



¡Bienvenid@s al Meetup  
#24 de la comunidad de  
WordPress Guadalajara!

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GUADALAJARA

MEETUP

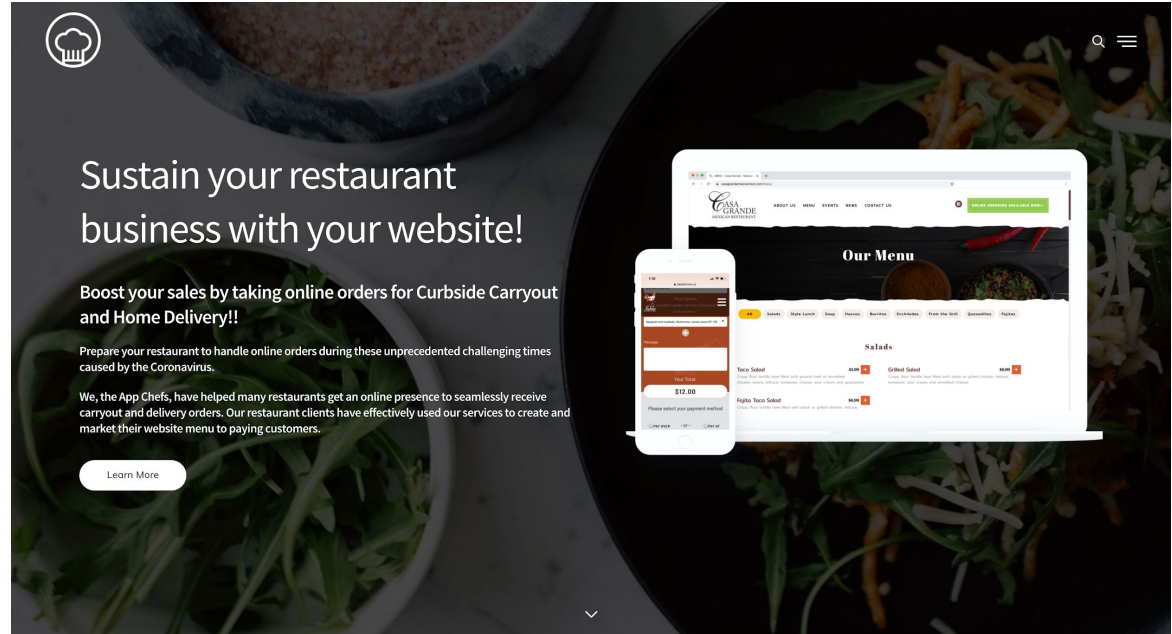
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# Cómo llevar negocios presenciales a internet

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# 1. Modelos de negocio

- Restaurantes
- Joyerías
- Tiendas de ropa
- Productos de limpieza
- Clases y cursos en línea
- Nutrición





## Sustain your restaurant business with your website!

Boost your sales by taking online orders for Curbside Carryout and Home Delivery!!

Prepare your restaurant to handle online orders during these unprecedented challenging times caused by the Coronavirus.

We, the App Chefs, have helped many restaurants get an online presence to seamlessly receive carryout and delivery orders. Our restaurant clients have effectively used our services to create and market their website menu to paying customers.

[Learn More](#)

The graphic shows a smartphone and a laptop displaying restaurant websites. The laptop screen shows a website for 'CASA GRANDE RESTAURANT' with a menu titled 'Our Menu' and a section for 'Salads' listing items like 'Taco Salad', 'Grilled Salad', and 'Fiesta Taco Salad' with prices. The smartphone screen shows a similar website interface with a 'Your Order' section displaying '\$12.00'.

## 2. Herramientas

- Venta:
  - WooCommerce
  - Paypal
  - Mercado Pago
  - Facebook Market
  - Stripe
  - Thrive Cart
- Envíos
  - Guías prepagadas + recolección
  - Entregas personales (negocios locales)
- Cursos
  - Zoom.us
  - Google Hangouts
  - Facebook Live
  - Hotmart
  - Teachable (aunque Hotmart ya la compró)



## 2. Herramientas (Marketing)

- Landing Pages
  - Leadpages
  - Wordpress + Elementor
  - Wordpress + Optimize Press
  - Instapage
  - WPBakery
- Embudos de venta completos
  - ClickFunnels
  - Get Response
- Email Marketing
  - Active Campaign
  - Mailchimp
- Captación de emails
  - Thrive Leads
- Automatizaciones
  - Zapier



