

# The 2nd Order Strategy™

Turn marketplace customers into direct customers - then give them a reason to come back.



THE FIRST ORDER MAY PAY THE MARKETPLACE.

**THE SECOND ORDER SHOULD BUILD YOUR BUSINESS.**

**MAKE THE 2ND ORDER YOURS.**

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# Most new restaurant customers come through two main doors.

Where they first hear about you is not always where they decide.

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## 65% | GOOGLE

They may first see you on social media, hear about you from a friend, or read about you in a publication.

But then they Google you. They look at your photos, reviews, and menu to decide if your restaurant is worth their time.

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## 35% | MARKETPLACES

The other group starts inside a third-party marketplace. They are looking for a type of food and the app introduces your restaurant.

Paying for that first referral can make sense. Paying for it every time they return does not.

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## THE WORST PART

Once the restaurant sends that customer to a third-party app, the marketplace does not promote the restaurant that created the demand. It promotes competing restaurants instead.

**YOU SEND THEM YOUR CUSTOMER.  
THEY SEND YOUR CUSTOMER YOUR COMPETITORS.**

# Are you renting your customers - or do you own the relationship?

The answer has nothing to do with who cooked the food. It comes down to one simple question:

## CAN YOU COMMUNICATE WITH THAT CUSTOMER DIRECTLY?



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### OWNING THE RELATIONSHIP

With consent, you have their name, phone number, email, delivery address, and order history. You can communicate directly and invite them back.

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### RENTING ACCESS

You receive the order, but you have no direct way to contact the customer. The marketplace does - and controls what that customer sees next.

*"A referral should cost you once.  
A relationship should pay you for years."*

- THE 2ND ORDER STRATEGY™

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**OWNED: YOU CAN REACH THEM DIRECTLY.**

**RENTED: ONLY THE MARKETPLACE CAN.**

# This wasn't theory. This was my restaurant.

When I had No Bull Burgers, I thought I had it all figured out - until I looked closely at what I was paying third-party platforms.

## MORE THAN \$300,000 IN THIRD-PARTY SALES

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I was paying more than \$100,000 in commissions - and most of those orders were coming from repeat customers.

## MORE THAN \$100,000 A YEAR IN COMMISSIONS



OVER FIVE YEARS

**-\$500,000**

THAT'S NOT A COMMISSION.

**THAT'S A HOUSE.**

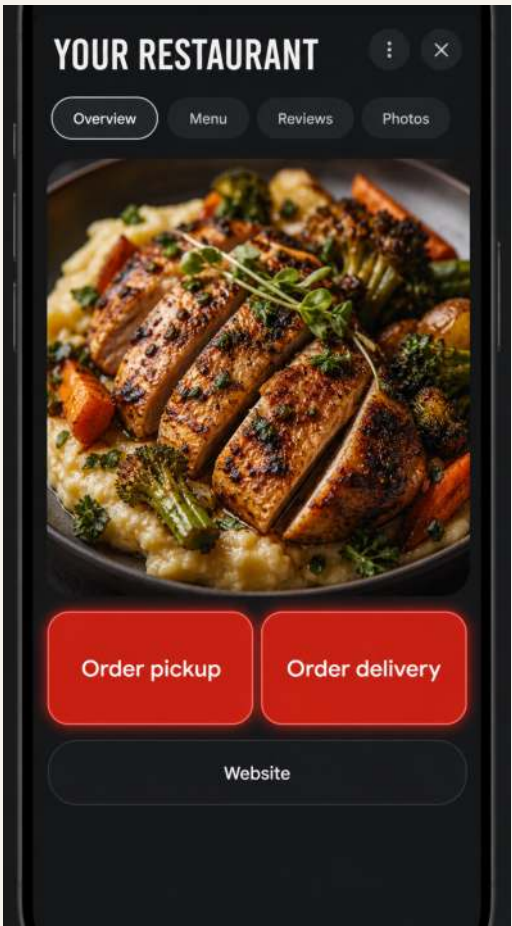
Why was I doing this?

There had to be a better way. That question became Orme - and The 2nd Order Strategy™.

# Own your Google order.

More than 60% of new customers order through Google. Before worrying about the second order, make sure you are not giving away the first one.

## WHAT CUSTOMERS SEE ON GOOGLE



## THE BIG MISTAKE

A customer searches for your restaurant - then your pickup or delivery button sends them to a marketplace.

