Grow Your Food & Drink App from zero to infinity

Guide to Zero Budget Marketing

WELCOME TO
ZERO BUDGET MARKETING

It's good to see that you've gotten this far. It means you're determined. Determined to grow your app. Determined to understand the tools that can get you there. And determined to invest the time and brainpower to make your goals come to fruition.

As you forge ahead on your one-of-a-kind mission and journey from zero to infinity, we'd like to share important discoveries we've made over the last few years.

We've done the heavy lifting for you in this guide so that you can quickly be on your way to using owned media channels in your mobile marketing activities.

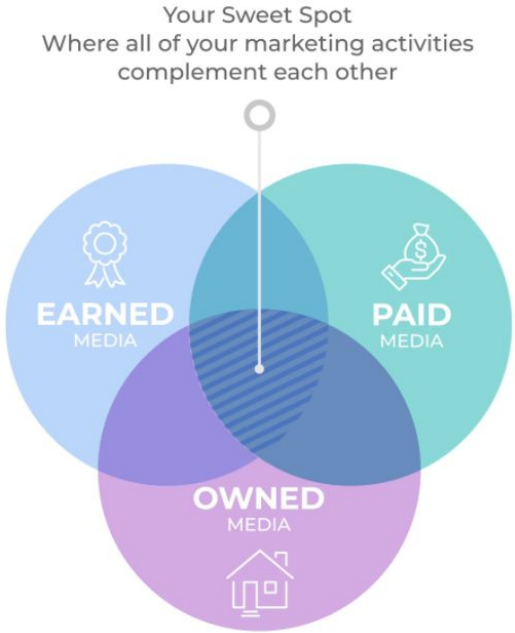
So without further ado...5....4...3...2...1... ZERO...BUDGET...Lift off!

OWNED MEDIA
TAPPING UNTAPPED POTENTIAL

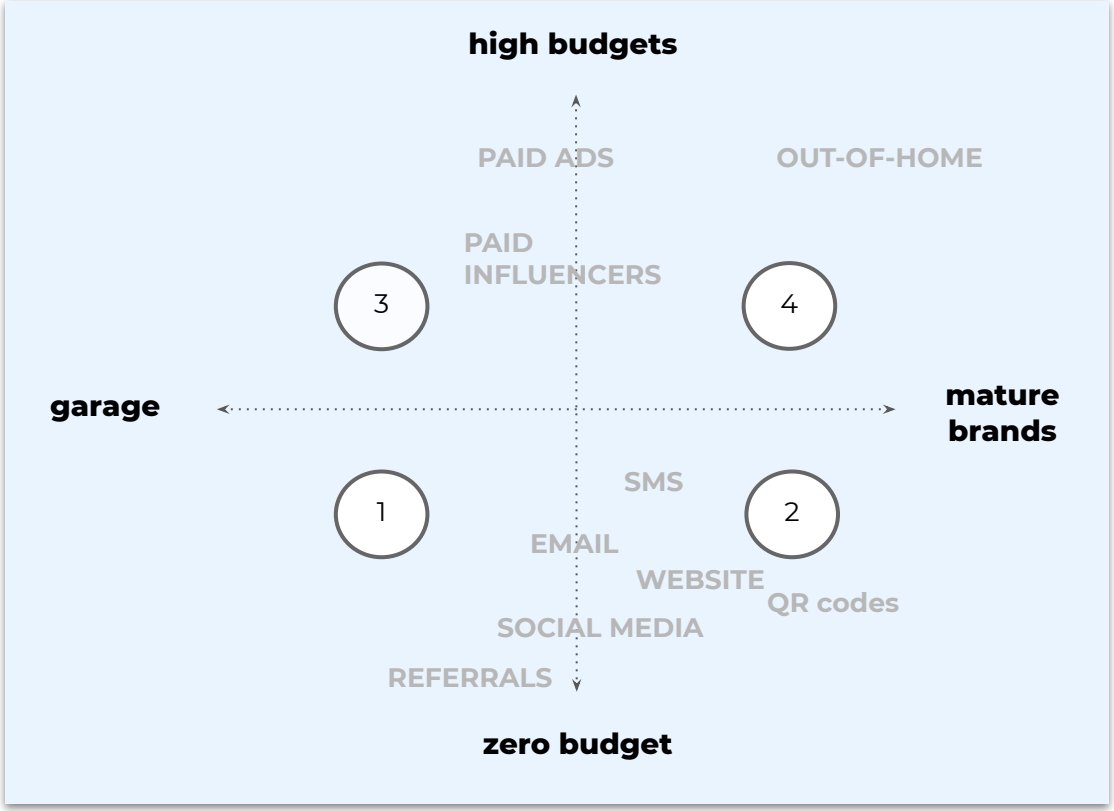
You probably already know that the best digital marketing mix combines paid, owned, and earned media into one integrated strategy.

And while it's tempting to invest in paid media from the start, many marketers have tight budgets. That's why it makes sense to learn about zero budget marketing and focus on optimizing owned media first.

