CATERING PAL

ENJOY AND HONOUR EVERYONE

IMPROVE YOUR EVENT SUPPLIER BUSINESS









WWW.CATERINGPAL.COM

CATERING PAL

ENJOY AND HONOUR EVERYONE

IMPROVE YOUR EVENT SUPPLIER BUSINESS

It's been challenging for event suppliers over the last 18 months, many closing their doors due to the pandemic. You are feeling demotivated and fed up and waiting for things to go back to normal. Now events are starting to open up again. However, some are still people cautious now is the time to put your business out there and improve. We have put together eight tips that you can work through to enhance your event supplier business.

Have you thought about **digital marketing**? Building your online presence so when people are searching for a specific event supplier, you come up in the search? Having a website is one of the main things you need to invest in as a business; if you don't have one, you will likely get left behind. Having a website is a great way to introduce your business and make an unforgettable first impression. It also provides legitimacy and increases your credibility.

Promote your business locally – attend local events, networking, leaflets, adverts in publications. Local marketing and advertising your business is a fantastic way to gain new customers. Especially as people are becoming more economically minded and are purchasing more from local businesses. People are keen on the personal touch of a small local business. They appreciate the loyalty and reciprocate that by referring you to friends and family.

CATERING PAL

ENJOY AND HONOUR EVERYONE

Social media – as an event supplier business, I'm sure you have lots of images you can put out on social media to promote what you do. Share behind the scenes, reviews, videos, blog posts, services/products you offer and industry-related news. Put together a plan of what you will post when to make it less daunting for you. Tell a story about why you started and what you've been through in the last 18 months; people love hearing from other people.

Keep in contact with customers – let them know you are still in business. If they haven't seen you promoting your business, they may think you are not around anymore. Call, email or send a letter to your previous customers and let them know you are there if they are planning their next event.

Look at your competitors: Data collection and marketing is crucial in your business journey and is behind most of your competitors' success. Marketing campaigns, online presence, and how you speak to your target audience are essential aspects of your business. How much time and energy you put into these will determine how well your business does. You can find inspiration in your competitors work - be careful not to copy. You do not want to compromise on your authenticity.

Partner with other event suppliers – by connecting with other event suppliers, you can grow your network. More people who know about you and see how well you work will want to recommend you to their customers. You can even work together and support each other, which is excellent for small businesses right now. You don't need to spend lots of time or invest lots of money; it's about being creative in how you can work together.

Review the products and services you offer and your audience – are the products/services you offer right for what your customers want? Maybe it's time to review them and adapt them slightly. For example, can you offer packages or create some promotions?

CATERING PAL

ENJOY AND HONOUR EVERYONE

Last but not least, our final tip is to join **Catering Pal.** Offering an online platform where event suppliers like you can showcase their service. It's an online website/directory for people to book suppliers for their event, whether it's a wedding, birthday celebration, kids party, christening or afternoon tea, you name it whatever the occasion, you will have suppliers that can cater for the event. This saves people the hassle of researching online, going to lots of different websites and phoning lots of other suppliers when you can book everything all in one place. Whether it's a birthday party for ten people or a wedding for 1000s, we bring businesses together. We offer a wide choice available on our platform, from traditional cuisines to exceptional venues, everything customers need to celebrate their occasion at an affordable budget. The unique personalised event experience allows customers to curate, innovate, manage and design memorable occasions, bringing something more to their imagination. Would you like to find out more?

WHO WE ARE CATERING PAL?

We are an online event booking and management website. We provide unique personalised experiences to customers' special occasions such as weddings, birthdays, gathering, ceremonies, and any other occasions; that allow customers to curate, innovate, manage and design unique occasions, bringing something more to their imagination.



Unique Service

We are an innovative sharing event-vendors website specialising in event planning and creation. Our brand new concept makes us extremely competitive in one of the most highly demanded markets.



Added Value

We facilitate in connecting you with customers and add value to your business. When it comes to planning an event the necessities are many: consequently a customer who visits our website is interested in purchasing more than one product or service.



You are in Control

You can enjoy working in freedom by managing your login dashboard, update your calendar, change prices and offers at any time and you can decide how many products / services you would like to offer.

WWW.CATERINGPAL.COM