

# How to Offer Profitable Same-Day Delivery Service

Your Customers Will Love

Report & Workbook



A Fast-Track Guide to Using EconoRoute™ for Small Business

# Table of Contents

A vertical line on the left side of the page contains seven orange circles, each containing a white number. To the right of each circle is a corresponding title for a section of the document.

01	Should You Offer Local Delivery?
03	How Delivery Service Can Increase Revenue
06	Best Practice Tips For Offering Smooth Local Delivery
07	Four Things to Look for When Choosing Your Same-Day Delivery Platform
08	How to Promote Your Delivery Service
10	Part Two: Planning Your Delivery Service
12	The EconoRoute™ Delivery Success Planner



## Should You Offer Local Delivery?

If you're like most business owners and managers, you know local delivery is important. As of 2022, more than 53% of consumers have advised they'll shop online in the future.

Which means local, brick-and-mortar businesses have stiffer competition than ever before. There are now an estimated 12-24 million eCommerce shops online, and according to marketing consultancy company Invesp, 51% of them offer same-day delivery.

As a business owner, if you're not maximizing your delivery potential, you need to start.

To some, local delivery in a small community may seem like overkill. After all, it only takes customers a few minutes to drop by and pick up their items, right? Yet with most customers having access to shops that deliver, it's a good option to offer.

If delivery service is new to your shop, the good news is that it doesn't have to complicate things.

And, there are a lot of advantages that come with offering delivery.

We'll take a look at several of them in this guide.



**"As time goes on, life just gets busier, and delivery is a lifesaver. These days, if a store doesn't offer delivery, I'll find one that does.**

**-Janice De Luca, Masters Degree Student and mother of four, Ontario, Canada.**



If your business is new, offering delivery is vital to growth. But what if your business is established and thriving? What if you've been operating in the community for years?

Delivery is still important in that it makes it even easier for your loyal buyers to buy your products. After all, it goes without saying that the best way to do that is to deliver products right to their door.

Is there a downside to offering delivery?

Depending on how you do it, the answer is most often a definite no.

As delivery has become more mainstream over the past few years, so have delivery tools. Now, tools like EconoRoute™ make offering delivery fast and easy, with no overhead cost.

Customers appreciate it when businesses make purchasing convenient. And the more your customers appreciate you, the more they'll buy.

# How Delivery Service Can Increase Revenue

Offering delivery service has some important advantages for small businesses. Not only does it help keep current customers, it can also attract new ones. And the good news is, it can also help boost revenue.

## Delivery Service Retains Current Customers

Delivery service is important for retaining your current customers. No matter how charming your business, your customers are in it for them.

Often they have busy lives and hectic schedules, so if they can get delivery elsewhere, they'll go for it.

Got lots of competition? You can combine delivery service with an unforgettable unboxing experience to wow buyers. There are so many ways to thrill your customers through unboxing.

By offering delivery service, you give your customers something to get excited about. And studies show, happy customers buy more. In a study by researchers found that there are all sorts of statistics to prove this.

Which means offering delivery opens the door to higher revenue through happy customers.

## And Attracts New Customers

There's nothing like home delivery to encourage new customers to give you a try. Delivery is important to gaining new buyers, and it allows you to expand your current sales territory far beyond the reach of your location.

This is important for people who may not be in your neighbourhood.

Our modern lives are so busy; people often stick with what's close to home for convenience. But by advertising delivery, you make it clear they don't have to.

Delivery allows new customers from all over town to try out your business.

And once you've got those new customers in the door and they're loving your convenient delivery service? They'll refer you to people you know, for even more business.



## Delivery Expands Your Territory

As discussed in the previous section, another benefit of offering local delivery is that it expands your serviceable area without requiring that you invest in a new brick- and-mortar location.

Traditionally, people have shopped in their own neighbourhood for essentials as it was the most convenient option. You stopped by the grocery store on your way home, headed to the pharmacy as you were getting the kids to soccer practice.

Many people didn't even think of switching where they shopped for essentials, even if they weren't thrilled with the service.

It was all about location, because closer usually meant more convenient.

# 51%

**According to marketing consultancy company Invesp, 51% of eCommerce stores offer same-day delivery**

But with delivery service, consumers are now able to combine convenience with the best service.

Offering local delivery means you can service a wider variety of customers.

It expands your reach to those customers who may not be right in your neighbourhood but who love buying from you. If you offer a better customer experience or more exciting deals, delivery makes it easy for those prospective customers to switch to you.

And that opportunity gets even better when you use marketing to get the word out about your delivery service. Combining local delivery with simple digital marketing can help you expand your business at very little cost to you.



# Best Practice Tips For Offering Smooth Local Delivery

If you're thinking of expanding your delivery service, it's important to make sure things go smoothly; that's a basic part of business.

To help keep things running as they should, there are a few things to take into consideration for your local delivery service:

Be sure to set cut off times for same-day pickup to avoid any confusion. For example, setting a pickup time of 1:00 p.m. each day gives you plenty of time to package up your deliveries and get them out the door.

Be sure to let customers know what time your cut off is for local delivery, as well as when they can expect their order.

You should also communicate your delivery policy very clearly.

An efficient and affordable delivery software can make all the difference to your delivery operation.

So what should you look for in a great delivery software?