After all, you probably already have these media channels: a mobile website, emails, and social media and they can all significantly boost conversions, particularly when used together effectively.



WHICH QUADRANT ARE YOU IN?



	1	2	3	4
WEBSITE	✓	✓	✓	✓
SOCIAL MEDIA	✓	✓	✓	✓
EMAIL	✓	✓	✓	✓
REFERRALS	✓	✓	✓	✓
PAID ADS		✓	✓	✓
SMS			✓	✓
PAID INFLUENCERS		✓	✓	✓
OUT-OF-HOME			✓	✓

*Different companies use different marketing channels based on their growth stage. As brands mature and grow their app user base, they expand into new channels such as paid and earned media.

OWNED MEDIA
WHAT THEY CAN DO FOR YOU

Below is only a short sample of how owned channels can help you. The pages that follow provide examples regarding use cases in key channels.

01 **Promote discounts, sales, incentives**
Channels such as social media and email are very effective at promoting sales and discounts, especially with existing users.

02 **Acquire app users**
Your mobile website and user invites (AKA referrals) are essential channels for user acquisition (UA).

03 **Generate interest**
Two words: Social media. Use it wisely to delight and entertain.

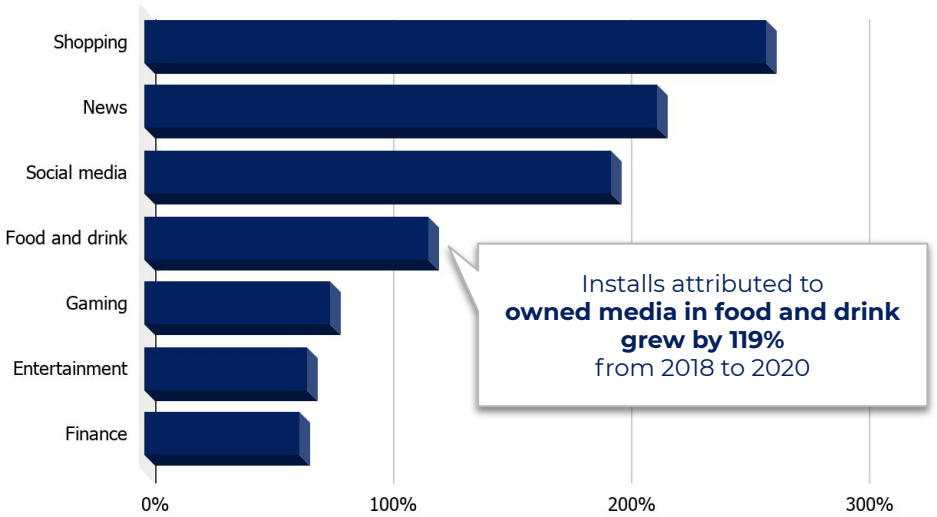
04 **Promote your brand**
Stay in the spotlight with prospects and existing customers alike by using email, social media, and SMS/text.

05 **Engage customers**
Pique customer interest to increase user loyalty and future conversion revenues. Email and social media lead the pack when it comes to keeping your users riveted.

OWNED CHANNELS
GROWING ACROSS VERTICALS

Recent data show that brands increasingly rely on their owned media to grow their app user bases

Cross-Vertical Owned Media App Install Growth, 2018-2020*

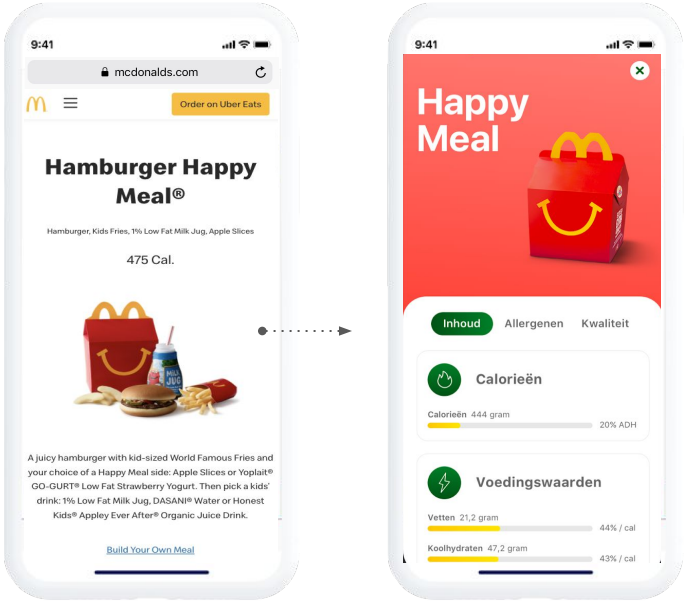


* *Based on a sample of nearly 1,800 apps overall running campaigns throughout the entire time period

MOBILE WEBSITES
THE #1 SOURCE OF APP INSTALLS

If you have a mobile app, you most probably have a mobile website. Brands that successfully grow their apps optimize the connection between website and app to drive user growth. These brands understand that their website is **the most important source of user acquisition and the cost-effective one.** Yet, because app user experience is superior to that on mobile web, apps are much more effective at growing revenue.

