



Grow Your Travel 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!**

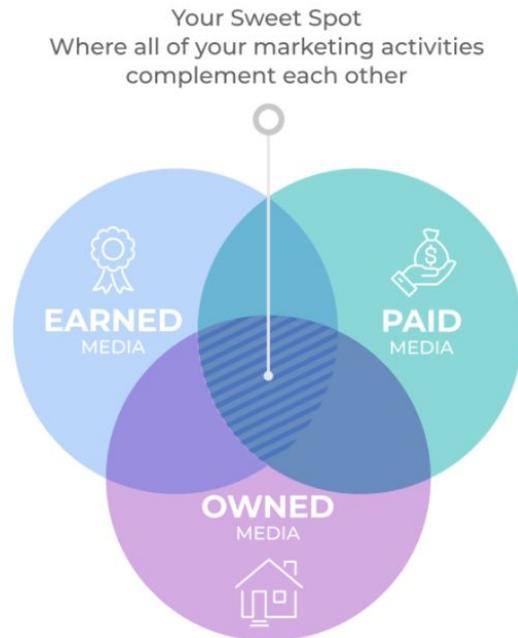
# OWNED MEDIA

## TAPPING UNTAPPED POTENTIAL

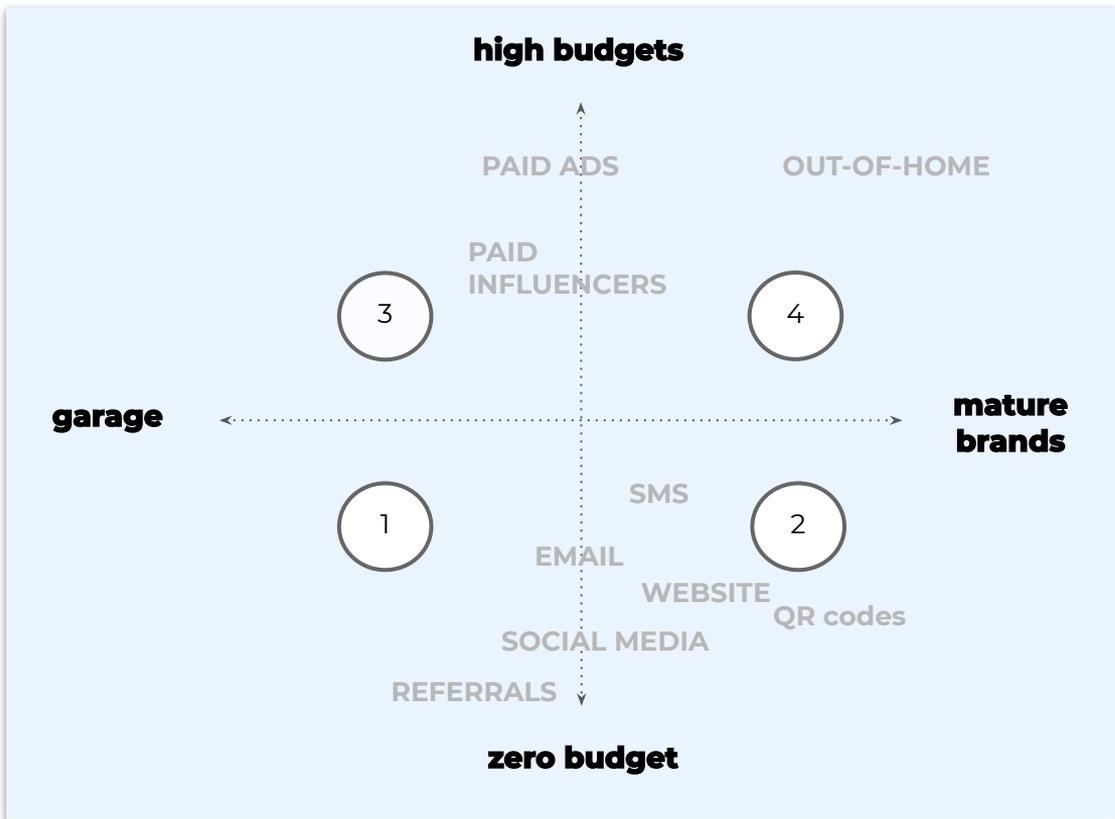
You probably already know that the best digital marketing mix combines paid, owned, and earned media into one integrated strategy.

