



OPEN FOOD
NETWORK

AUSTRALIA

FESTIVE SEASON GUIDE

Getting the most out of
seasonal marketing for your
Shopfront



FESTIVE SEASON GUIDE

IN THIS DOCUMENT

Increase your sales with Open Food Network and Seasonal Marketing



Discounts

Learn about the different ways to apply discounts to reward your shoppers & encourage larger volume or higher value shopping carts.



Gift vouchers

Learn how to create gift vouchers to raise awareness and grow your sales. Having vouchers in your marketing mix can engage new customers and keep existing ones coming back.



Specials

Learn how to create specials and use product categories to ensure your customers see them when they first arrive at your shopfront.



Logistics

Learn about our new Victorian service [Open Road](#) - an alliance of social enterprises building effective and affordable logistics services for local produce.



Socials

Use consistent language across your shopfront and social media promotions so that the call to action for your customer is clear when they arrive at your shopfront. Get some ideas for festive season posts!



Our Team

Meet the team who can help you action all the ideas you find in this guide. Put faces to names and [get in touch](#) with any questions.

DISCOUNTS

Everyone loves a discount, especially at Christmas!
Use Open Food Network platform features to
reward your shoppers with a discount



1

Encourage shoppers to make larger value orders by using the [price sack calculator](#) to give **discounts for a higher dollar value shopping cart at checkout.**

2

Encourage shoppers to make larger volume orders by using the [flexible rate](#) calculator to give **discounts for a higher number of items in the shopping cart at checkout.**

3

Customise [products and categories](#) to encourage customers to purchase items you have in high volumes or seasonal items.



Remember you can always apply a **percentage discount** to a customer's whole shopping cart through a negative [shipping or payment method](#) to encourage 'early bird' purchasing & spread cash flow across the whole Christmas season

PRICE SACK

Price sack allows you to reward shoppers who spend over a minimum amount by applying a discount. It can be applied using either shipping methods or payment methods.

If the shopper spends less than the minimum you can set what shipping or payment method fee they pay, if they spend more than the minimum you can offer discounted fees or waive the fee entirely. It is most commonly used to offer free shipping for orders over a certain amount.

Here is how to set it up:


Log in and navigate to Shipping Method or Payment Method

Set your discount by filling in the following fields

Minimal Amount: If the order total is below this amount, no discount is applied. If the order is above this amount, the discount will be applied.

Normal Amount: This will be the shipping fee applied to orders below the 'Minimal Amount'.

Discount Amount: This will be the shipping fee applied to orders above the 'Minimal Amount'. You can set this to 0 for free shipping or use a minus symbol to make it a discount amount, eg. -5 for \$5 cheaper



CALCULATOR	
CALCULATOR	Price Sack
DISCOUNT AMOUNT:	0.0 ← What the customer pays when they spend over the 'Minimal Amount'
CURRENCY:	AUD
MINIMAL AMOUNT:	100.0 ← The 'Minimal Amount'
NORMAL AMOUNT:	40.0 ← What the customer pays when they spend under the 'Minimal Amount'

FLEXIBLE RATE

This flexible fee method that allows you to reward shoppers who purchase a higher number of items. Fees can be reduced or waived entirely when the threshold number of items has been reached.

Here is how to set it up:


Log in and navigate to Shipping Method or Payment Method

Set your discount by filling in the following fields.

First Item Cost: The fee charged for the first item in the order.

Additional Item Cost: The fee charged for items beyond the first item.

Max Items: The maximum number of items on which the fee will be applied. Items purchased beyond this amount will be not be charged the fee.



CALCULATOR

Flexible Rate

FIRST ITEM COST:

0.0

ADDITIONAL ITEM COST:

0.0

MAX ITEMS: 0

Example

If the shipping fee for the 'First item cost' is \$2, 'Additional Item Cost' = \$1 and 'Max items' = 3. A customer who purchases 5 items, will be charged \$4 shipping (\$2 for the first item, \$1 for items two and three, and \$0 for items four and five).