# Four Things to Look for When Choosing Your Same-Day Delivery Platform

If you're thinking of expanding your delivery service, it's important to make sure things go smoothly; that's a basic part of business.

To help keep things running as they should, there are a few things to look for in a great local delivery service:

## Ease of Use

A great delivery software should be simple and easy to use; no complicated learning curve for you or your staff.

## Simple Tracking

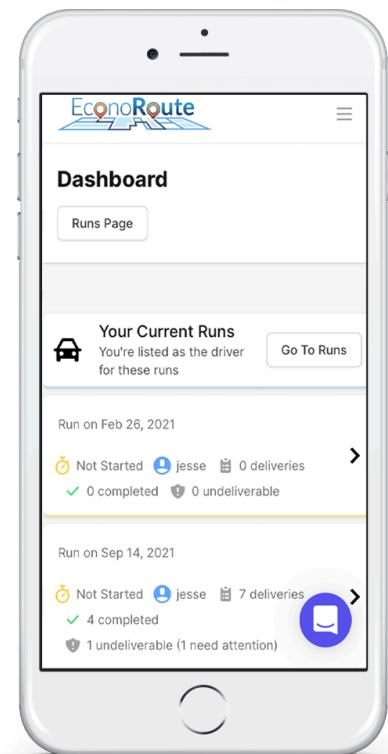
Your delivery software should always tell you the status of your package, including an ETA and when it was delivered.

## Flat Fees (No Surprises)

Whether you're absorbing shipping costs or passing it on to your customers, it's important to have reasonable, flat-rate fees with no unexpected addons.

## Quick and Efficient Service

Delivery software should be as simple as clicking 'Send to Delivery' and moving on to other things! After all, you've got a business to run!



# How to Promote Your Delivery Service

Promoting your delivery service is simple if you follow a simple marketing strategy. If you're in a small community, digital marketing is important. But word-of-mouth and more traditional tactics are also important.

Here are a few simple steps for promoting your delivery service:

## Traditional Marketing

### **Give Your Customers a Call**

It's not fancy but it works; pick up the phone and call your customers. Let them know you're offering delivery, and give them a simple rundown on how it works.

No need to sit down and do it all at once.

You and your staff can make calls whenever you've got some down time.

### **Use Flyers and Brochures**

You can also print flyers or brochures and pop them into each bag that goes out of the store. If you're partnered with any other local businesses, you can ask that they display your flyers as well.

Flyers are inexpensive to create and design.

You can find an affordable designer on sites like Fiverr.com and Upwork.com. Once your flyers look good, you can get low-cost printing at printfrog.com or vistaprint.com.

It's a cost-effective and simple way to get the word out.

# Digital Channels

## Use Your Website

Another great way to promote your delivery service is adding a banner on your website. It doesn't have to be anything fancy, it just needs to be where people see it when visiting your site.

You may want to include a few details; cut-off times, what products are available. Beyond that, customers can (and will) contact you for more details.

## Social Media Posts

Social media posts are an important tool for getting the word out there. Try a few posts a week about your new delivery option; add in a few details here and there.

And as always, link to your website so people know where to go for more information.

## Talk to the Press

You can also take advantage of your local press to get the word out about your delivery service. You can write up a press release and call your local newspaper, radio or TV station.

Often, they'll be happy to promote a local business and help support the community.



# Part Two:

## Planning Your Delivery Service

If you're using EconoRoute™ for your same-day delivery, things are guaranteed to stay simple, but there are still a few things you should go over in the planning process to keep things running smoothly.

It helps if you can sit down with your team to answer the following questions:

### What will your delivery schedule look like?

This depends on delivery volume and may change as you grow but it's important to lay things out at the start so your staff and customers know what to expect. For example, perhaps at the start you set out a cut-off time of 1:00 p.m. each day and deliveries go out at 2:00. As you grow, you may set the cut-off at noon, to allow more time to prepare for your 2:00 p.m. delivery run.

### What territory will you cover?

If you're using EconoRoute™, you can use the platform to service all of Collingwood and Blue Mountain Village.

### What are the shipping times once your delivery service picks them up?

If you're using the EconoRoute™ platform, shipping times may vary depending on what provider you choose on a given day. How will you convey this to your patients?

Will you charge a delivery fee?

If so, how much?

What will your average shipping fees be?

Depending on your needs, most deliveries in the EconoRoute™ are a flat rate of \$9.99 per package.

What software platform will you use to manage your orders?

It's important to be sure that you're keeping your workflow as streamlined and efficient as possible. And for that you need a great delivery provider.



# The EconoRoute™

## Delivery Success Planner

### Step One: Prepare Your Team

Which departments in the company will be involved in your delivery operation?

- Operations
- Billing
- Marketing & Sales
- Others:

Who will be the key employees in your delivery service and what will their roles be?

Who will be the key employees in your delivery service and what will their roles be?

- Involvement in taking orders.
- Ability to fulfill orders.
- Regular access to EconoRoute™.

## Step Two: Define Your Delivery Process:

How will you take delivery orders?

How will you take payment for delivery orders?

Who will enter your delivery orders into EconoRoute™?

Who will pack orders for delivery?

What front shop products will be available for delivery?

Are there any situations/products you'll charge a delivery fee for?

What days will you do deliveries?

What is the minimum number of orders you'll include in each run?

# Notes