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 travel specials and incentives**  
Channels such as social media and email are very effective at promoting special fares, 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.

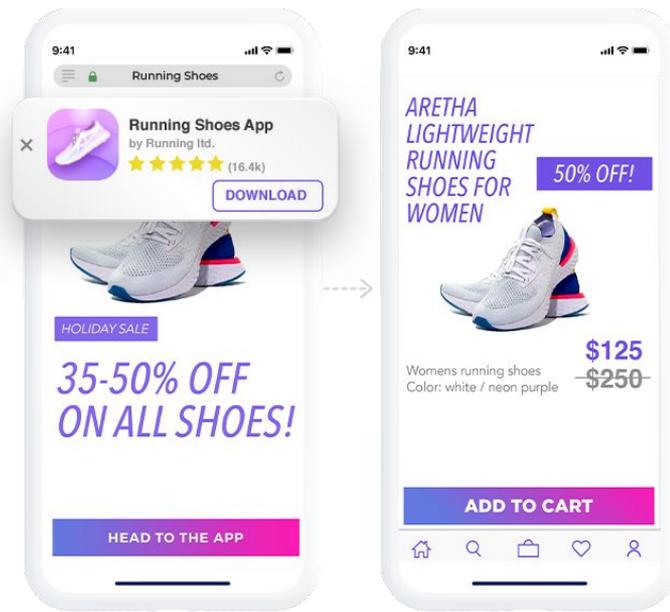
**04 | Promote your brand**  
Stay in the spotlight with prospects and existing customers alike by using email, social media, and SMS/text.

**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.

# 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

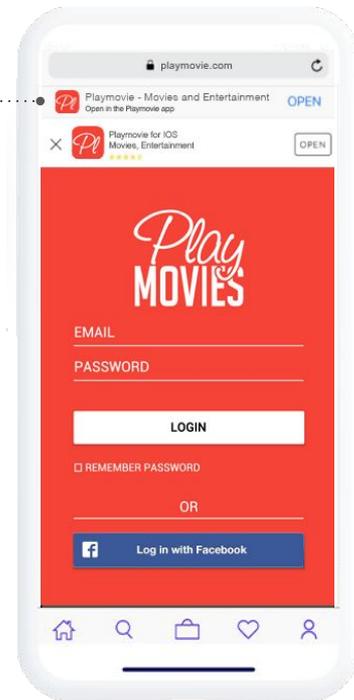
# MOBILE WEBSITES THE CHALLENGES

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 customers choose to ignore phantom banners, but there are ways to overcome this issue as we will detail below.

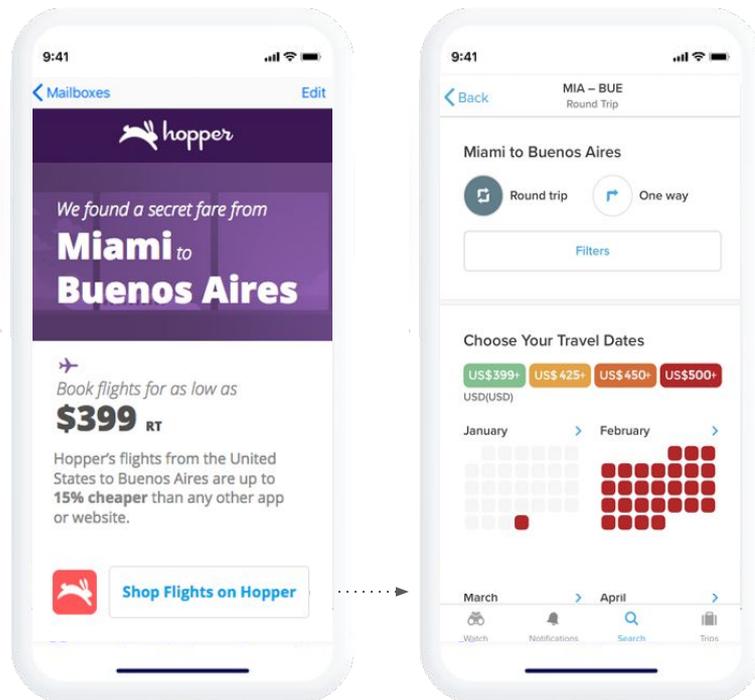
**Phantom banners**  
randomly injected by Apple  
Create a poor, confusing user  
experience



