



# TripleseatDirect Booking Form Best Practices

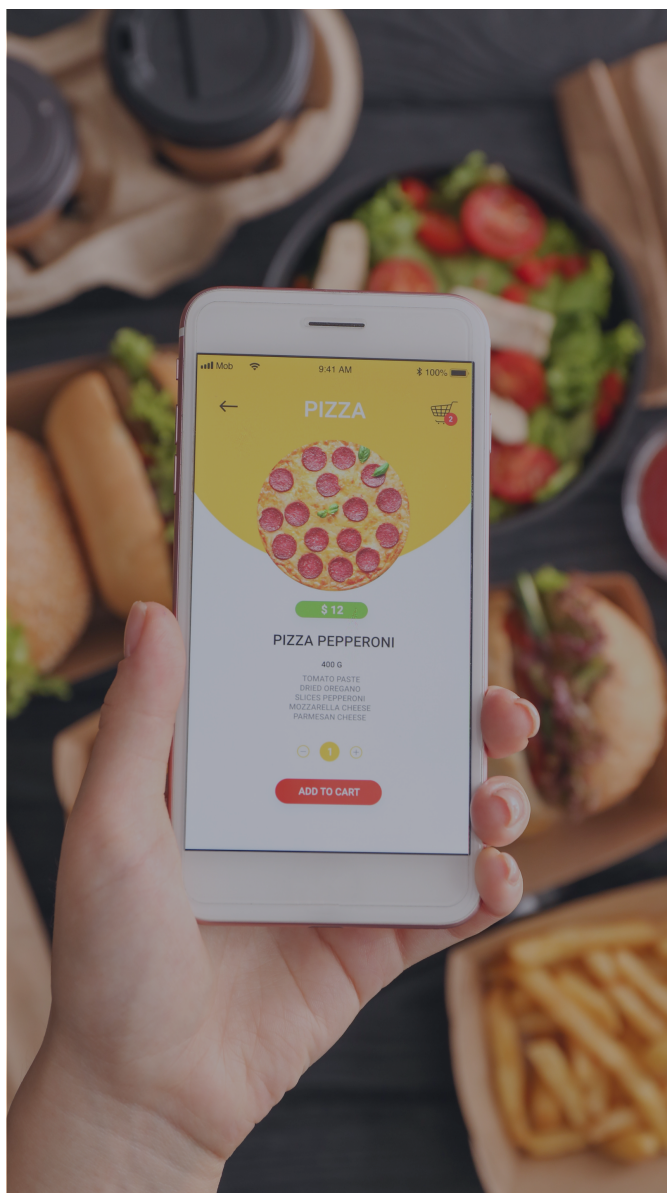
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## Handbook

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TripleseatDirect | Simplified online ordering & booking



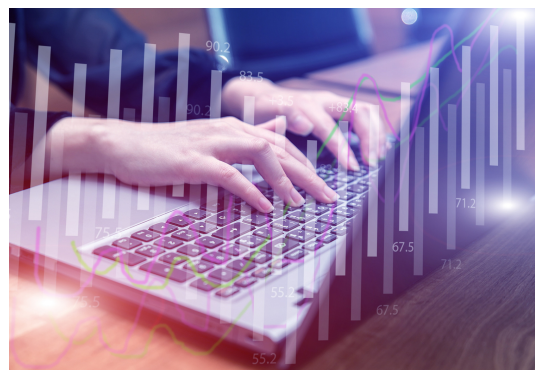


## WHY TRIPLESEAT DIRECT?

TripleseatDirect was built with our industry's changing needs in mind. We strived and succeeded at creating a platform that can help to increase your venue's revenue even with a limited staff. With TripleseatDirect, your customers can book, order, select, and pay — all online and all with little to no interference.

TripleseatDirect users have complete control over what their customers can and cannot do when booking on-premise private events, delivery, pick-up catering, or off-site catered events — your TripleseatDirect, your way, with zero fees or commissions.

