

# GRUBHUB

Promoting Dining  
Services with  
Grubhub



# OVERVIEW

- Semester Marketing Budget
- Registration Tools
- Onboarding Signage
- Email Blasting
- Pop-up Shops
- Loyalty Program
- Tabling
- Contests and Giveaways
- Discount Codes
- Promoting on Campus
- Marketing Resources at your Disposal

# Did you know...

You have a dedicated budget each semester (starting at **\$750\***) to use towards marketing initiatives on campus!

\*We have the ability to go over this budget on a case-by-case basis.

- These funds should be used for initiatives on campus that encourage students to:
  - **Register their campus card to the Grubhub app**
  - **Place orders on Grubhub**
- Your CSM will work directly with your marketing department to customize campaigns that will effectively target your student population.
- **Use it or lose it.** All unused marketing funds will expire at the end of each semester and do not roll over to the following semester.

# Registration Tools

## Campus Specific QR Code

- Once scanned, the QR code will direct students to:
  - 1) Download the Grubhub app
  - 2) Affiliate with campus
- Campus specific QR codes should be used in conjunction with marketing materials such as posters, stickers, handouts, etc.

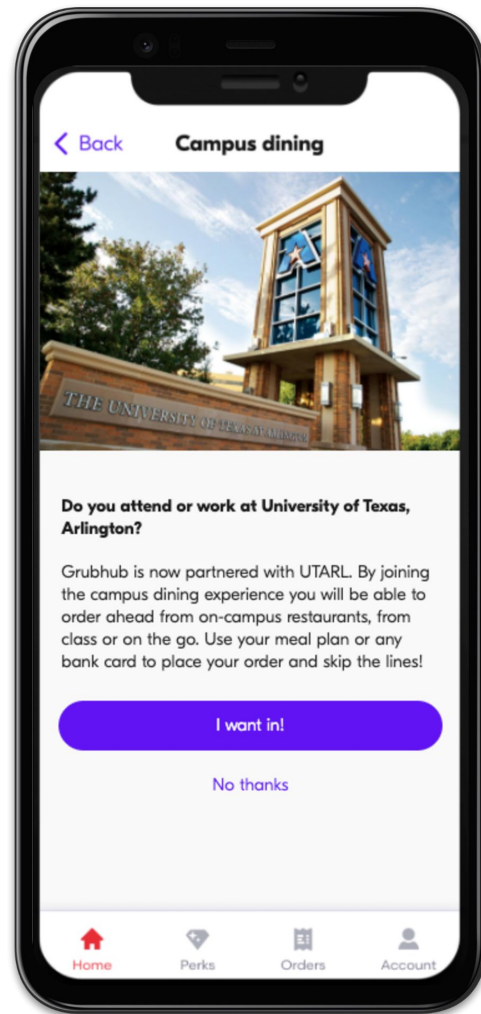
## Campus Specific Deep Link

- Serves the same purpose as the QR code, but in a link format.

## Geolocation Onboarding

- We have created a “virtual boundary” around your campus to help influence users to affiliate with your campus.
- If someone opens the GH app within this virtual boundary, the app will prompt them to affiliate to your campus.

**Once students download the app, Grubhub will begin to market to them directly through our own channels.**



# Onboarding Signage

Displaying signage in front of each shop and high traffic areas around campus will help boost student registrations. Below is a list of operational signage your CSM can order for you:

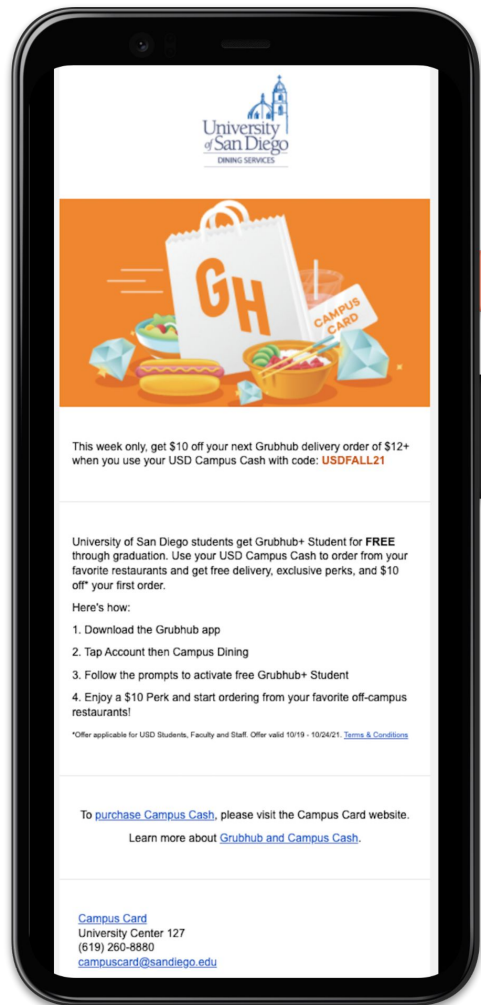
- 22 x 28" Posters
- 22 x 28" "Order Here" Posters for Kiosks
- 8.5 x 11" "Order Here" Hanging Signage for Kiosks
- 8.5 x 11" "Pick-Up Here" Standing Signage
- 18 x 11" "Pick-Up Here" Hanging Signage
- 31.5 x 78.75" Roll Up Banners
- 4 x 6" Table Tents
- 6.5 x 4.25" Napkin Dispenser Inserts
- 1.5 x 1.5" Tamper Proof Sticker (Rolls of 500)
- 5.5 x 5.5" Window Stickers
- 24 x 18 Yard Signs
- 18 x 24 "Mobile Only Ordering" Posters
- 3.5 x 8.5 Door Hangers



# Email Blasting

- Highlighting Grubhub as an integral part of dining services incentivizes students to download the app.
- Emails that come directly from the university have a much higher open rate.
- Including a promo code within the email further incentivizes students to download the app.
- Remember to include a deep link within the email, which directs students to download the app.

**We have seen that this is the single most effective marketing initiative to get students downloading the app.**



# Tabling


- **Prize Wheel:** spin the prize wheel to win GH swag, prizes and GH discount codes. In order to spin the wheel, validate that students have downloaded the app and have affiliated with your campus.
- **Existing Campus Events:** tabling at existing campus events such as new student orientation, fairs, fundraisers, volunteer days, etc. are great opportunities to showcase GH on campus.
- **Swag:** we are happy to provide GH swag for your upcoming events! Order through your CSM.





# Contests and Giveaways

- Creating a contest or giveaway is a great way to leverage existing audiences on social media platforms.
- Campus dining credits can be used at any GH venue on campus and can be created in any amount.
- Larger ticket items (such as AirPods) can create hype around a promotion and also allow you to grow your social media audience.



**unddining** Thankful Thursdays!\*

ONE lucky winner will receive a \$50 GrubHub Credit on their account! 🎉

To enter -->

- Affiliate with GrubHub for UND Dining – [UND.edu/dining/grubhub](https://UND.edu/dining/grubhub)
- Follow our page & like this post
- Tag 1 friend - tag 1 additional friend for one extra entry

✨ Entries end on Sunday 12/12 at 1:00 pm

✨ Winners will be announced on Mondays so be sure to check your inbox to find out if you are the lucky winner each week until Winter break!

Missed the deadline? Don't worry! We will be announcing weekly giveaways through the end of the semester! ❤️





# Example: Recurring Giveaway

## WIN IT WEDNESDAY

Win It Wednesday is our social media campaign that coordinates with a dining event, student organization, brand partnership, food holiday, or other on campus events. This encourages engagement and brand recognition around campus.

### GRUBHUB DOLLARS

Students love the convenience of mobile ordering and getting their meal on the go. They also like the freedom of being able to eat at a variety of different locations. Grubhub dollars are a perfect prize for indecisive Gen-z'ers. We would love to do both of the following 1 time each:

- 5 STUDENTS WIN \$20 EACH | Total \$100 - Valentines Day for the love of food (February)
- 2 STUDENTS WIN \$50 EACH | Total \$100 - Welcome back from Spring Break (March)



# Discount codes

Can be used in conjunction with campus marketing channels to boost engagement.