# 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 travel content, share updates, offer discounts, and announce upcoming events, even during slower periods. 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.

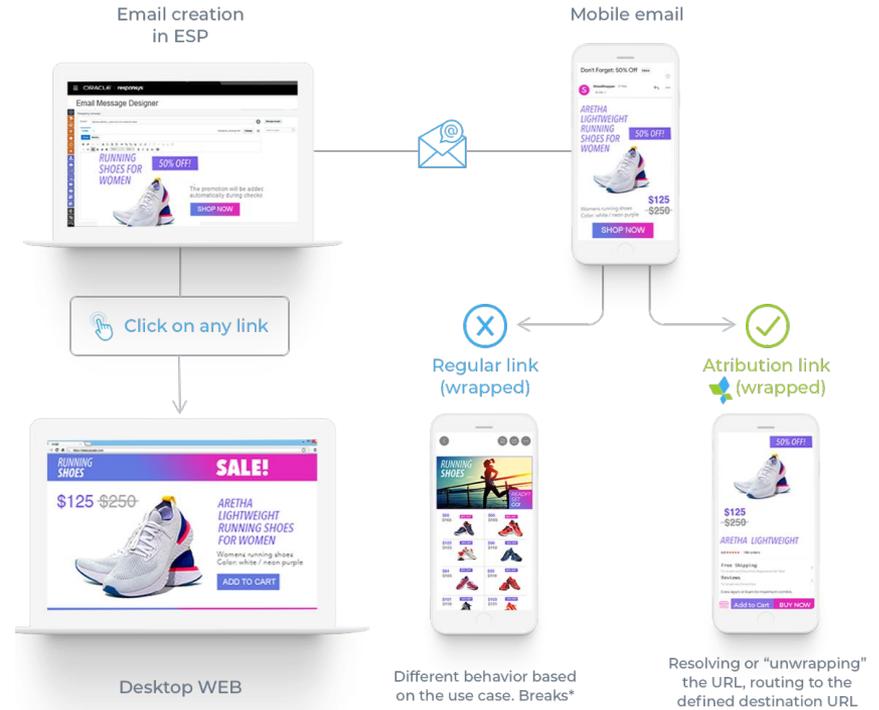


Email presents a huge opportunity to engage and retarget based on past user behavior.