You created the demand. The marketplace gets the customer, the data, and another chance to advertise competing restaurants.

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## THE FIX

Set your own direct ordering system as the preferred provider - or the only provider - for both pickup and delivery.

**GOOGLE → YOUR DIRECT ORDERING → YOUR CUSTOMER**

# Now make the 2nd order yours.

Once Google is sending direct orders to you, fix the other front door: third-party marketplaces. They are excellent for discovery. Pay for the introduction - then build the relationship yourself.

## THE 2ND ORDER STRATEGY

- 1 GET THE ORDER**  
Let the marketplace make the introduction.
- 2 GET THEM TO ORDER DIRECT**  
On every eligible bag, add the two-sided flyer: savings and education on one side, an easy QR path on the other.
- 3 BUILD THE DIRECT HABIT**  
Use incentives, loyalty, and follow-up until ordering direct becomes the obvious choice.

ONE SIDE OF THE ORME FLYER



**THE FIRST ORDER MAY PAY THE MARKETPLACE. THE SECOND ORDER SHOULD BUILD YOUR BUSINESS.**

# Give them a reason to order direct.

Customers will not change their ordering habit until they understand why direct is better for them.



## 1 EDUCATE

Most customers do not know that marketplace commissions can be baked into higher menu prices and fees.

## 2 SHOW THE SAVINGS

Explain that ordering direct can mean lower prices, no middleman, and more support for the local restaurant.

## 3 INCENTIVIZE

Add an extra 10% off the first direct order and a QR code that makes switching effortless.

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### WHAT WE SAY ON OUR ORME FLYERS

# SAVE 20-30%

## EVERY TIME YOU ORDER DIRECT

Delivery apps charge restaurants up to 30% in commissions - baked into higher prices and fees for you. Order direct: lower prices, no middleman, supporting a local kitchen.

Use only where marketplace terms permit. Use compliant owned channels where they do not.

# Systematize.

Here is the exact sequence we use at Orme. Once a direct customer opts in, the system keeps the relationship moving without relying on someone to remember each follow-up.

## THE ORME AUTOMATION SEQUENCE

1

### RECEIPT + WALLET LOYALTY

Send the receipt, award their points, and invite them to add the loyalty card to Apple or Google Wallet.

2

### FEEDBACK REQUEST

Invite them to share feedback for a chance to enter a contest. Keep any public-review request separate and non-incentivized.

3

### THE 5-5-5

Send \$5 off, 5 days after the order, valid for 5 days.

4

### PROXIMITY + POINTS ALERT

When they are nearby, their Wallet loyalty card can surface a reminder and current points balance.

5

### 30-DAY WIN-BACK

No order for 30 days? Send a “We miss you” message with a 10% direct-order offer.

6

### 10 EMAILS THROUGHOUT THE YEAR

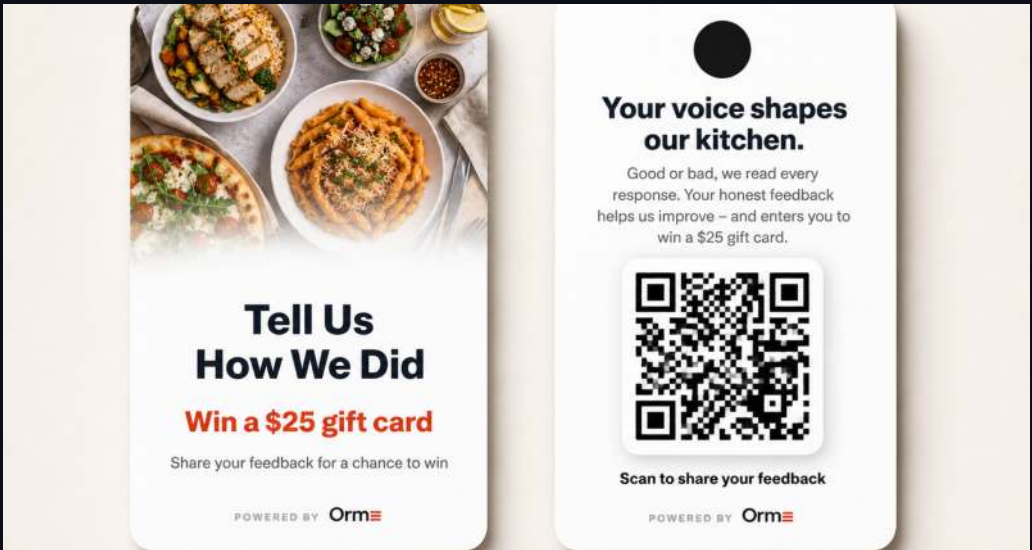
Stay top-of-mind with consistent restaurant emails, including a happy-birthday message.