- Incentivizes existing users on campus to place orders.
- Encourages new users to download the GH app and register their campus card.

*\*The success of a discount code depends on how well it is marketed on campus.*



# Types of Discount Codes

- **Flash Promotions:** promo codes (\$x or x% off) that can be redeemed by all students during a specific timeframe at any venue on campus.
- **Venue Specific Flash Promotions:** merchant-specific codes (\$x or x% off) that can be redeemed by all users during a specific timeframe at one shop.
- **Discounted Items:** limited time offer on a specific item(s).
  - *Example - Freebie Fridays:* giveaway a free item with purchase each Friday, featuring a new venue each week.
- **Holiday/Special Event Promotions:** create a promotion centered around a holiday, event or celebration on campus.
  - *Examples -* Valentines Day, Homecoming, Finals Week, Mardi Gras, Graduation, food holidays (National Pizza Day, Pi Day, etc).

# Example: Recurring Promo - \$2 off Twosdays



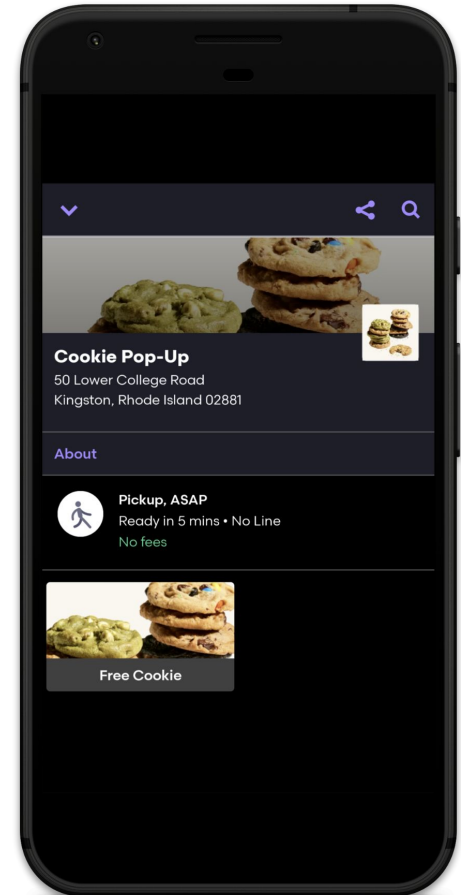
## TWOSDAY

We would like to continue to promote different locations on campus with discount codes starting in January 2022.

DATES TO BE RUN:	DISCOUNT CODES:	LOCATION:
January 25	WELCOMEBACK	Any Location
February 1	FUELUP	Starbucks
February 8	TROPICHOP	Pollo Tropical
February 15	VALENTINE	Einstein Bros
February 22	TACO2DAY	Lime Express
March 1	NUTRITION	Smoothie King
March 8	HEALTH	Tossed
March 22	PLANTBASED	Fresh Fusion
March 29	BUBBLETEA	Sushi Maki
April 5	PANDA	Panda Express
April 12	TWOSDAY	Miami Chicken Co
April 19	UMDINING	Daybreak
April 26	EMPANADA	Vicky Cafe
May 3	SUMMER	All Locations

# Promotional Pop-Up Shop

- Create a temporary pop-up shop within the app where students can enter a raffle by placing an “order” in the shop. At the end of the day, you can choose the winner of the raffle from the order stream.
- Staff can set up a table on campus and have students place their raffle entry on the app. Offering free food/swag is a great way to draw attention.
- Ordering requires students to download the app and place an order, meaning they will be more likely to place subsequent orders in the future.





# Promoting on Campus

- **Student Organization Collaborations:** partner with a student organization social media handle for a giveaway.
- **Visual Paging Boards:** post marketing initiatives on campus such as the QR code or a flash promotion.
- **Press Release:** posting a press release on your university's website showcases our partnership to a global audience.
- **Newsletters:** feature GH in newsletters that are sent out to students on a regular basis.
- **SMS Texting:** if your campus sends out text message updates to students, consider adding GH to these messages.
- **Line Rushing:** while students wait in line to order food, someone hands out fliers with a discount code to prompt students to enroll.
- **Digital Portals:** add your campus-specific deep link to online portals where students or parents can add to their meal plan.