# 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.



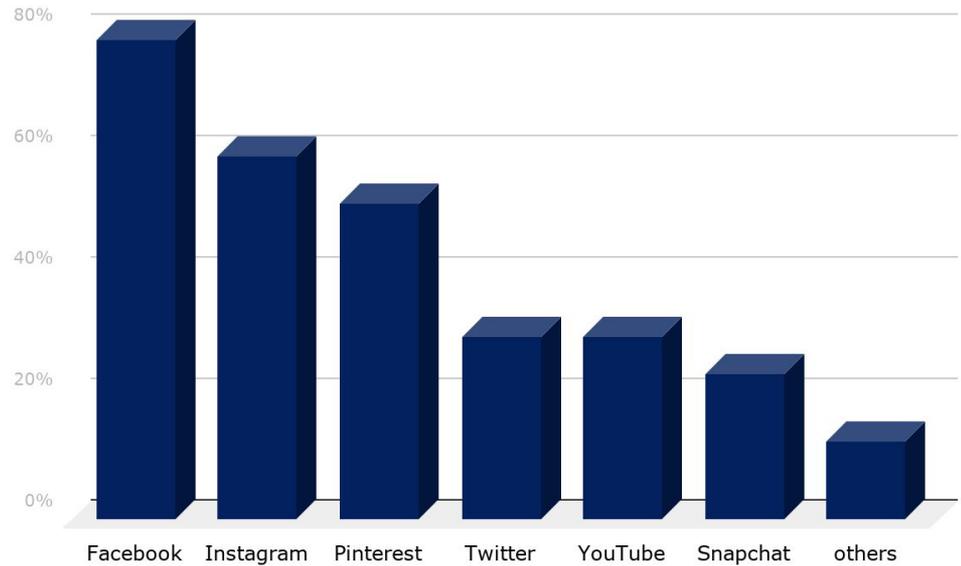
# SOCIAL MEDIA

## 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.



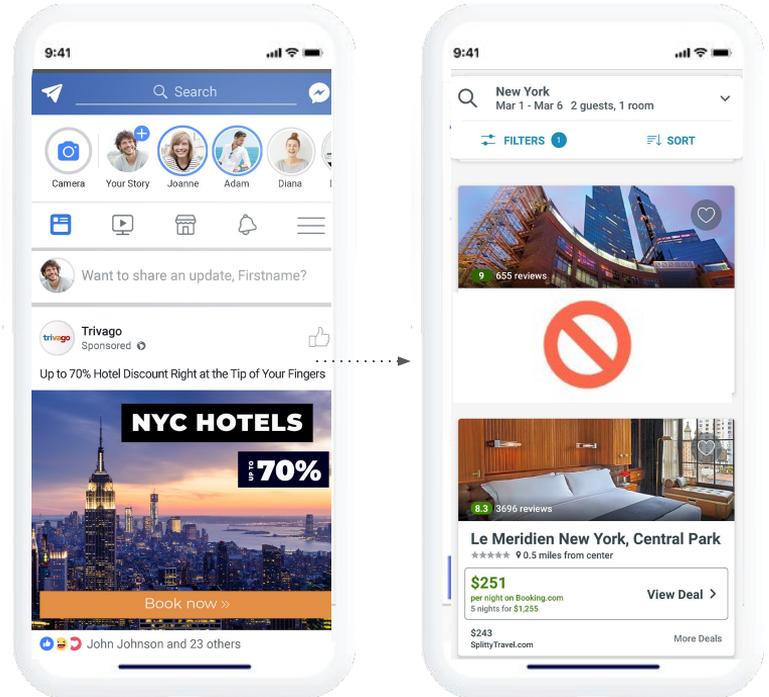
**Where travellers interact with travel-related accounts**

Source: [US Family Travel Survey 2019](#)

# 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.

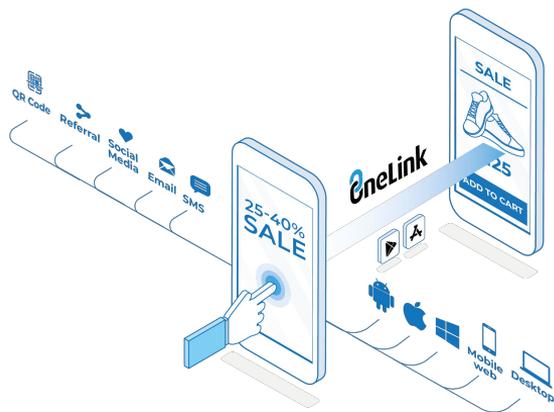
The mobile ecosystem is fragmented. It developed in a less organized way and is characterized by different behavior for operating systems (Android and iOS) and a raft of browsers and devices.

