

INTERNAL PRE-INTERACTION FORM — Moon Poke, Sushi & Sweets

Client Name:

Moon Poke, Sushi & Sweets

Estimated Price Range (Before Interaction):

\$\$ – \$\$\$

Google Business Profile:

Moon Poke, Sushi & Sweets — 5.0 ★ (79 reviews), East Stroudsburg, PA

Existing Website Link (Optional):

<https://www.moonpokesushi.com>

Online Ordering: <https://order.mealkeyway.com>

Current Business Model:

Brick-and-mortar poke/sushi/boba shop.

Hybrid dine-in + pickup + delivery.

Relies primarily on MealKeyWay/MenuSifu online ordering infrastructure.

No dedicated in-house digital upsell funnels.

Limited brand storytelling or retention system.

Current Social Media:

Not prominently linked in search results. May have minimal or inactive social presence. Needs confirmation.

Client Description (Blunt Internal Summary):

"Moon Poke. Solid product, great reviews, busy location — but digital presence is barebones. Their site is cookie-cutter and depends on third-party ordering. No strong brand identity online. No SEO, no owned ordering funnel, no loyalty system, and no structured content. They rely heavily on walk-ins and MealKeyWay."

Identified Needs (Pre-Interaction Guess):

- Modern branded website with full visual identity (photos, menu visuals, story branding).
- Integrated first-party ordering system (reduce reliance on MealKeyWay fees + improve margins).
- Online menu redesign for clarity and upselling.
- Loyalty + rewards integration (SMS/email automations).
- Google SEO + local ranking optimization.
- High-quality product photos & content for social + website.
- Optional: strategy to expand catering orders and pre-order packages.