## Sign Up for Free Grubhub+ Membership Through Seton Hall

Monday, November 22, 2021

Like 23 Tweet Share

By Diana Pryor and Ibiyemi Adesanya

All students, faculty, administrators and staff can now use Pirate's Gold on their [Campus ID card](#) anywhere in the country to order food from [Grubhub](#).



Grubhub+ membership is free for the Seton Hall Community when logging on with your PirateNet credentials. The membership includes free delivery on off-campus orders \$12+ from participating Grubhub+ merchants.

Download the Grubhub app, create an account, click on Campus Dining, search for Seton Hall University, select your affiliation to Seton Hall, put in your PirateNet credentials, and your Pirate's Gold account will be automatically be added to your account.

Participating merchants will not have access to your card information and they will not be able to tell what form of payment is being used for the order. However, you must use your Pirate Gold as payment to get the Grubhub+ membership benefit.

Grubhub+ can be used from anywhere in the country so if you have an internship or are doing virtual classes in another state you will still have the option to use this service via your Campus ID card.

Categories: [Campus Life](#)

# Promoting on Social Media

- We all know students are glued to social media, so why not meet them there!
- Student employees/interns are great resources for creative ways to promote Grubhub on social media platforms.





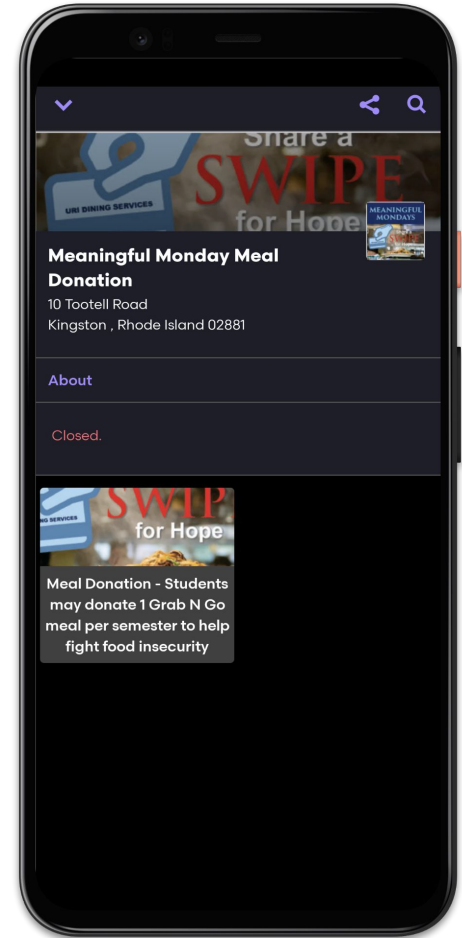
# Paid Pop-Up Shops

- Paid pop-up shops allow you to feature external vendors from the community on campus that are popular with students.
- Students pay for their order, and we include a small commission for each order that goes directly to the university.
- Pop-up shops allow students to preorder items for special meals on campus (such as Thanksgiving dinner, steak night, Mardi Gras, etc).