**You can build this with Mailchimp and other automation tools.  
Orme runs the entire sequence automatically in one system.**

# Let your regulars create the next customer.

Every repeat order creates the right moment to ask for feedback. Great experiences can then lead to honest Google reviews that strengthen your profile and bring in the next direct customer.

## HOW ORME STARTS THE REVIEW FUNNEL



### PRIVATE FEEDBACK

The \$25 contest rewards honest feedback - good or bad - so the restaurant can listen and improve.

### PUBLIC GOOGLE REVIEW

After a great experience, send a separate, non-incentivized invitation to leave an honest Google review.

REGULAR RETURNS → FEEDBACK → GOOGLE REVIEW



NEW DIRECT CUSTOMER ← STRONGER GOOGLE PROFILE

**"Restaurants over a long period of time make it or don't make it on the strength of their regulars."**

- Charles Frank, restaurant consultant | Los Angeles Times, 2004

NOW PUT IT TO WORK

# Build the stack - or use Orme.

You can put this strategy to work with several specialized tools. The trade-off is managing the integrations, customer data, billing, and automation between them.

## BUILD IT YOURSELF

### DIRECT ORDERING

Square Online, Toast, or ChowNow

### EMAIL + SMS

Mailchimp or Klaviyo

### LOYALTY + WALLET

PassKit or Loopy Loyalty

### REVIEWS + FEEDBACK

NiceJob, Podium, or Birdeye

### AUTOMATION + DELIVERY

Zapier or Make, plus Uber Direct or DoorDash Drive

Examples only. Features, pricing, integrations, and regional availability change.

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## OR USE ONE SYSTEM



## OPTIMIZING RESTAURANTS MADE EASY

Direct ordering, customer data, loyalty, Wallet, SMS, email, feedback, reviews, and follow-up - connected in one system.

## MAKE THE 2ND ORDER YOURS.

**Your Brand. Your Customers. Your Profit.**

**BOOK A 20-MINUTE 2ND ORDER AUDIT → [ORME.IO](https://orme.io)**

# Five moves. One strategy.

Own the first order when you can. Make the second order direct. Then build a system that turns customers into regulars - and regulars into growth.

1

## OWN YOUR GOOGLE ORDER

Make direct ordering the preferred - or only - pickup and delivery option on your Google Business Profile.

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2

## PAY FOR THE INTRODUCTION

Use marketplaces to acquire new customers. Do not keep paying 30% to serve the same regular.

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3

## MAKE THE 2ND ORDER DIRECT

Educate, show the savings, add an incentive, and make switching easy with the two-sided flyer and QR path.

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4

## SYSTEMATIZE THE RELATIONSHIP

Automate loyalty, Wallet, feedback, the 5-5-5, proximity alerts, win-back, and year-round email.

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5

## LET REGULARS CREATE GROWTH

Turn repeat orders into feedback, Google reviews, referrals, and the next generation of direct customers.

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**DON'T BUY THE SAME CUSTOMER TWICE.**

## CONCLUSION

# It is time to build momentum in your favour.

My name is Tony. I have spent more than 20 years in the restaurant business, and I know firsthand what it feels like to finish what looked like a good month - only to wonder why there is nothing left at the end.



Too often, the platforms, fees, and disconnected tools are building momentum for everyone except the restaurant owner.

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## A GOOD MONTH SHOULD FEEL LIKE A GOOD MONTH.

It is time to take back control of the customer relationship, keep more of what we earn, and build momentum in our favour as business owners.



OPTIMIZING RESTAURANTS MADE EASY

Our mission is to empower restaurant owners with the information and technology they need to build stronger customer relationships, create healthier businesses, and gain more time and financial freedom for what matters most.

- Tony, Founder of Orme

**YOUR BRAND. YOUR CUSTOMERS. YOUR PROFIT.**

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