Funnelytics



elementor



Leadpages®



click funnels



GetResponse ActiveCampaign >

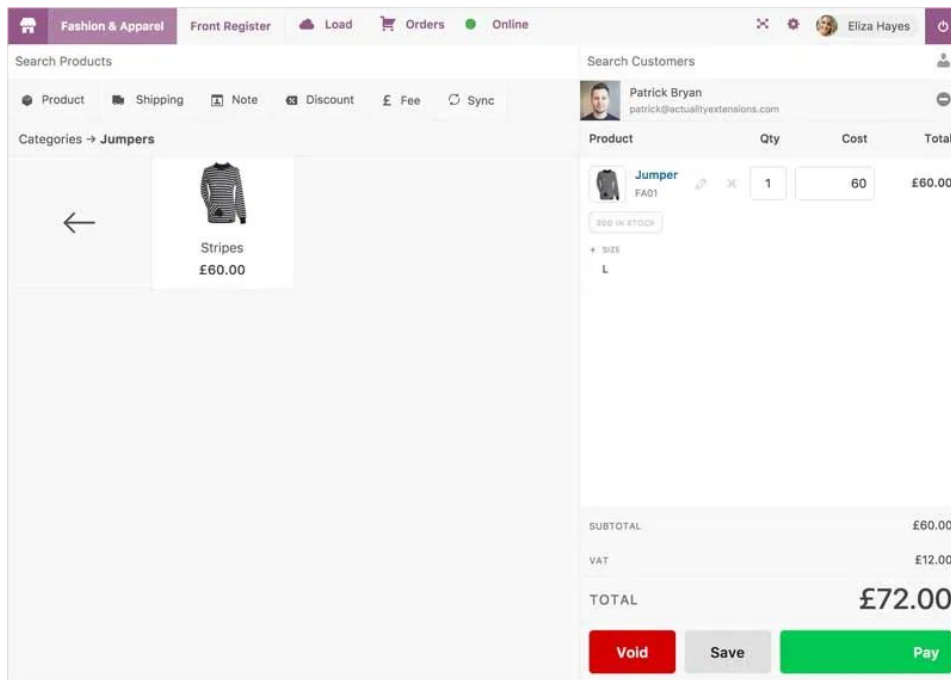
zapier



mailchimp

### 3. Servicios como agencia / freelance

- Crear una landing page (página de aterrizaje) sencilla explicando tus servicios
- Ofrecer opciones variadas
- Integraciones con 3ros (POS)
- Utilizar formularios sencillos (Gravity Forms, Contact Form 7)
- Creación de Custom Post Type (avanzado)



## Take Out Menu

TITLE	PRICE	QUANTITY	REMOVE
Charred beet salad, Pumpkin seeds hummus	8	13	<a href="#">Remove</a>
Pork Bolognese, tomato sauce, pasta, DF	12	18	<a href="#">Remove</a>
Vegetarian stew, Grains, Cauliflower V GF DF	8	9	<a href="#">Remove</a>
Salted chocolate chip cookies V	3	36	<a href="#">Remove</a>
suspended stew: Donated to front line work	5.00	980	<a href="#">Remove</a>
Spiced creamy potato soup 1/2L	5.00	8	<a href="#">Remove</a>
Carnivor Shiraz	25.00	20	<a href="#">Remove</a>
Salmon, sunchoke, spring veg, tapenade, GF	15.00	19	<a href="#">Remove</a>

[Add New Item](#)

Take Out Menu Order Details

Basic Information

Full Name	Phone	Email Address	Message
Amber Lam		Call either	. Thanks for what you guys are doing!

Menu Information

Menu Title & Price	Quantity
suspended stew: Donated to front line workers   5.00\$	1
suspended stew: Donated to front line workers   5.00\$	1
Total Amount:	\$10.00

Payment Information

Payment Method is: Pay on Pick up (No Cash)



## Take Out Menu Order Details

### Basic Information

Full Name	Phone	Email Address	Message
Rachel Howard			We love your food and are so happy to have this option available!! Thank you!

### Menu Information

Menu Title & Price	Quantity
Grain salad, Roasted vegetables, Curry dressing, V GF, DF   8\$	1
Pork Bolognese, tomato sauce, pasta, DF   12\$	1
Salted chocolate chip cookies V   3\$	1
suspended stew: Donated to front line workers   5.00\$	1
Salmon, sunchoke, spring veg, tapenade, GF, DF, NF   15.00\$	1
Spiced creamy potato soup 1/2L   5.00\$	1
suspended stew: Donated to front line workers   5.00\$	1
Total Amount:	\$53.00

### Payment Information

Payment Method is: **Pay on Pick up (No Cash)**

## 4. Consultoría

- Calendly
- Scheduly
- Google Hangouts
- Zoom

Ashok Amaran

### Free 30-Minute Consultation - Restaurant Ordering

🕒 30 min



Web conferencing details provided upon confirmation.

Thank you for scheduling a call to discuss the needs of your restaurant with us!

We are eager to help restaurants such as yours make it through these difficult times and beyond.

**Please have ready a few things for this meeting:**

1) Your ideas for how you would like to have orders coming in and types of services: carryout/curbside/delivery.

We will also provide options.

2) An example of your menu so we can propose options on ordering based on what would be available.