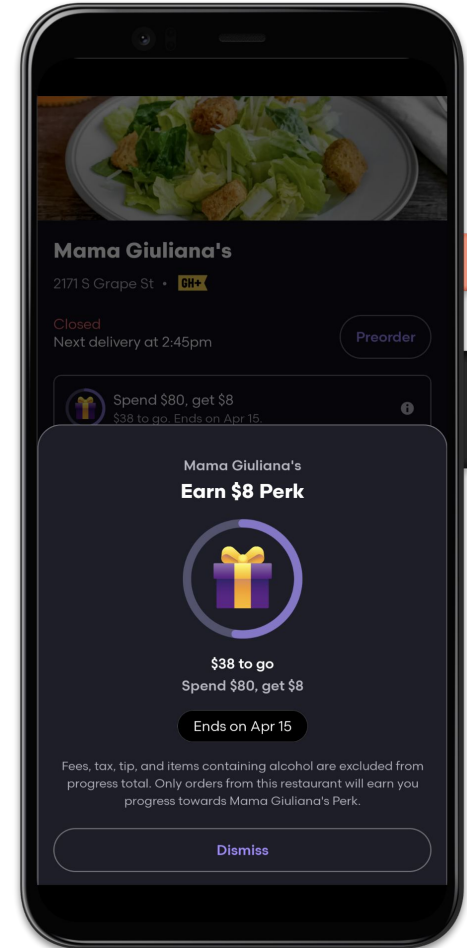
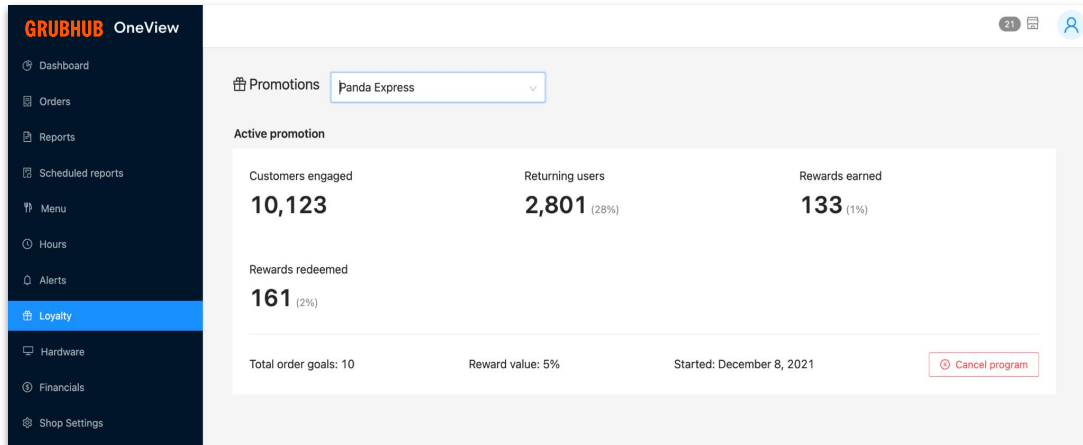
# Examples of Paid Pop-Up Shops

- **Farmers Market:** allows students to use their dining dollars on fresh produce. One shop can feature multiple produce vendors.
- **Donation Shop:** students can donate a meal swipe or money which can be redistributed to students in need on or off campus.
- **Gift Shop:** students can order a gift (such as a cake, cookies, Valentine's Day treats, etc) to send to another student on campus.
- **Food Truck:** bring a food truck on campus a few times a month.
- **Ghost Kitchen:** consider creating a ghost kitchen menu with some of your campuses most iconic menu items, available for delivery on campus.

