

PUT YOUR DIGITAL MENU BEHIND BARS

7 Benefits of a Digital Menu Solution



There are many benefits to implementing a digital menu at your establishment that go beyond aesthetics. Digital menus allow you to engage with your customers, improve your ROI, and better utilize your employees' time in addition to competitive advantages.

Here are the top 7 benefits of implementing a digital menu in your establishment.

Present A Digital Menu As Unique As Your Establishment

Utilizing a digital menu in your establishment allows for more customization options than ever before. Work with highly customizable menu templates that allow you to design a menu as unique as your establishment. A digital menu gives you the power to add menu items as soon as they are in stock and remove items as soon as you've run out. Update pricing, content, and the layout on the fly.

Put Your Time To Better Use

The ability to update your digital menu at a moment's notice allows you to free up more of your time. Automatically updating your digital menu eliminates or greatly reduces the time it takes to design, ship, and print new menus or promotional material. Additionally, you no longer have to give an employee the time-consuming task of updating a chalkboard beer list or menu. Let your employees avoid the hassle of having to tell customers that you've run out of a certain item. Your digital menu can be updated everywhere, in real-time.

Display The Right Content At The Right Time

Display your current draft lineup, food menus, bottles or cans, and product promotions without having to regularly print new menus. Display promotions and messages that vary by time of day and week. For example, holidays and special events, such as the Super Bowl or St. Patrick's Day, can be accommodated with special promotions and messaging that are automatically updated. Try out new promotions with decreased risk and less commitment. You can start a new promotion on a whim or remove a promotion that isn't getting the results you expected.

Keep Your Business Open 24 / 7

Not only can your digital menu be updated instantly, but it can be updated from anywhere at any time. Changes can be manual or automatic. For example, set a promotion for half-priced wings and beer on Wednesdays at 4 pm. Your digital menu will update automatically to display this promotion on all platforms once you've set it. Create manual promotions as well, such as a deal on stouts when the weather is unseasonably cold.

Upsell, Upsell, Upsell

A picture is worth a thousand words, and digital menus allow you to bring your menu to life by displaying images. Put photos of your products on screen and let it entice your customers to make a purchase or additional purchases. Display targeted images based on your specific promotions and specials.

Improve Your Return On Investment

Beer lists and menu items are constantly changing; that means your menus are as well. Digital menus allow you to reduce your recurring cost of having to print new menus and ads every time there is a change. After the initial investment of the digital menu, you will save on the ongoing costs associated with designing, printing, and shipping advertisements, promotions, and menus.

Engage With Your Customers Like Never Before

Engage with your customers socially by integrating your digital menu with your Facebook and Twitter accounts. When updates are made to your digital menu, your social media accounts and website are instantly updated. Automatically send social media notifications when a new keg is tapped or new items are added to the menu.

Full-Featured Digital Menu Platforms

PourCast and PourCast TV are SteadyServ's full-featured digital menu platforms.



PourCast

- ✓ This digital menu is highly customizable. Personalize your own menu or have a template created just for the specific needs of your establishment.
- ✓ Create promotions and specials for any of your products. Schedule frequency and duration for any of these promotions and specials. Your digital menu will automatically update for the times you've set.
- ✓ Update your digital menu on the fly. Display your menu on televisions in your establishment, on your website, and all of your social media accounts. Automatically send social media notifications when a new keg is tapped or new items are added to the menu.

PourCast TV

- ✓ A smart advertising platform that delivers targeted marketing to help drive top-line revenue.
- ✓ Product advertisements, Spotlights, and calls-to-action placed using smart, targeted product recommendations and published to TV
- ✓ Analysis of sales to make recommendations, for example:
 - Take a product off, put another on
 - Promote a product
 - Do nothing
- ✓ On-site Social Engagement
 - Use a hashtag on Twitter or Instagram to have photos shown
- ✓ Publish a menu to a TV to be shown on PourCast TV alongside the social engagement and Spotlights.