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

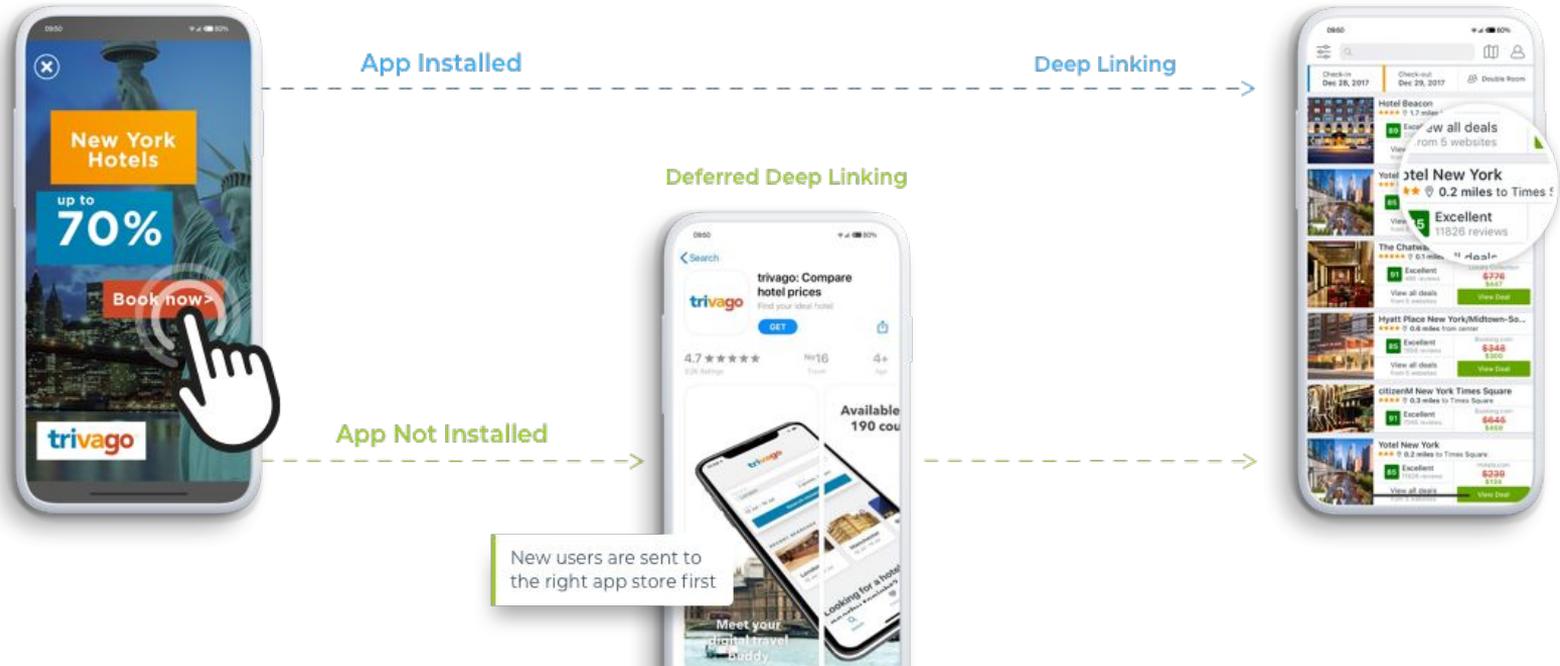
- ✓ ANY DEVICE
- ✓ ANY OPERATING SYSTEM
- ✓ ANY BROWSER
- ✓ ANY MEDIA CHANNEL



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



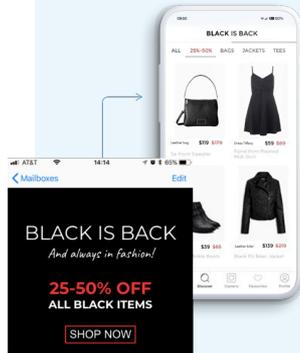
Smart Banners



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



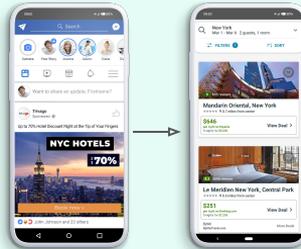
Email



Streamline **Email-to-app**



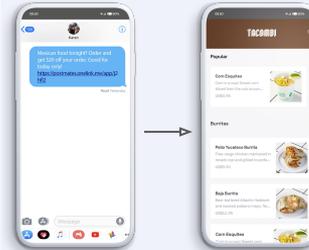
Social



Drive organic growth from **Social Media**



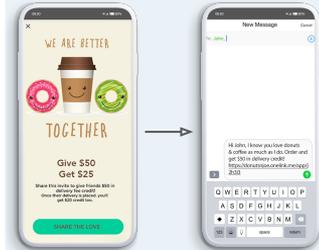
SMS / Push