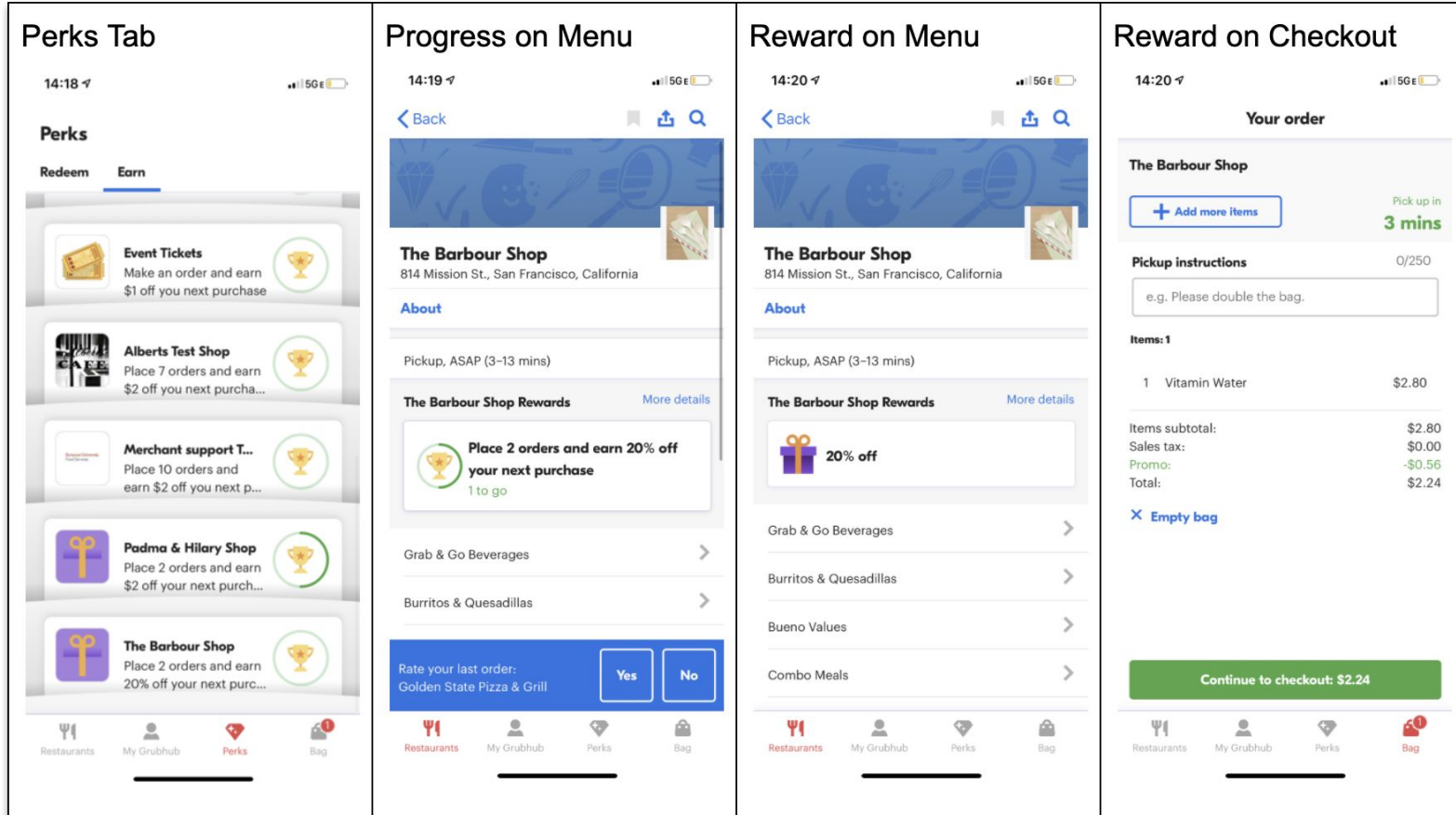


# Loyalty Program

- “Virtual punch card” that rewards repeat customers with a discount (\$x or x% off) after (x) amount of visits.
- You can create this on your own in the dashboard, setting your own terms for each shop.
- Discounts are paid for by the shop and not sponsored by GH.
- Great way to boost sales at low performing shops.
- You can view redemptions in real time in the Dashboard.



# Loyalty Program: App View



# Marketing Resources At Your Disposal

We have compiled an extensive library of sample assets that you can use when creating promotional materials including:


- Images, logos, fonts
- Social media resources
- Posters, banners, stickers
- Print materials
- Handout cards
- Branding guidelines
- Operational signage
- Many more!

**[Check it out here!](#)**

**GRUBHUB**

**Promote your campus dining experience**

Find digital assets for your dining program and the marketing resources to support below!

A circular inset image showing three diverse college students (two women and one man) smiling and holding up burgers, looking at each other in a joyful manner. They are outdoors, and the image is cropped into a circle.

**On-campus dining assets**

For campuses whose students can order pick-up from on-campus dining spots using their dining dollars/campus card on the Grubhub app.

**Do you have a creative  
marketing idea we haven't  
discussed?**

**Let's talk about it!**

**We're always open to new ideas.  
Contact your CSM to get started.**

**Thanks!**

