

SL: Quote/Enquiry System

Hello Robert/Sabina

Through an analysis of the top performers in catering, it became evident many of them (including 'Togather' and 'Eden Caterers') use a quote/enquiry system that significantly increases their conversion rate.

This feature allows event hosts to provide essential details such as location, food or drink preferences, allergies, and more. Implementing this has led to remarkable increases in their conversion rates.

If this is something of interest to you, then feel free to reach out! I'm keen to discuss it and show you what I'd do.

Warm regards
Josh Lancashire

X (top performer) used a 5 step funnel that directs the traffic from their instagram towards the landing page on their website

Round two:

Hi Rob

I found you while researching caterers in Cardiff, and noticed this on your homepage:



If you made some tweaks to the homepage of your website, specifically with:

- Layout (removing the above and enhancing user experience e.g. testimonials)
- Use of text (Making your audience feel important)

Then you will see its potential to help pack your spring/summer calendar with countless new clients, and leave your competitors in the dust.

Otherwise, it could be another summer of losing clients to cheaper alternatives.

I have created a 3-min video tailored for you, displaying how this works. Simply message me back and it's all yours.

If stuffing your calendar with qualified leads sounds like something you'd want.

Then drop me a message, and let's make you Wales' premier caterer this Summer.

Josh

Follow up:

Hi Sabina

Hope the grim weather this winter hasn't robbed you of too many events, and that your summer is looking busy!

I also hope you enjoyed my email from Saturday.

In this we discussed what you could do to get your calendar as full as my plate at the buffet table.

Such as:

- Leveraging the layout of your website, to increase engagement and perceived professionalism
- Use of text to tell the reader exactly what they need to hear

These mean you will have a summer without the constant heartbreak of losing clients to bigger companies or cheaper alternatives.

If you're confused how this is possible for your brand, then message me back and I'll show you for free.

Sabina, if you want to leave your competition wondering: "what the hell happened?"

Then drop me a message and let's make you Wales's/Cardiff's premier caterer

Josh