This means that you should focus on attracting users to your website. Then, creatively and seamlessly take your users from your mobile website to your mobile app.



89%
of users discover brands on the web

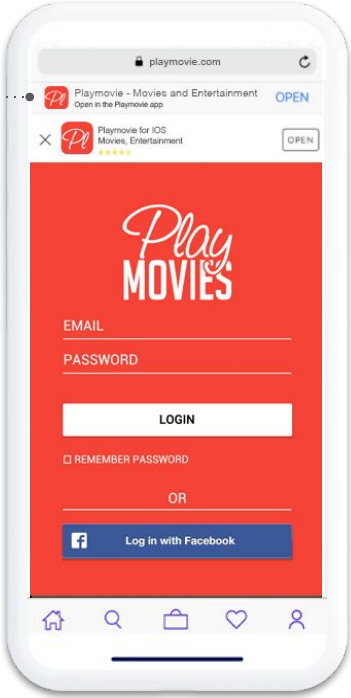
70%
of mobile sales occur in apps

MOBILE WEBSITES
THE CHALLENGES

We just learned how important it is to use your mobile website as a source for app installs. But there are some challenges involved in this process:

1. **Native banners:** Some brands opt to create their own banners, including their underlying linking logic. Due to the complex, fragmented mobile ecosystem, these links will typically break, leading to broken user journeys.

2. **Phantom banners:** For companies using Apple Universal Links, Apple randomly injects a banner ad onto websites in Safari. There is no way to control this, customize it, or record it. Most brands choose to ignore phantom banners, but there are ways to overcome this issue as we will detail below.

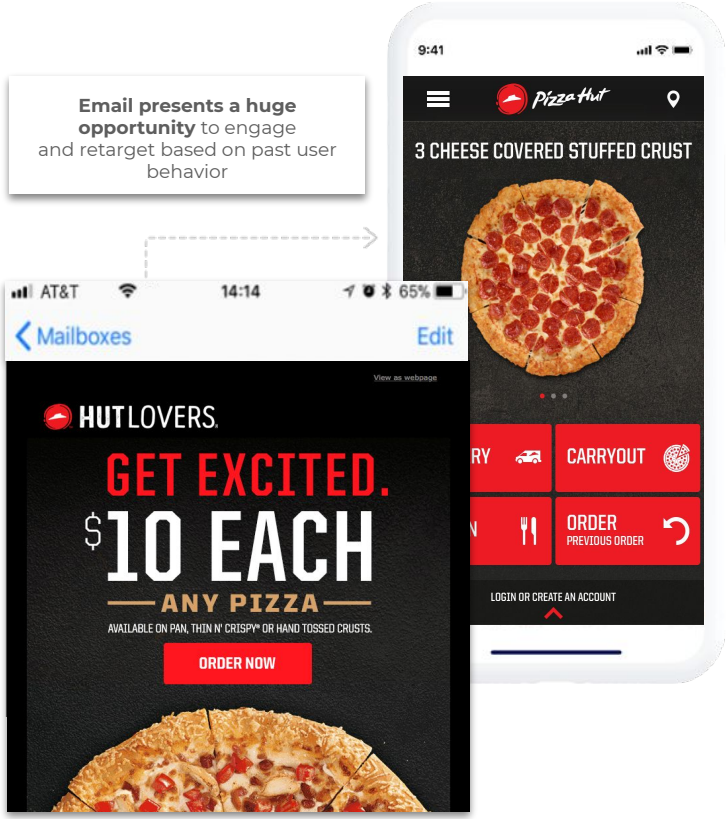


Phantom banners randomly injected by Apple
Create a poor, confusing user experience

EMAIL MARKETING IS FAR FROM DYING

App marketers should not underestimate the power of email marketing. The majority of emails are now opened on mobile devices, making this channel a prime candidate to direct customers to your app.

