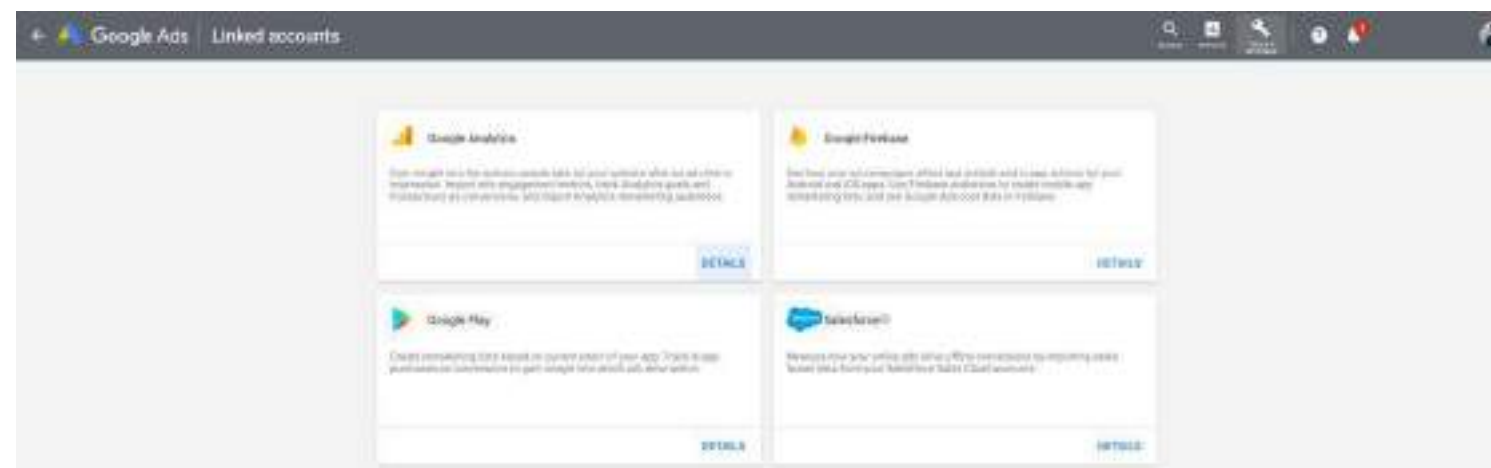
Your reach is very low. Please expand your targeting.

# GOOGLE DISPLAY ADVERTISING

## Remarketing audience

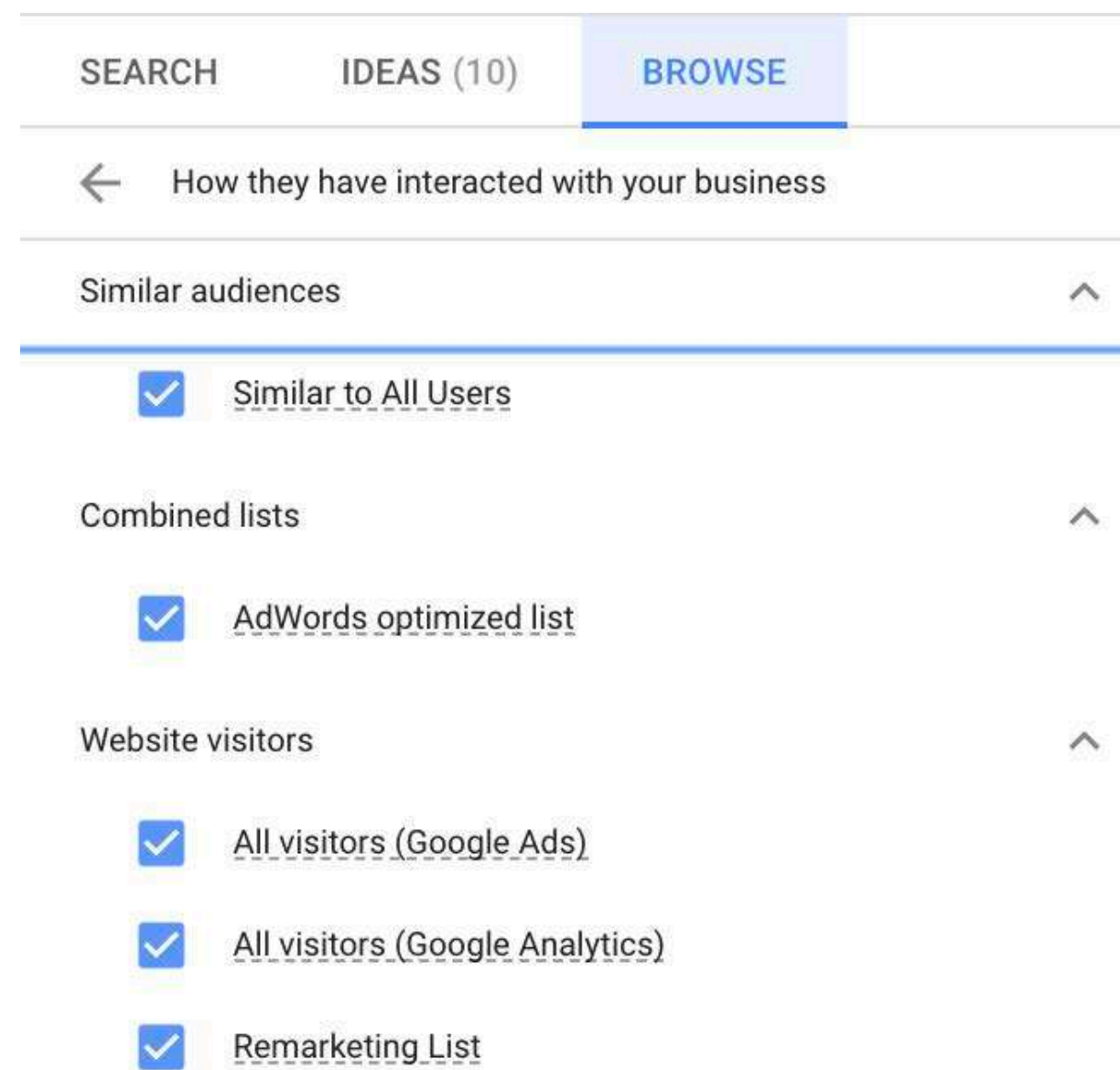
### Set-up tracking

1. Click on Google Analytics
2. Link relevant account



### Set-up

1. Let campaigns run until list becomes available
2. Select relevant remarketing audiences





# GOOGLE DISPLAY ADVERTISING



No design capability? Go with Responsive Display Ads. Executes faster, performs better

Faster to execute – no designing required ; maximise coverage across all dimensions - using Google's machine learning to drive conversions

- Logo across 1:1 and 1.91:1 ratios each
- Business name
- 5 images across 1:1 and 1.91:1 ratios each
- 5 headlines (max 30 chars)
- 1 long headline (max 90 chars)
- 5 descriptions (max 90 chars)





# F&B DIGITAL MARKETING GUIDE 2020

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