Short deep links for **SMS Marketing**



Referrals



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

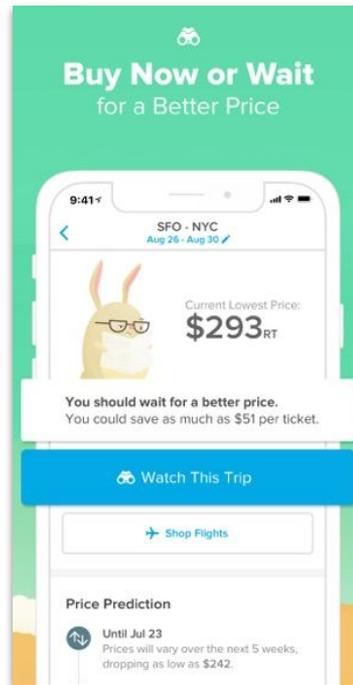
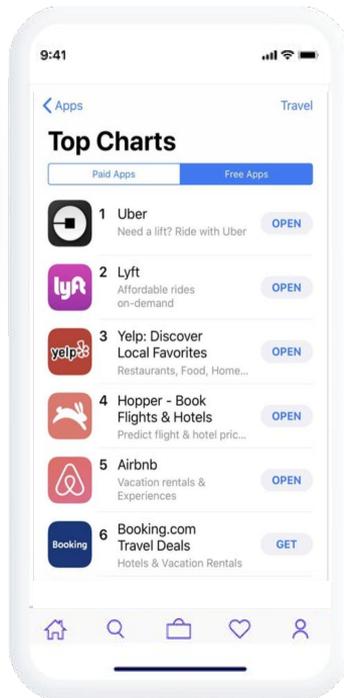
OneLink

# REAL-LIFE TRAVEL USE CASE

## The Most Downloaded Flight App in North America



Even if their largest competitors outspend them nearly **1,000 to 1** in digital marketing.



# BUT HOW?

*By leveraging owned media effectively and creatively using deep linking*

# MOBILE WEBSITE

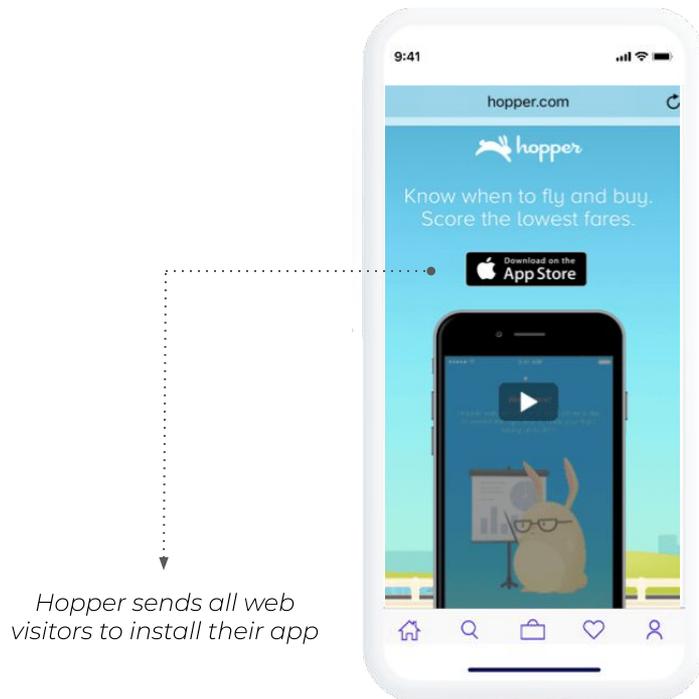
## TURNING WEB VISITORS TO LOYAL APP USERS