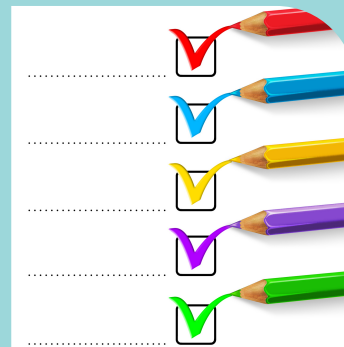
This guide is meant to help you utilize TripleseatDirect to its total capacity. In the following pages, we will give you tangible examples of how to best market and make use of your newest Tripleseat feature, the TripleseatDirect online booking form.





# WHERE OH WHERE SHOULD MY BOOKING FORM GO?

If you've been a Tripleseat customer for any time, you're most likely already familiar with our [lead form](#). The TripleseatDirect booking form works the same way – it's a URL that you can link to anywhere online. Chances are, your Tripleseat lead form lives somewhere on your [website](#), and we suggest you do the same with your TripleseatDirect booking form.



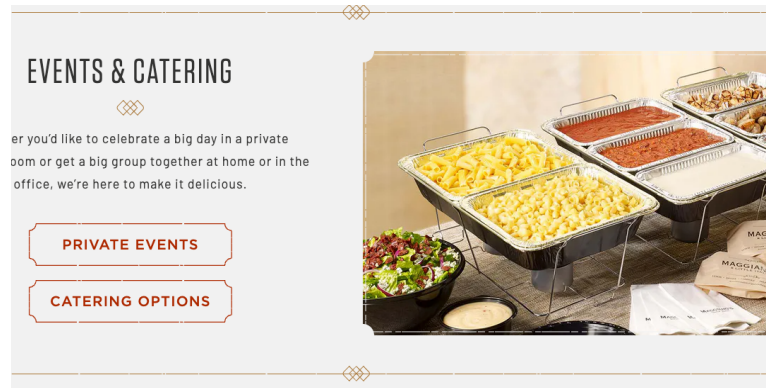
## Here are a few things you should think about as you're linking your TripleseatDirect booking form to your website:

- Where does your Tripleseat lead form currently live on your site?
- Are you going to link out to your TripleseatDirect booking form on other pages throughout your site?
- Do you have entire pages dedicated to explaining what types of events and catering options you offer?
- Are you explaining things clearly enough so that your customers know exactly what to do and where to do it?



# THE PERFECT EXAMPLE

Check out this great example from TripleseatDirect customer Maggiano's. They use their TripleseatDirect booking form for private events and catering orders. When you visit their homepage, you'll notice a section with two separate CTAs (calls to action): one for private events and one for catering.



Click Private Events, and you're prompted to choose a location. Once a site has been selected, you have two choices. The first is to book your event, and the second is to contact a specialist.

## ◇ FIND A LOCATION FOR YOUR EVENT ◇

CITY, STATE, OR ZIP

Boston, MA, USA



RESTAURANT LOCATION\*

Park Square




Reserve your event space now. Select **Book Now** to book your space online or select **Contact a Specialist** to speak with someone on our team about your unique event needs.

[BOOK NOW](#)

[CONTACT A SPECIALIST](#)





Click BOOK NOW, and you're led to their TripleseatDirect booking form.



Book an Event

Please select your desired event type

 On-Premise Event

 Drop-Off Catering

[Next >](#)



It's worth mentioning that if you select, **CONTACT A SPECIALIST** instead, you'll see Maggiano's traditional Tripleseat lead inquiry form



# MAKE IT CLEAR, YET KEEP IT CONCISE

We do not recommend adding your lead form or TripleseatDirect booking form to your website without explaining how you expect your customers to use it. A short description is all you need to clarify to your customers which type of form to use for which action.

You'll notice that with the Maggiano's example, the instructions are listed on each page as to what happens when you choose a specific CTA.

For example, on the location page shown on page three of this handbook, you'll see that it clearly states, "Reserve your event space now. Select BOOK NOW to book your space online or select CONTACT A SPECIALIST to speak with someone on our team about your unique event needs."