PRODUCT LEVEL DISCOUNT

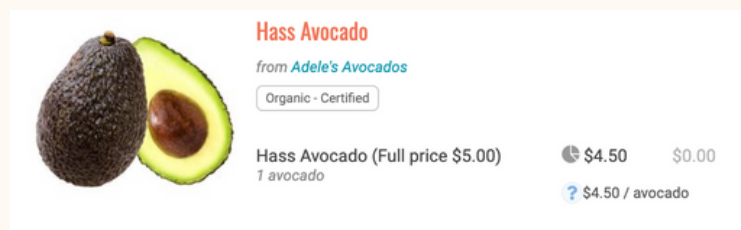
Have an abundance of a particular product? Have seasonal produce that needs to go before the New Year? Use product level discounts to influence buying behaviour.

There are two options:



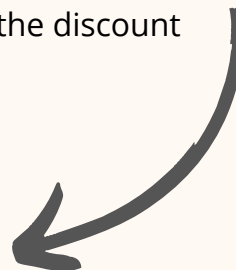
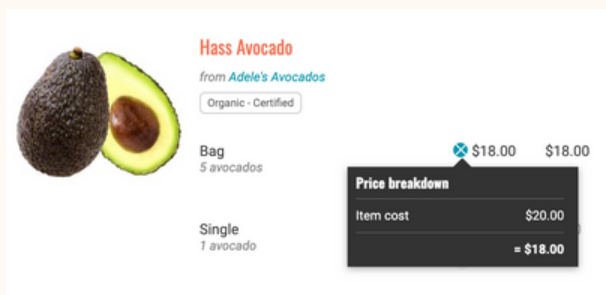
If you want the full price to be shown as well as the discounted price:

1. **Clone the product**
2. Update the new product to include the full price in the product title. eg Hass Avocado (Full price \$5.00)
3. Consider adding the product to a 'Christmas Special' category (more detail in coming pages)



If you just want the discounted price displayed without the original full price:

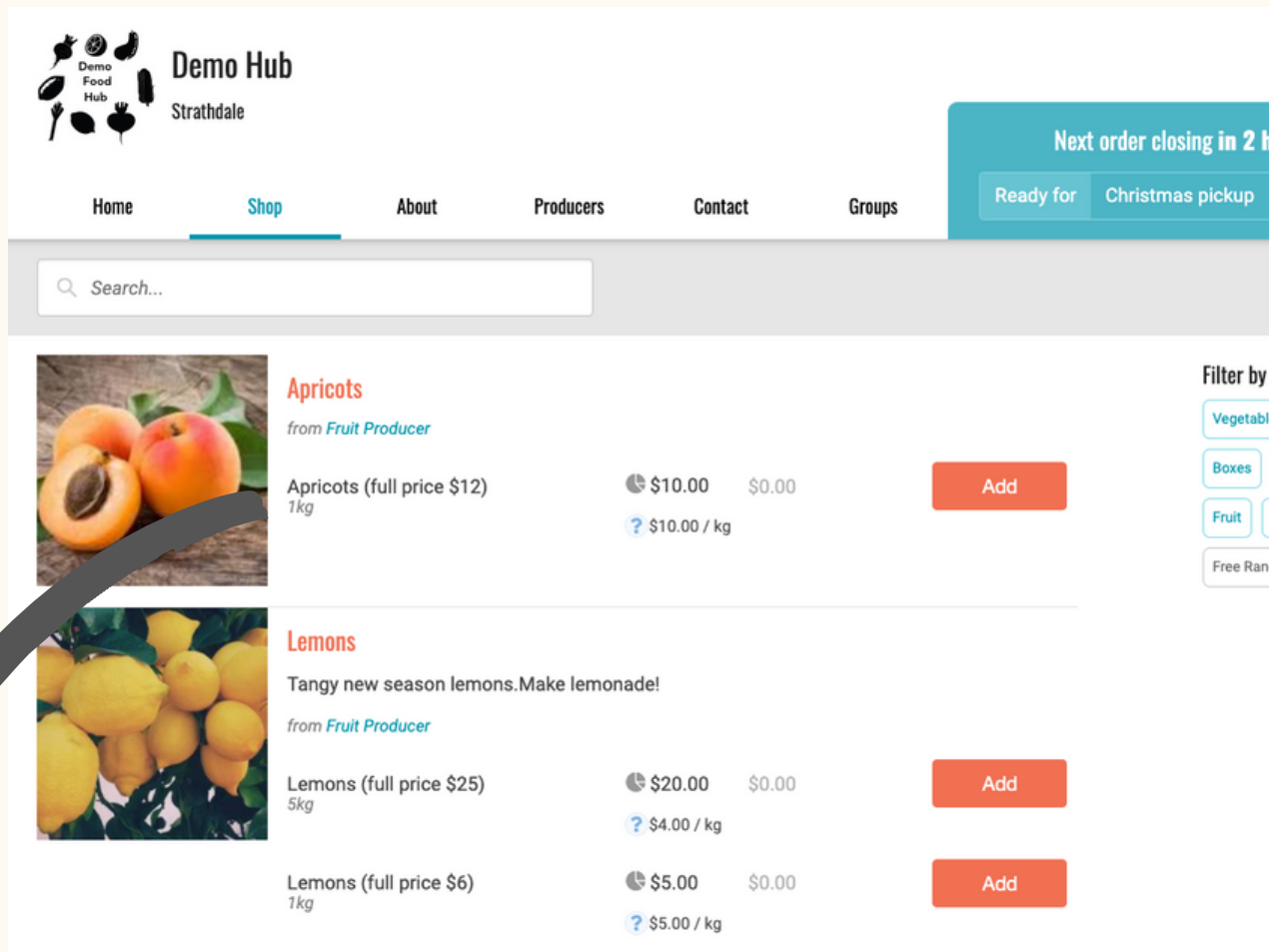
1. Use a negative **enterprise fee** to apply the discount