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 your 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:** Hopper uses their mobile website for the sole reason of sending all web visitors to download their app. By using OneLink deep link behind the install button, they create a seamless journey from web-to-app no matter the device, OS, or platform.



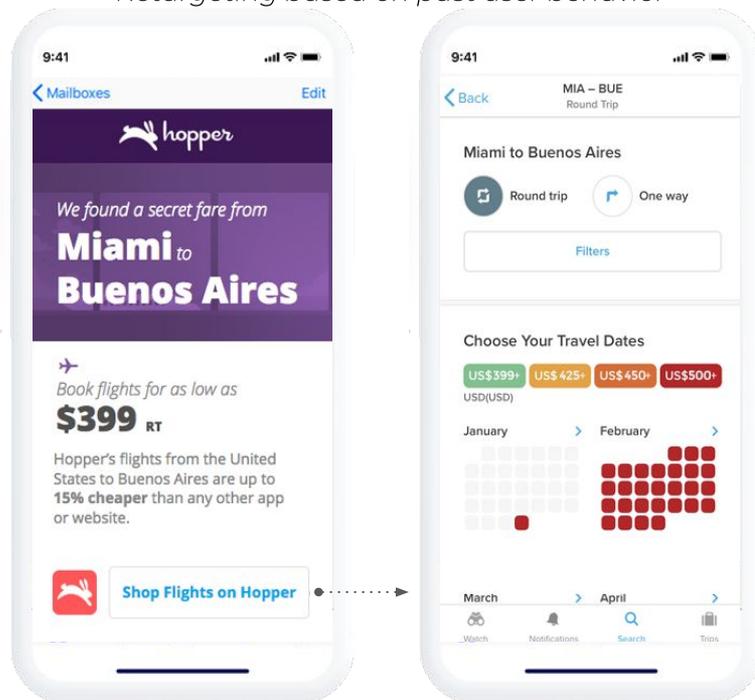
# EMAIL MARKETING SENDING PERSONALIZED DISCOUNTS

Traditional email service providers (ESPs) allow you to measure clicks on links, but they don't always have the ability to route the user to the app store or app smoothly. Also, Apple's Universal Links usually break when wrapped by the ESP.

With a proper deep linking solution, an email marketer can create deep link URLs programmatically or manually and place them in the email to ensure smooth user experience from emails to app.

**In this example:** Hopper uses email to offer special deals to users based on their past interest and intent, in this case a previous search for a flight from Miami to Buenos Aires.

