



Restaurant BRANDING

INTRODUCING

JOO

RESTAURANT BRANDING PLAN

WE BUILD SUITABLE SYSTEM BY
CHOOSING **RIGHT MODULES**

WE INITIATE **SEO**

WE START **PHASE 1 MARKETING**

WE START **PHASE 2 MARKETING**

WE BUILD A MATURE BUSINESS
WITH OUR **'SECRET SAUCE'**



WE BUILD SUITABLE SYSTEM BY CHOOSING RIGHT MODULES



JOO DINE-IN
JOO TAKE AWAY
JOO PAY (IN STOREPAYMENTS)
JOO TABLE BOOKING
JOO DINE INVOUCHERS
JOO MARKETING



CHOOSE THE RIGHTMODULES



CHOOSE THE RIGHTMODULES



We build suitable system by choosing right modules



I. JOO DINE-IN

Dine in Customers order from their mobile phone and pay using their finger print! Solves Staff Shortage Crisis with ease! Easy to implement and maintain. Can be used alongside traditional service! PCI compliant!

II. JOO TAKEAWAY

JOO Site and JOO app let your customers order takeaway and pickup from a website or an app. Benefits : Customer convenience, Accurate operation and reduced errors. Free up counter staff from Phone calls.



III. JOO PAY (IN STORE PAYMENTS)

Both online and In store payment! PCI compliant! Reduce waiting times and let the customer make the payment via their mobile or NFC!



We build suitable system by choosing right modules



IV. JOO TABLE BOOKING

Customer convenience, Customer reminders, Errorfree and Accurate operation. Let your customer book tables and get notified when its confirmed!

Easy to accept and Reject bookings!



V. JOO DINE IN VOUCHERS

Dine in Vouchers are available with JOO. Yourcustomers can purchase and use it or gift their friendsand family.



VI. JOO MARKETING

Multiple Marketing channels are available with JOOApplications.





We Initiate SEO



SEO ACTION PLAN

STAGE 1

1. Website Traffic Analysis
2. Competitors analysis and report preparation
3. Generate XML Sitemap
4. Basic Keyword Research and identification
5. Preparing a detailed SEO Strategy
6. Site change implementation

STAGE 2 ON-PAGE OPTIMIZATION

1. Title & Meta Tag Optimization
2. Optimizing Site Directory and structure
3. Site Navigation Optimization
4. Anchor Tag Optimization
5. Content Optimization
6. Image Optimization
7. Broken line check
8. URL restructuring
9. Keyword optimization
10. Header tag optimization
11. Html tag improvements
12. Alt tag optimization
13. Google tools(analytics, optimizer and Search Console)
14. Google rich snippets
15. Robot.txt optimization



STAGE 3 ON-PAGE OPTIMIZATION

1. Quality Link Building
2. Directory Submission
3. Product Directory Submission
4. Social Bookmarking
5. Local business listing
6. Search engine submission



We start Phase 1 Marketing

FIRST PHASE

1. Video Shooting
2. Email Marketing
3. SMS Marketing
4. Live Support
5. Google Business Profile Manager Optimisation
6. Google Ads setup and Management
7. Facebook Ads setup and Management
8. Instagram Ads setup and Management



GOOGLE BUSINESS PROFILE MANAGER

1. Name Correction(Branding)
2. Adding desired web address
3. Adding correct description using SEO techniques
4. Adding logo, cover page
5. Adding pictures - Food pics,Special dishes,
6. Paid advertisement



FACEBOOK

1. Facebook page creation
2. Facebook page optimization
3. Paid advertisement



INSTAGRAM

1. Insta page creation
2. Insta page optimization
3. Paid advertisement

SEARCH ENGINE OPTIMIZATION

1. In Google Business Profile Manager
2. In Facebook
3. On the website.

We start Phase 2 Marketing



SECOND PHASE

WEEKLY PROMOTION



GOOGLE BUSINESS PROFILE MANAGER

1. Offer posts
2. Video posts
3. Booking posts
4. Voucher posts
5. We study data and optimize Weekly



FACEBOOK

1. Offer posts
2. Video posts
3. Booking posts
4. Voucher posts
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INSTAGRAM

1. Offer posts
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**We build a Mature
business with our
'Secret Sauce'**



**We will apply our 72 Principles of
Restaurant Branding**





Our Partner



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