

How to write a weekly menu email

Email takes the cake as the most effective marketing tool.

DID YOU KNOW:

Email marketing produces 174% more conversions than social media?

Campaign Monitor

That's because customers build the most valuable connections with the brands in their inboxes. Use your weekly menu email as an opportunity to capitalise on this and encourage both new and repeat orders. Sitting down to write your weekly menu email doesn't need to be a chore. Tap into your own passion for what you do to get customers excited about what's cooking this week. Make it easy for yourself (and customers) by breaking up the email into easy-to-read sections, keep it simple and bring your personality into words.

Writer's block?

Here are 5 topics you could include:

1. The most exciting - what's on the menu! Get your customers' mouths watering by highlighting 'special or hero dish' in your menu, the theme behind your menu, or what's in season.
2. Strengthen your connection with customers by sharing what's been going on behind the scenes. What have you been up to in the kitchen? Perhaps your suppliers have delivered some exciting new produce that has inspire your menu this week?
3. Word of mouth is powerful, so share great customer feedback. Others will want in!
4. Think of unique ways to represent your brand. You could share a quote each week, an interesting fact on food, or a joke to add some zest.
5. Consider 'special moments' that are coming up (for example, cultural moments, or food days). Encourage customers to plan ahead for holidays and events and offer your meals as an easy solution.



REMEMBER:

- Great content offers value and engages customers (deliver inspiration, don't just sell)
- Keep your subject lines consistent so your readers know what to expect.
- Keep the length short and sweet.
- Including a promotional code is a great way to boost sales.
- Include clear 'calls to actions', for example, prompt customers to order simply by adding a 'click here' link.