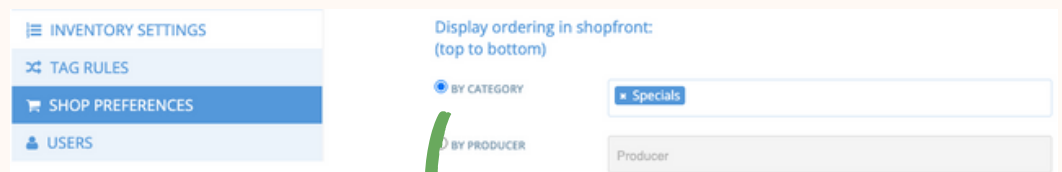
SPECIALS



Help your customers enjoy an easy shopping experience by grouping like products into **categories** to ensure your customers see products in the order you want - **highlighting specials at the top**.



Add full price to product variables
So that customers can see the deal!

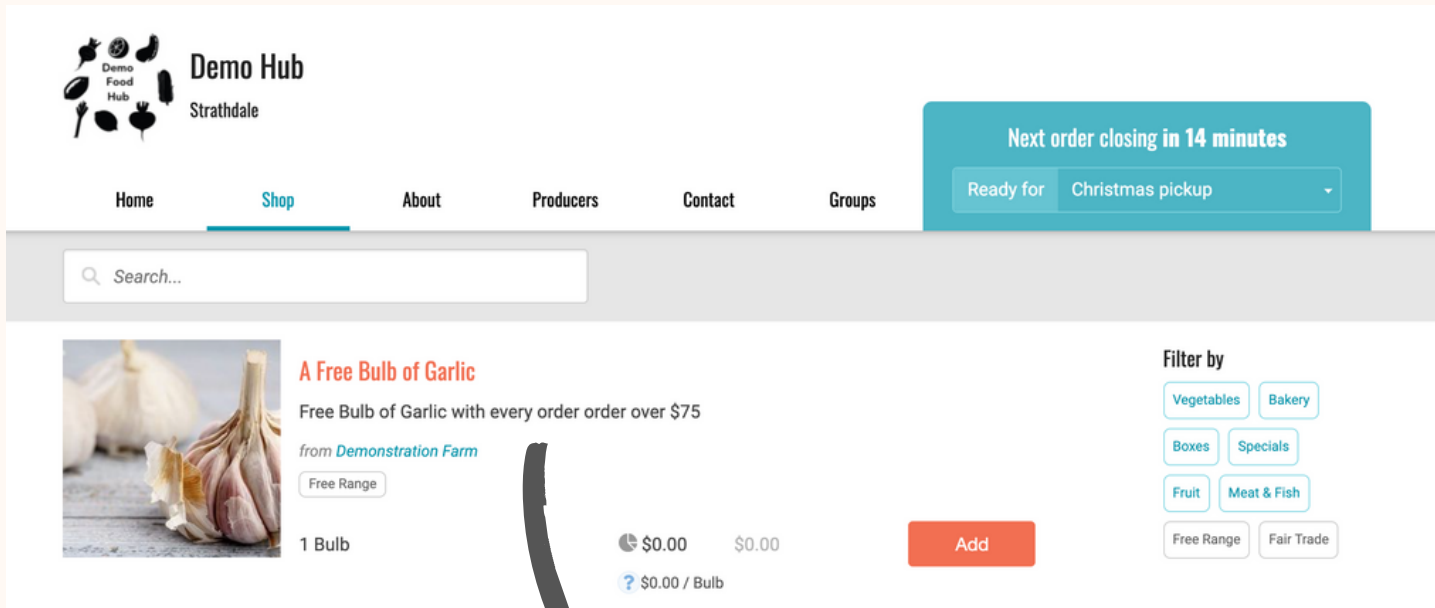


Order by category
by going to Shop Preferences and Display ordering in shopfront. Put the category you want customers to see first when they start shopping.

SPECIALS



Creating seasonal specials are a great way to thank your customers for shopping with you throughout the year and encourage new shoppers to come back.



Gift Packs

Create a 'Gift Packs' product with a bit of everything in a lovely box. Encourage customers to purchase them for friends and family.

Gift Wrapping

Offer Free or subsidised gift wrapping - create a 'gift wrapping' product that customers can select while making other purchases

Free Giveaways

Create a 'free' product like the example above - free garlic with every order over \$75. If it is the first product customers see, they may be more likely to spend more.

Remember to use the 'Special' **category** to keep the product listings at the top of your shopfront for a great first impression!

During the holiday season customers are actively searching online for products to purchase. This makes it a great time to remind your followers of what you offer and to engage new followers with some fun festive content. With that in mind here are some tips for social media marketing at Christmas.

SUGGESTIONS



No need for special photo shoots just use festive overlays to bring your existing images to life.



When creating your social media promotions remember to use consistent terminology: In your social media posts invite your customers to: 'Browse our Christmas Specials on our shop or we have a \$2 Gift Wrapping option available'.



Make your social media posts personal as your customers will love to connect with you and your story. You could share a photo of you and share your festive traditions such as making plum pudding with your grand-children or a photo of your special potato salad with the recipe below.

Get a free Canva account

We created all these examples in Canva - for free! It's an easy to use graphic design platform for people who aren't graphic designers. There are loads of free images, icons, shapes and a comprehensive template list that includes Instagram and Facebook posts.