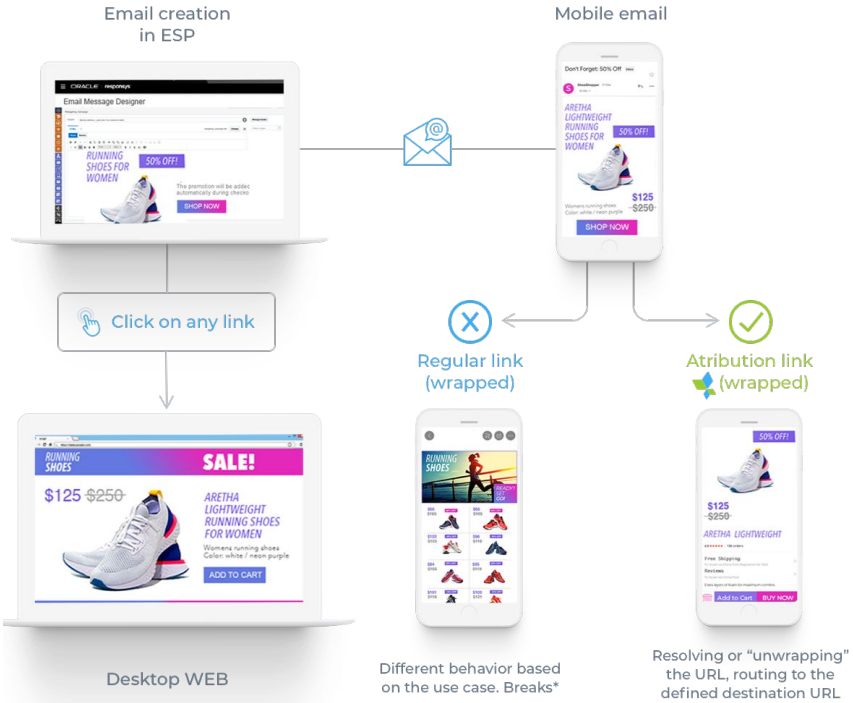
You should seriously consider using email marketing to promote specials, share updates, and announce special events. Email is also a great way to connect with your audience on a personal level through your loyalty program with birthday wishes, personalized offers, and timely content recommendations.



EMAIL MARKETING
THE CHALLENGES

As with mobile web, there are challenges with using email effectively. **The main challenge stems from email service providers (ESPs) wrapping and breaking your links.**

While ESP intentions are good - namely to provide you with performance analytics - the result is broken links that lead to poor user experience, customer frustration, and reduced conversion rates.

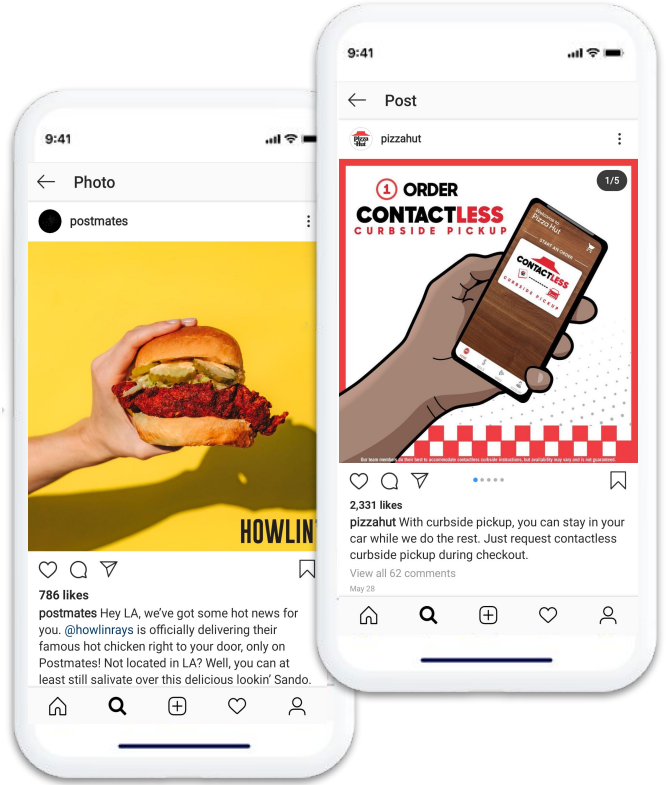


SOCIAL MEDIA
WHERE PEOPLE ENGAGE WITH BRANDS

Social media apps are one of the top channels for user acquisition as well as engagement.

Content posted on social media networks can reach a large audience and increase app installs. You'll need to invest time and energy in this channel to succeed, but you'll reap what you sow.

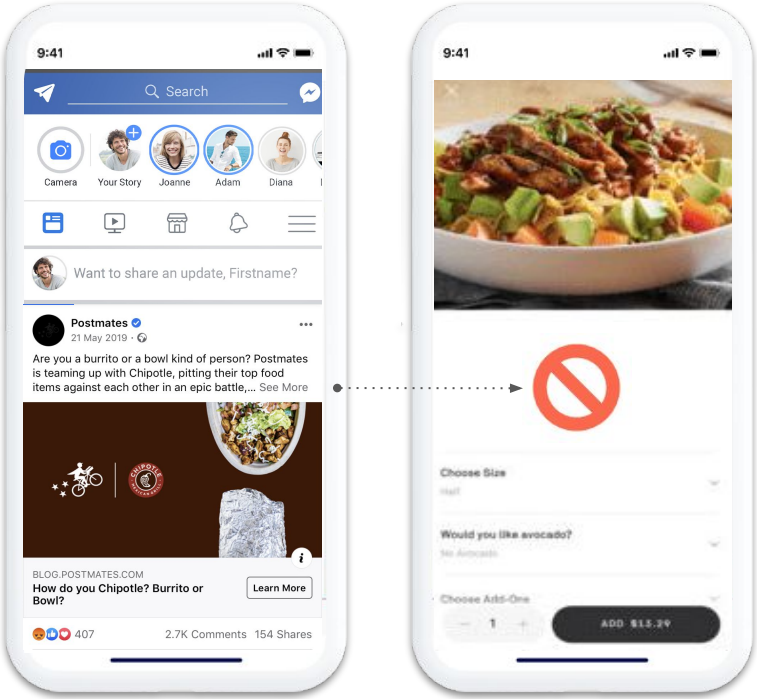
Make sure to follow top publications and industry leaders, connect with their audiences, and engage as often as possible to build your following. Social media evolves quickly so it's important to always know which networks matter most to your business and stay on top of the trends.



