

# WAYS TO ENCOURAGE YOUR CUSTOMERS TO ORDER ONLINE



## Reward customers for ordering online

"Place orders online in [month] and go in the draw to win..."

- A gift voucher
- Free produce box of customer's choice
- etc.

### How to execute:

- Decide on the dates you want to run this promotion for
- Communicate the promotion to your customers

#### a) Add the copy to the bottom of your invoice:

*Place orders online and win! Place your orders online in [month] and go in the draw to win **[prize]**. The more orders placed online, the more chances to win! Login to order at <app.fresho.com/supplierurl>*

#### b) Text template:

*Place orders online and win! Place your orders online in [month] and go in the draw to win **[prize]**. The more orders placed online, the more chances to win! Login to order at <app.fresho.com/supplierurl>*

#### c) Email template:

[Subject] *Win **[prize]***

[Body] *To celebrate the launch of our new online ordering system, Fresho, we are giving away **[prize]** to a lucky customer!*

*Simply place your orders online during [month] to go in the draw. The more orders placed online, the more chances you have to win!*

*Head to [app.fresho.com/login](https://app.fresho.com/login) to start ordering! If you have any trouble logging in, please don't hesitate to reach out.*

*Kind regards*

*The team at [supplier]*

- Randomly pick a winner from your orders dashboard\*
- Send them their prize!

\*Check the "placed by" section to see if the customer placed the order

## Incentivise customers to order online

**"Place orders online to save! From [date] we will be charging a x administration fee per invoice for orders not placed online."**

### How to execute:

- Add a product to Fresho called "Admin fee".
- Communicate to your customers

#### **a) Add the copy to the bottom of your invoice:**

*Place orders online and save! From [date] we'll be charging a x administration fee per invoice for orders placed outside of Fresho.*

*Please let us know if you have any trouble logging in and we'll be happy to help. We appreciate your ongoing support.*

#### **b) Text template:**

*Place orders online and save! From [date] we'll be charging a x administration fee per invoice for orders placed outside of Fresho.*

*Please let us know if you have any trouble logging in and we'll be happy to help. We appreciate your ongoing support.*

#### **c) Email template:**

[Subject] *Offline order administration fee - place orders online to save*

[Body] *We have recently launched a new online ordering system with Fresho for all of our customers at [supplier name]. We are always looking for ways to increase efficiency so we can continue to deliver you high quality products at competitive prices.*

*We will soon be introducing an administration fee for all orders placed offline, to counteract the time it takes for our team to manually process them.*

*From [date] a x fee will be charged per invoice for any orders that are not placed online.*

*Most of you are already using the system and we thank you for your cooperation. For those who are not, it would be great if you could start placing orders online moving forward.*

*Here's how Fresho works:*

- Order online quickly and easily from any device*
- Have access to our full range of products*
- See our live product availability, prices, and special promotions*
- View all of your order & invoice history in one place*
- Add multiple users if more than one person is ordering*
- Automate your payments (one less thing to worry about!)*

*Please let us know if you have any trouble logging in and we'll be happy to help. We appreciate your ongoing support.*

*Regards*

*The team at [Supplier]*

- Add the **Admin fee** product as a line item to orders that have been placed offline.
- Watch your % of online orders grow!

## **Any questions?**

Contact your Fresho expert and they'll be happy to help. Alternatively, you can email [support@fresho.com](mailto:support@fresho.com).

**FRESHO**  
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