### Select a Date & Time

March 2020



SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

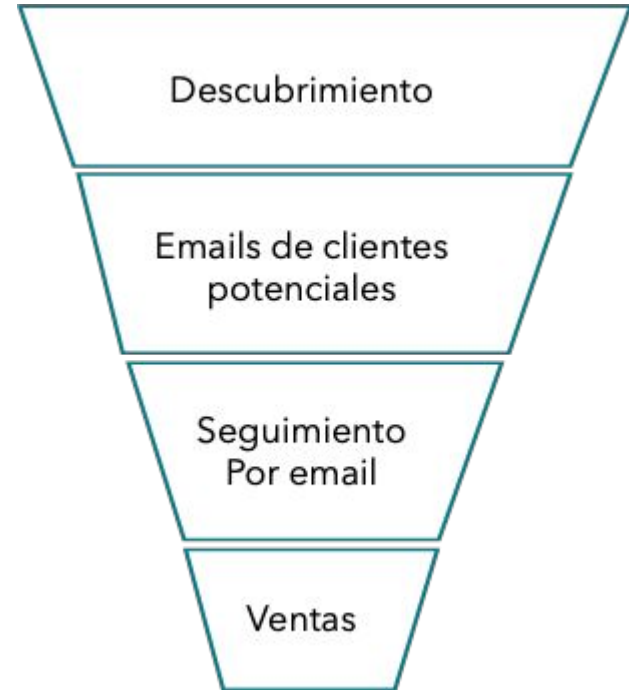


Mexico City Time (5:29pm) ▼

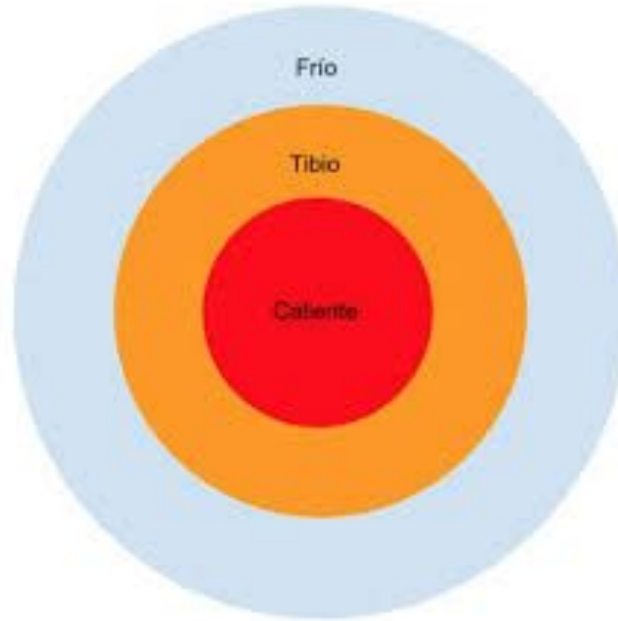
POWERED BY  
Calendly

## 5. Marketing y Embudos de Venta

Los embudos de venta son la serie de pasos que toma una persona (prospecto o lead) que no te conoce hasta convertirse en cliente.



## 6. Temperatura del tráfico



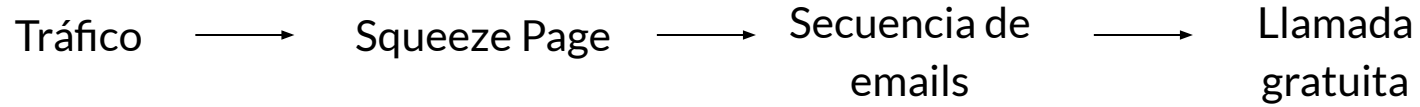
## 7. ¿Cómo obtener el email de un prospecto?

Ofrece un recurso gratuito:

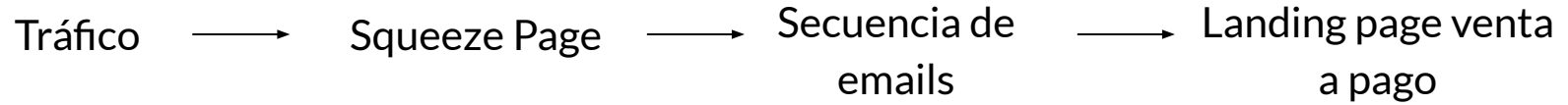
- Videos
- PDF's o ebooks
- Audios
- Minicurso
- Videos
- Webinars
- Pruebas gratuitas en membresías o academias
- Etc.



## 8. Embudo mínimo para venta de servicios



## 9. Embudo mínimo para venta de cursos



# Participación de la comunidad

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# ¡Gracias por acompañarnos!

Twitter:

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Meetup:

[meetup.com/wordpress-guadalajara](https://www.meetup.com/wordpress-guadalajara)

Facebook:

*Comunidad de WordPress Guadalajara*

[fb.com/wpguadalajara](https://www.facebook.com/wpguadalajara)

Github:

[github.com/wpguadalajara](https://github.com/wpguadalajara)

Instagram:

[instagram.com/wpguadalajara](https://www.instagram.com/wpguadalajara)

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