SOCIAL MEDIA
THE CHALLENGES

By now you may not be surprised to hear that broken links are an issue when it comes to social media as well.

Social media networks are intent on keeping users in their apps. The unfortunate result: often when users tap on a link leading outside the app, the link can break.



Links in social apps break resulting in broken journeys and frustrated users

DEEP LINKING
THE GAME CHANGER

As we've seen, using regular links in owned mobile media channels like your mobile website, emails, and social media apps can lead to broken customer journeys. If you were wondering, this holds true for other mobile media channels as well, whether SMS, push, or QR codes.

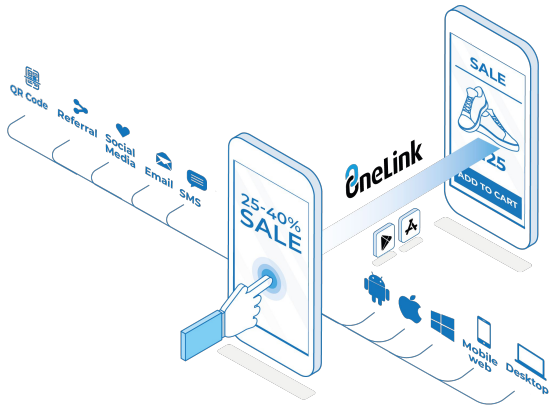
But why are links so fragile on mobile? After all, this doesn't happen on web, right? On the web, links (or hyperlinks) represent a simple technology that routes users to a specific page on a website.

The mobile ecosystem is fragmented. It developed in a less organized way and is characterized by different behavior for operating systems (Android and iOS) and a raft of browsers and devices.

The complex, fragmented nature of the mobile ecosystem requires third-party technology to ensure that users are brought to content seamlessly and friction-free.

This technology has a name: Deep Linking

DEEP LINKING
ENSURE FRICTIONLESS EXPERIENCES



Deep linking is a game changer
Enabling users to smoothly arrive to in-app content, regardless of channel, operating system, or device.

Deep linking allows brands to connect the user, in context, to in-app content beyond the app home page (hence, deep linking). For example, users may be brought directly to a specific product or campaign landing page within an app rather than simply the home page, seamlessly moving from promotion to landing page with greater likelihood for conversion.

You may be asking: don't iOS and Android offer deep linking? They do, in the form of iOS Universal Links and Android AppLinks, respectively. But these solutions fall short when it comes to automatic routing across multiple platforms, as well as providing seamless user experiences across digital and offline channels.