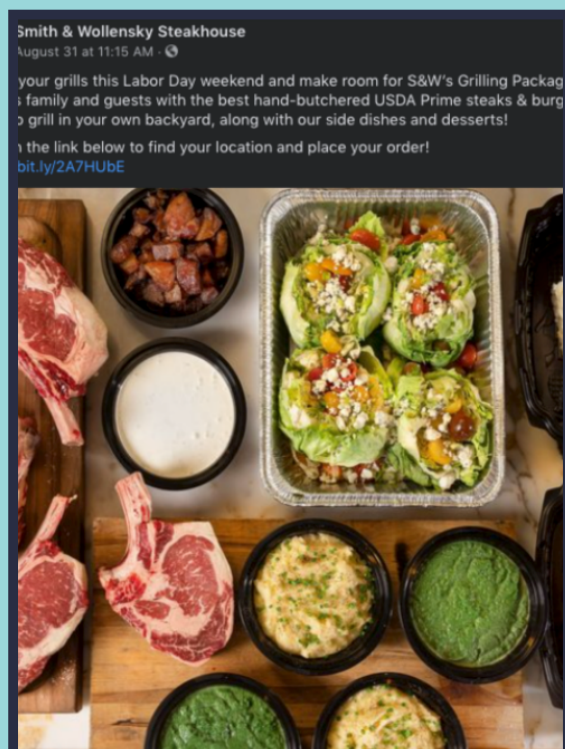
## More great placement options

OK, now that you've mastered where and how to put your TripleseatDirect booking form on your website, let's talk briefly about a few other places you can add it.

Let's say you're offering a special promotion for catering orders placed online. One of the best places to promote it is on social media. Choose an eye-catching graphic and write a brief explanation of your promotion. At the end of your post, link to your TripleseatDirect booking form.

## Another perfect example

Tripleseat customer Smith & Wollensky Steakhouse's social promo would work on both Instagram and Facebook. That link on the bottom of their post could bring their customers directly to their TripleseatDirect booking form, making the entire ordering process just a few clicks from the original post.





# EMAIL MARKETING IS KING

One of the easiest and inexpensive marketing techniques is email. As mentioned before, the TripleseatDirect booking form is simply a URL. Take that URL and link to it in your marketing emails.

Don't have anything specific that you're marketing at the moment? No problem. You can add the direct booking link to your email signature. Below is a simple example:

Betsy Loveevents  
Private Events & Catering Manager  
Bluewater Restaurant  
betsyl@bluewater.com

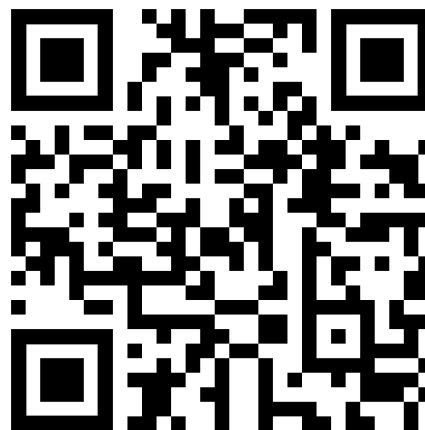
**\*\* BOOK YOUR CATERING ONLINE NOW  
- CLICK HERE \*\***

Link your TripleseatDirect booking form where it says CLICK HERE. If you use software to generate email signatures, you most likely can create actual CTA buttons, which would give this signature a more professional look.

# DON'T FORGET ABOUT INSIDE YOUR VENUE

You can also alert your customers to their option to book online by posting about it inside your venue. A modern and interactive way to accomplish this would be with QR codes. We've seen these pop up everywhere as a pandemic safe alternative to printed menus. Still, they can be used for so much more, including promoting your TripleseatDirect booking form.

You can use a [free QR code online generator](#) to link your TripleseatDirect booking form to a unique QR code. Print the code on a table tent or flyer. Explain on the printout where the QR code will take the customer. For example, "Scan this QR code to visit our online booking portal where you can place catering orders or book your next private event." Simple yet effective marketing.



# LET'S DISCUSS PROMOTIONS

As mentioned previously, you can use your TripleseatDirect booking form for everyday catering and private events, but, just like with your classic Tripleseat lead form, you can also use booking forms for special promotions and marketing campaigns.

You can create a separate form for each promotion to push campaigns simultaneously or simply as a way to offer different options. Here are a few examples of promotions that would work well with your TripleseatDirect booking form.