GIFT VOUCHERS

Vouchers are always popular around Christmas and other seasonal events. There is some admin required for set up and management, however lots of our shopfronts tell us it's worth the effort, even if they're only offered for a few months at the end of the year.



Read our [step by step guide](#) to setting up gift voucher.

HAMPERS

Bundling a number of your products together to create a seasonal hamper is a no fuss way to create a unique product just for the holidays. If you offer delivery, encourage your customers via socials to purchase hampers using the address details of their loved one for a quick, easy and delicious gift idea delivered right to the door.

Need help?
[Get in touch](#), we're here to help.



FESTIVE SEASON LOGISTICS

OUR OPEN ROAD SERVICE

If you're in Victoria, let us take a load off in the busy lead up to Christmas!

Our refrigerated trucks move produce between depots at farms, community food hubs and independent retailers. Open Road customers include nonprofit grocers, food service, hospitality and independent stores like butchers, bakers, delis and those who need home delivery.



Service Area

Open Road has distribution depots in Victoria around North East Victoria, Gippsland, Mornington Peninsula, Central Victoria and Greater Melbourne. We're continuing to expand into other areas.



Be discovered

We're developing a menu of products that we will distribute to retailers in the lead up to Christmas - you're products could be included to match you to new buyers.



Expand your product reach

Make the most of holiday makers visiting regional areas by getting your products to the places where they are going.



Register now

Join the alliance of social enterprises building effective and affordable logistics services for local produce.



Grow your market

Increase your customers in the lead up to Christmas by gaining access to more retailers in new regions.

**For more info contact the
Open Road team today**

openroad@openfoodnetwork.org.au
[Open Road Website](#)

WE'RE HERE TO HELP

We have a dedicated team of customer support legends who are ready and willing to help you get the most out of your Open Food Network shopfront. Don't hesitate to get in touch with questions big and small.

Remember we are here to demonstrate any of the features in this guide so get in touch to make a time.

OUR TEAM



Renata



Ronella



Adele



Prue



Chez

hello@openfoodnetwork.org.au