DEEP LINKING
IN A NUTSHELL

App Installed

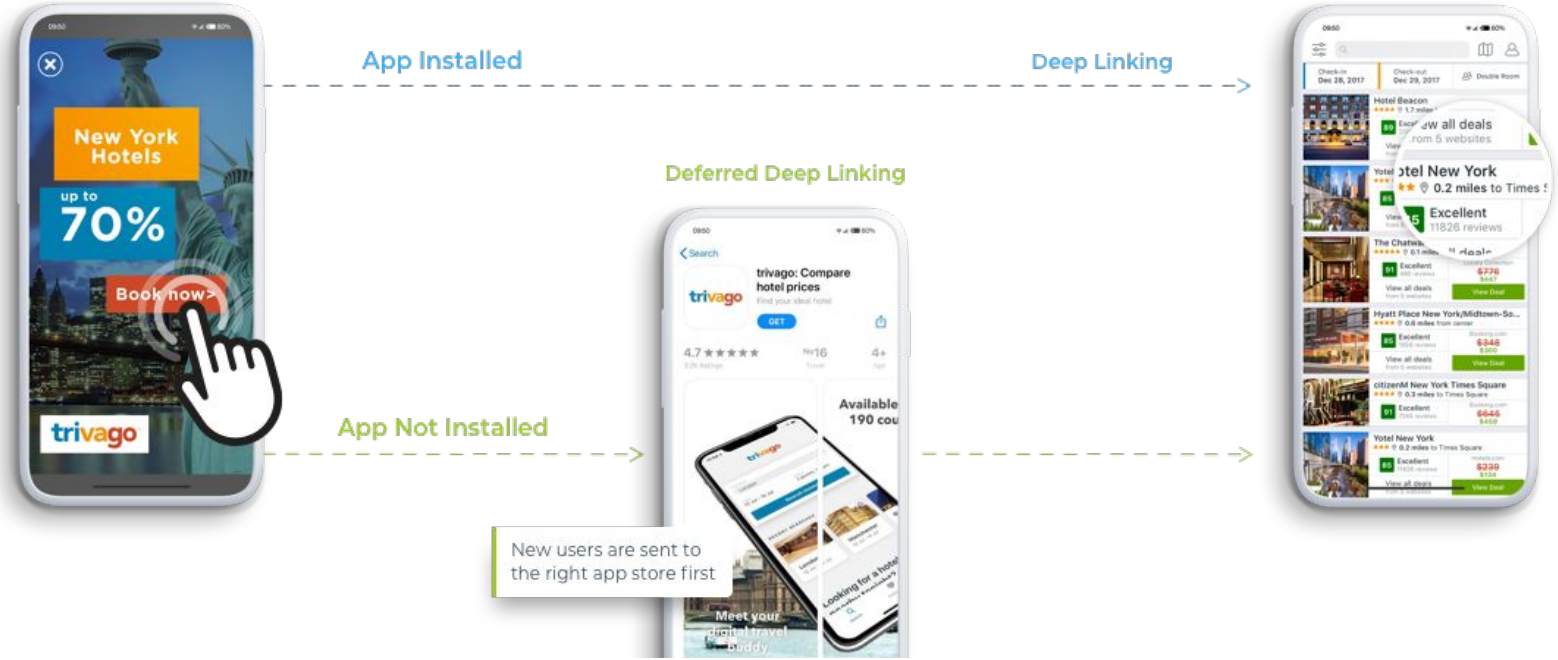
Deep Linking

- ANY DEVICE
- ANY OPERATING SYSTEM
- ANY BROWSER
- ANY MEDIA CHANNEL

A deep link is a single link that detects a user's device, channel, platform and app state (installed or not) to send them to the optimal app or web page.

WARNING: Using normal links (not deep links) in your mobile owned channel campaigns will result in broken links, poor customer experience, low conversion rates, and frustrated users.

DEFERRED DEEP LINKING



The process of deep linking within an app, but only after the app is installed. Deferred deep linking ensures that a user ultimately arrives at the right content even if he doesn't have the app when he clicks the link.

DEEP LINKING POWERED BY ONELINK
THE VALUE TO BRANDS

→ Deploy Any Use Case
Simplify growth and acquisition with one link that works on every channel and platform.

→ Leverage Your Assets
Maximize ROI on owned media by ensuring seamless customer journeys.

→ Personalize Onboarding
Delight users with contextual experiences powered by rich user data contained in our deep links.

→ Optimize Conversions
Create frictionless user experiences that spur higher intent and lift your bottom line.

DEEP LINKING POWERED BY ONELINK
DRIVING ROI

2.5X

CONVERSION RATE

Frictionless experiences lead to dramatically higher conversion

2.7X

IN-APP PURCHASES

Users that click on deep links buy more frequently

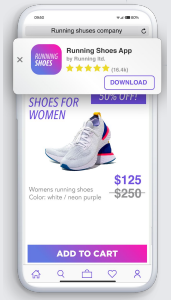
2.1X

USER RETENTION

Contextual delivery keeps users coming back for more

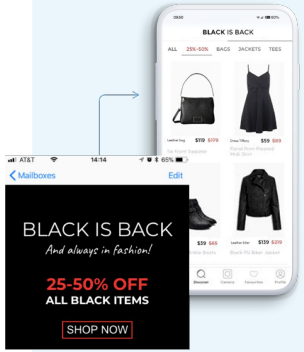
SEAMLESS EXPERIENCES ACROSS CHANNELS

Smart Banners



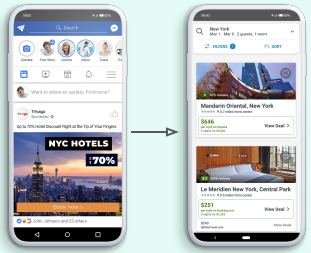
Create friction-free **web-to-app** experiences

Email



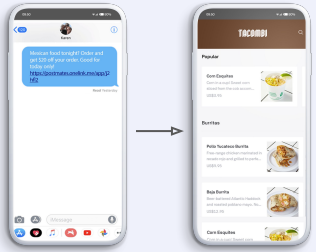
Streamline **Email-to-app**

Social



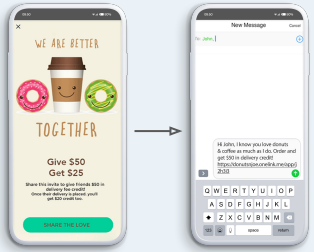
Drive organic growth from **Social Media**