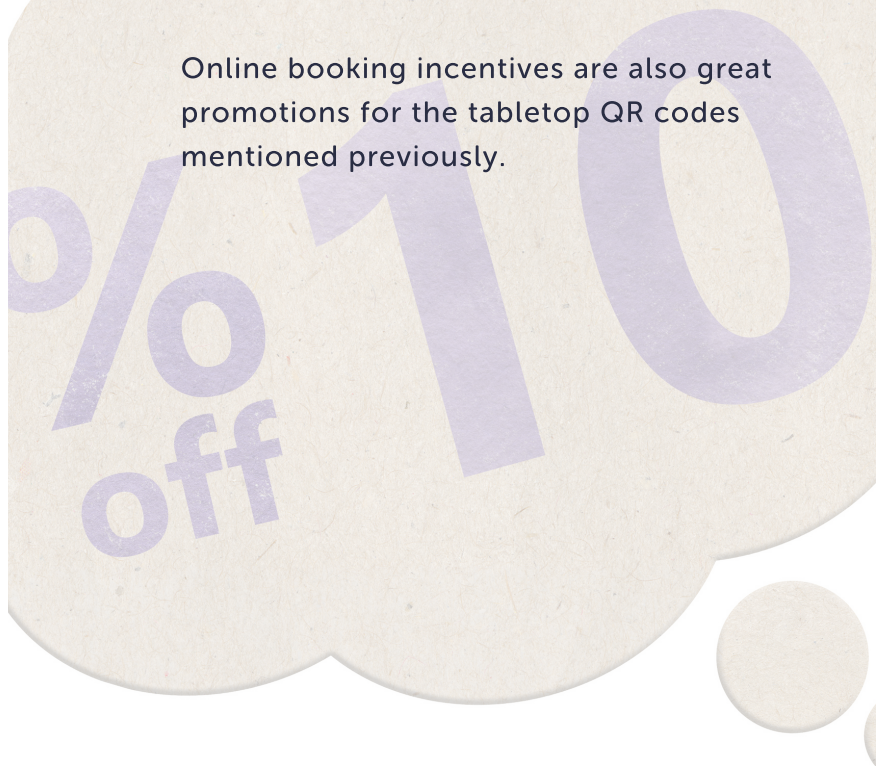
## Discounts for booking online

A great way to push your new online booking option and get your customers used to booking this way is to offer an incentive for them to use it.

This incentive can be as simple as giving them 10% off their catering order if they book it online. A more specific example would be offering them one free side dish to book their Thanksgiving catering order online. Or a \$50 gift card to use at another time if they book a private event online that is worth more than \$1,500.

These are just a few promotion examples for pushing your online ordering. The trick is finding the right one for your customer base and business.

Online booking incentives are also great promotions for the tabletop QR codes mentioned previously.





## Thanksgiving Promotions

Your TripleseatDirect booking form will be your holiday catering and events assistant. Most event managers are busy all year, but busy becomes the understatement of the century during any significant holiday where people look to restaurants to feed them.

If your venue isn't already known for Thanksgiving catering, your new TripleseatDirect feature is a great reason to start.

Maybe you didn't have the staffing to pull it off in previous years, but now you have TripleseatDirect to handle the orders. Create a specific TripleseatDirect booking form for Thanksgiving catering.



Start promoting in early to mid-October in social media posts and email campaigns. If you live in an area where direct mailers work well, then have those printed with QR codes that customers can scan to bring them directly to your Thanksgiving booking form.

In all promotions, whether online or in print, remember to have your TripleseatDirect booking form easily accessible and clearly explained.