*Retargeting based on past user behavior*



*Email*

*Miami -> Buenos Aires trip*

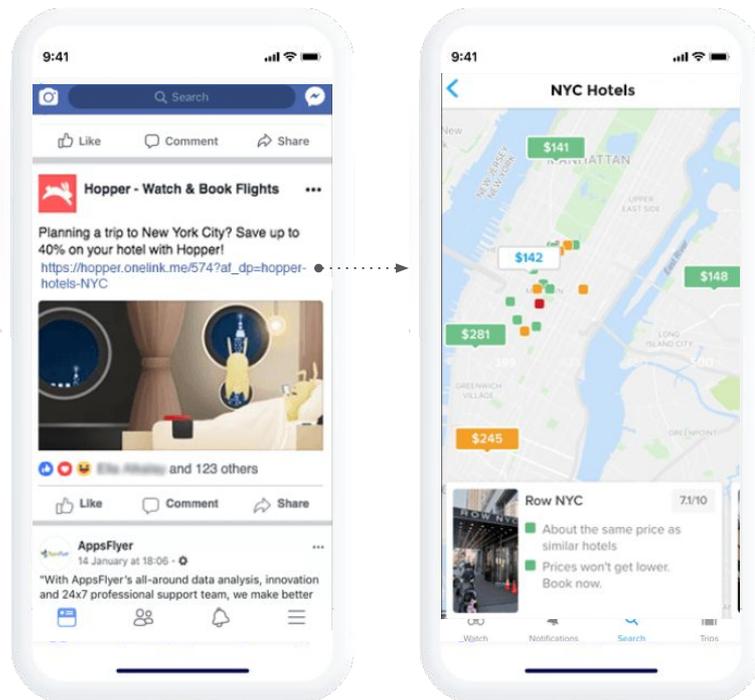
# SOCIAL MEDIA DELIGHTING TRAVELLERS ON THEIR FEEDS

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.

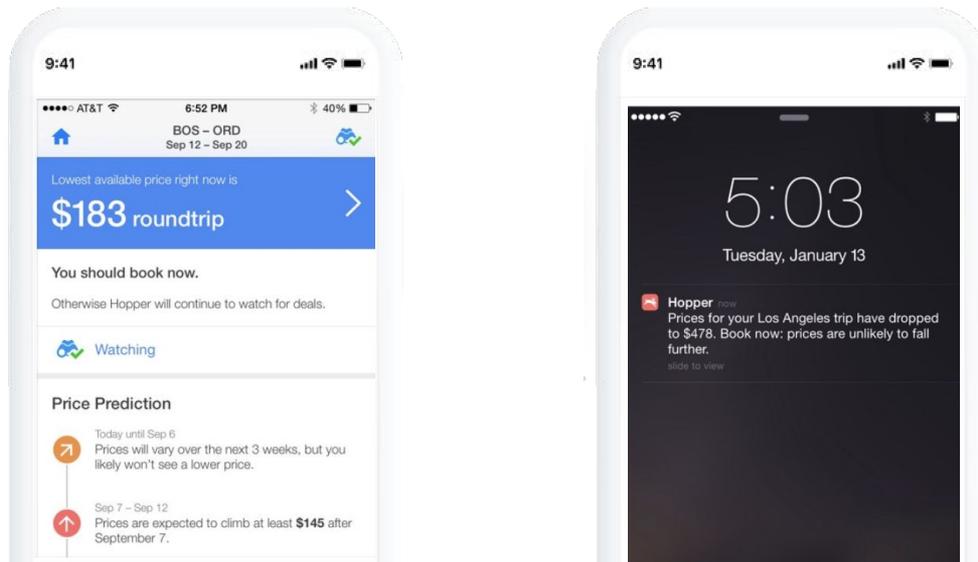
Links often break in social apps. Marketers can obviate this from happening by bringing the user to a landing page, from which the user will be delivered seamlessly to the right page in your app.

**In this example:** Hopper combines social media and deep linking to ensure users are able to smoothly traverse from social media apps to Hopper app.



*Hopper uses deep linking for a smooth social-to-app journey*

# PUSH NOTIFICATIONS HOPPER'S SECRET WEAPON



On average, Hopper sends 42 push notifications before making a sale, with 90% of their overall sales attributed to push.

# DON'T JUST TAKE OUR WORD FOR IT



*“OneLink deep linking features deliver a new world of possibilities for our marketers to have better, more meaningful interactions with consumers in the digital world and beyond.”*

**Simon Lejeune**  
Head of User Acquisition





**Ready for your mobile app to take off?**

Start for FREE