SMS / Push



Short deep links for **SMS Marketing**

Referrals



Unleash the power of **Word-of-Mouth**

OneLink

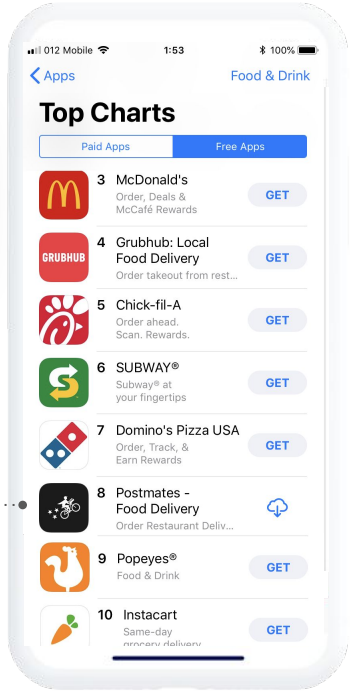
REAL-LIFE
FOOD & DRINK USE CASE

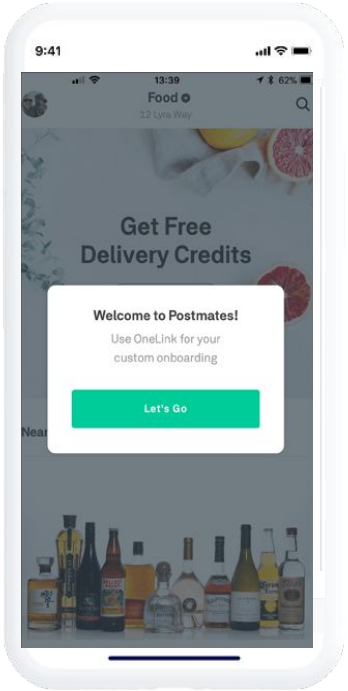
Top 5 Most Installed Food App in North America

Postmates

#9 app for Food & Drink
200 million downloads

Even if largest competitors outspend them in digital marketing.





BUT HOW?

By leveraging owned media effectively and creatively using deep linking

MOBILE WEBSITE
TURNING WEB VISITORS TO LOYAL APP USERS

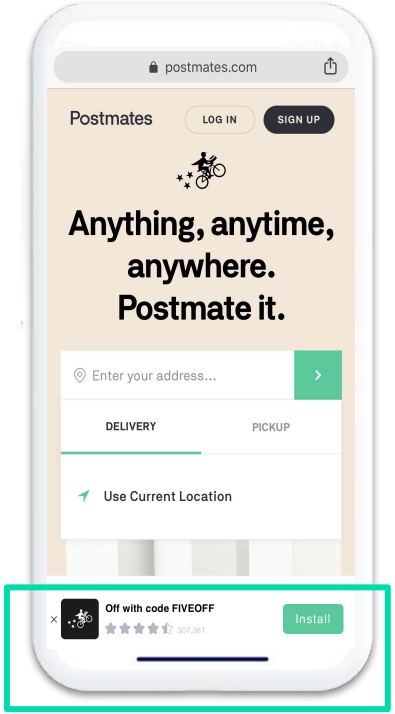
Deliver users dynamically from your mobile web site to your app, cost-free.

Because OneLink-powered Smart Banners are simple to create and publish on mobile web pages, marketers can quickly turn their websites into effective sources for user acquisition.

Smart Banners are customizable, and with advanced deep linking behind them can lead users to the right content, regardless of operating system, device, or browser.

In this example: Postmates posts an incentive for $5 off the next order for those installing the app, using a Smart Banner at the bottom of the homepage.

Banner displayed on Postmates' home page

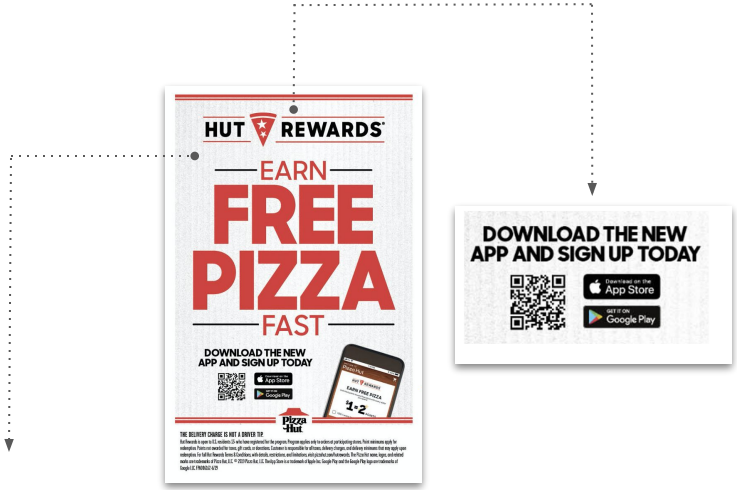


QR CODES
FROM OFFLINE CUSTOMER TO APP USER

Food and drink brands are now recognizing the power and value of QR codes. By smartly placing a QR code on in-store displays, mailers, and delivery materials (e.g., order paperwork and packaging), brands can incentivize customers to download their app.

By creating QR codes with a deep linking platform, you can ensure a seamless user experience across mobile platforms as well as benefit from the being able to update QR codes on-the-fly.

In this example: Pizza Hut uses QR codes to convert loyalty members who use offline channels to order their meals into app users.