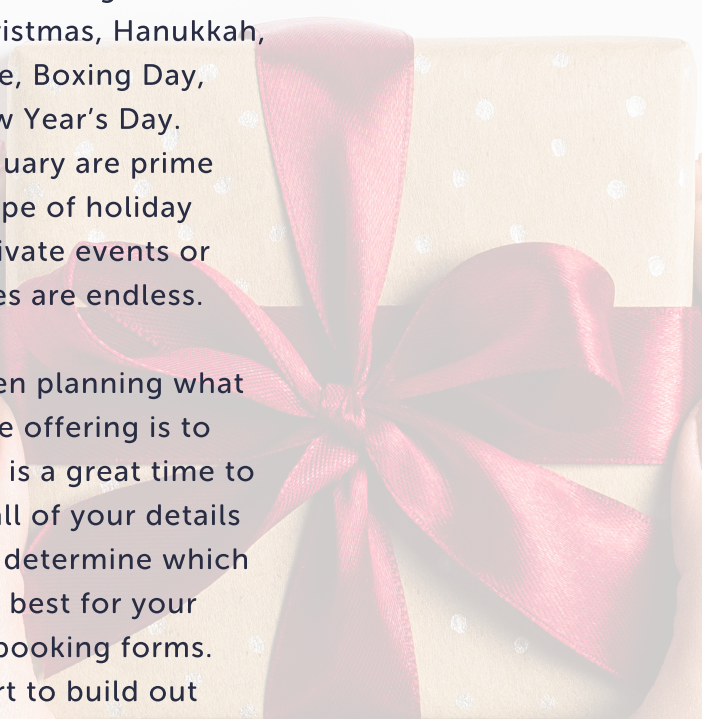




## Give us all of the holiday season promotions

We could write an entire handbook on promotional ideas to use during the holidays. I'm talking Christmas, Hanukkah, Kwanzaa, Winter Solstice, Boxing Day, New Year's Eve, and New Year's Day. December and early January are prime times for pushing any type of holiday promotion - whether private events or catering, so the examples are endless.

Our number one tip when planning what holiday specials you'll be offering is to start early. Late summer is a great time to begin the process. Get all of your details squared away, and then determine which promotions would work best for your TripleseatDirect online booking forms. From there, you can start to build out specific forms and marketing campaigns. Now you'll be ready to launch by October.





## The perfect holiday example

Tripleseat customer Fogo de Chao is offering the perfect TripleseatDirect special with their two gift promotion. If you book your holiday reservation for 15 or more people by October 15, you get to choose two gifts for yourself. The gifts range from gift cards to complimentary appetizers or champagne toast. Check out the marketing email below.

*Indulge This Holiday With Fogo*

### WE'RE IN THE SPIRIT OF GIVING

The time to book your holiday event at Fogo is now!  
Because when you book a table of 15 or more by  
10/31, you get to choose and enjoy two gifts\*.

Which will you choose?  
**\$25 Dining Card For Each Guest**  
**Upgraded Bar Package**  
**Complimentary Appetizer**  
**Complimentary Happy Hour Event**  
**Complimentary Sparkling Toast**

**BOOK YOUR EVENT**

The Book Your Event button above could bring your customers to your TripleseatDirect booking form built specifically for this promotion.



# THE PROMOS SHOULDN'T END IN JANUARY

You have Valentine's Day in February. Start promoting this in mid-January. Use your TripleseatDirect booking form for catered dinner for two orders. Get your menus figured out early so you can upload them to your Valentine's Day direct booking form and start promoting through social media and email.

Don't forget Easter in early spring. TripleseatDirect booking forms are ideal for catered Easter dinners or even large family reservations and private events. Mother's Day is great for catering specials where you include a flower arrangement and a box of truffles for mom. Memorial Day and the Fourth of July are perfect options for catered BBQ packages. Remember the post I used as an example in the beginning from Smith & Wollensky's for Labor Day? That same grilling package could be used for any warm-season holiday.

## General year-long promotions

Holidays aren't the only instance you can use to push your online booking platform. There is a myriad of special events that happen all year long that are a great fit for your TripleseatDirect booking form.

Create a general promotion around birthday private events. Try offering a free birthday dessert for any party that books their birthday event online during February and March. Or push wedding showers during the summer months. Offer a champagne toast to the bride and groom if a wedding shower is booked online by June 1.

Think about who the majority of your guests are and build promotions around those segments. Are most of your customers in their 20s and 30s? Then wedding showers are a great bet. If your customers are mostly older couples, anniversaries would work for this group. Are most of your customers male? Then push catering orders for big sporting events. It's important to take the time to really figure out who your customer is before you start spending more time creating TripleseatDirect specials to promote.

