



QSR Post-COVID: Think Digital, Appeal to Local, Create Content

The Quick Service Restaurant (QSR) industry - aka Fast Food, Drive-Through, To-Go - has largely held strong during the pandemic. Brands that relied heavily on morning commuters and eat-in customers suffered the most, while brands that maximized digital channels, at-home delivery, and promotional content flourished. These are the top three takeaways for QSR marketers to adjust your digital strategy during the coronavirus pandemic and beyond.

Digital will be the norm: Perfect online and mobile ordering and digital strategy to reach customers

Continuously expand and improve online ordering and contactless pick-up options, especially via mobile. Communicate effectively to eliminate confusion and encourage greater comfort with the process. Utilize a multichannel digital advertising approach to reach new customers.

40% 

The KFC.com ordering portal drove 40% of contactless sales, and Yum! Brands now projects that one-quarter of its 2020 sales could be through digital channels.

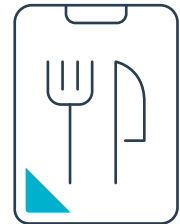
20% 

A 2019 eMarketer study forecast that more than 20% of US smartphone users will order food via an app by 2021 - that's 49.8 million users. This was before the coronavirus pandemic.

100% 

Taco Bell Same-store sales increase from 75% drive-thru to nearly 100% drive-thru or contactless delivery, and overall sales increase 1% in 2020.

The Friction Report found that there has been a dramatic increase in first time app usage from technology laggards during the coronavirus pandemic.



Go local: adjust messaging and target to the local-level

Re-opening laws and food-service laws differ by region, state, even county. And consumers have a growing sense of localism and pride. It's imperative to execute digital marketing effectively at the hyperlocal community level. Target local customers with personally relevant and meaningful messages, with products they're looking for from your local locations, and across all channels (QSR Mag).

2x

US mobile location-targeted ad spending will more than double between 2017 and 2022
[eMarketer]

30%

Targeted communications that are relevant and useful can create lasting customer loyalty and drive revenue growth of 10 to 30 percent
[McKinsey]

Create compelling content to drive traffic to and create buzz

QSRs that create compelling content, inspiring products or partnerships, and exciting innovations will draw more traffic to their sites and customers to their order platform.



Chick-fil-A launched a "Nightly Nuggets" video cooking series that demonstrated easy recipes using its menu items.



McDonald's also saw success in innovations: partnerships with rapper Travis Scott and J Balvin attracted younger consumers and a renewed interest in classic products.

Reach out to Bidtellect for more information or to initiate a head-to-head performance test. Read more on COVID's impact on QSR here.