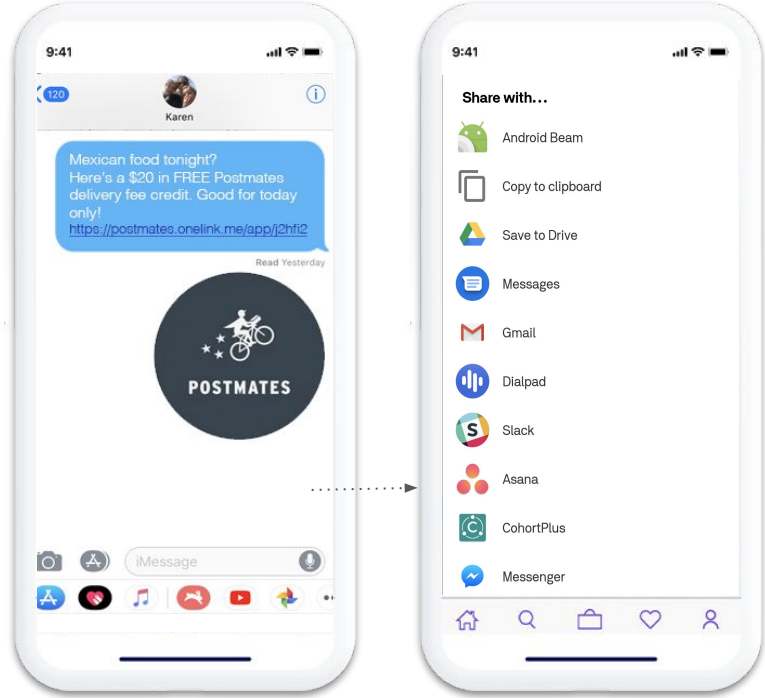
QR code combined with a promotion to incentivize app download

USER INVITES / REFERRALS
LEVERAGE WORD OF MOUTH

Word of mouth referrals are one of the strongest mechanisms to spread an app and create virality. Brands can leverage user invites to enable users to share great new apps with their friends via SMS or text messaging.

Here's how it works: A user shares a link to the app from a piece of content or referral screen in the app. When the receiving user clicks the link, she has an optimal experience – going to the app store if she doesn't have the app, and to the app if it is installed.

In this example: Postmates encourages users to share the app with their friends with incentives such as this delivery credit.



Postmates users share incentives with friends

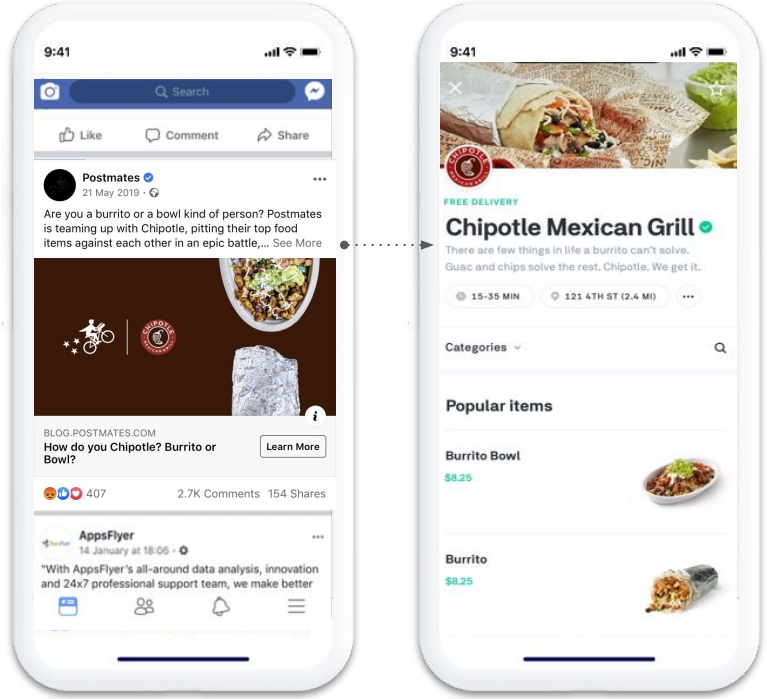
SOCIAL MEDIA
DELIGHTING SHOPPERS ON THEIR FEEDS

Social media is one of the most common use case for leveraging mobile links to point users to pages in apps that are relevant to them.

With deep linking, a single URL intelligently routes the user to the right in-app content without friction. And if the user does not have the app, she is routed to the app store.

Links often break in social apps. Marketers can obviate this from happening by bringing the user to a landing page, from which the user will be delivered seamlessly to the right page in your app.

In this example: Postmates combines social media and deep linking to ensure users smoothly traverse from social media apps to the Postmates app.



Postmates uses deep linking for a smooth social-to-app

DON’T JUST TAKE OUR WORD FOR IT

“OneLink was simple, powerful, and ready to go out of the box – everything we needed to run a bold offline campaign with full confidence we could attribute key in-app events with the same granularity as online campaigns.”

Andrew Ellis
Performance Marketing Manager

AppsFlyer

Who said there’s no such thing as a free meal?

Start for FREE