

## Ways to Promote a Food Delivery Marketplace

It's true that your product should be swift, secure and reliable. But even if the mobile development was done perfectly, no one can guarantee the app's success. That's why you should understand who you build the app for and what users are really lacking in existing services to motivate them to start using yours.

### Define Your Target Audience

We've defined three categories of people that use food delivery apps pretty often and mentioned a few ways of attracting them.

#### **1. Time-pressured executives**

Busy executives with days full of meetings, conferences, and other time-consuming agendas who don't have time for eating out. Moreover, they often cannot find a few minutes to wait in line when ordering food to-go.

People who barely have time to actually eat will depend on your app to take care of everything else. So adding business lunches from nearby cafes or restaurants with delivery to the office will surely help you reach these customers.

#### **2. People with children**

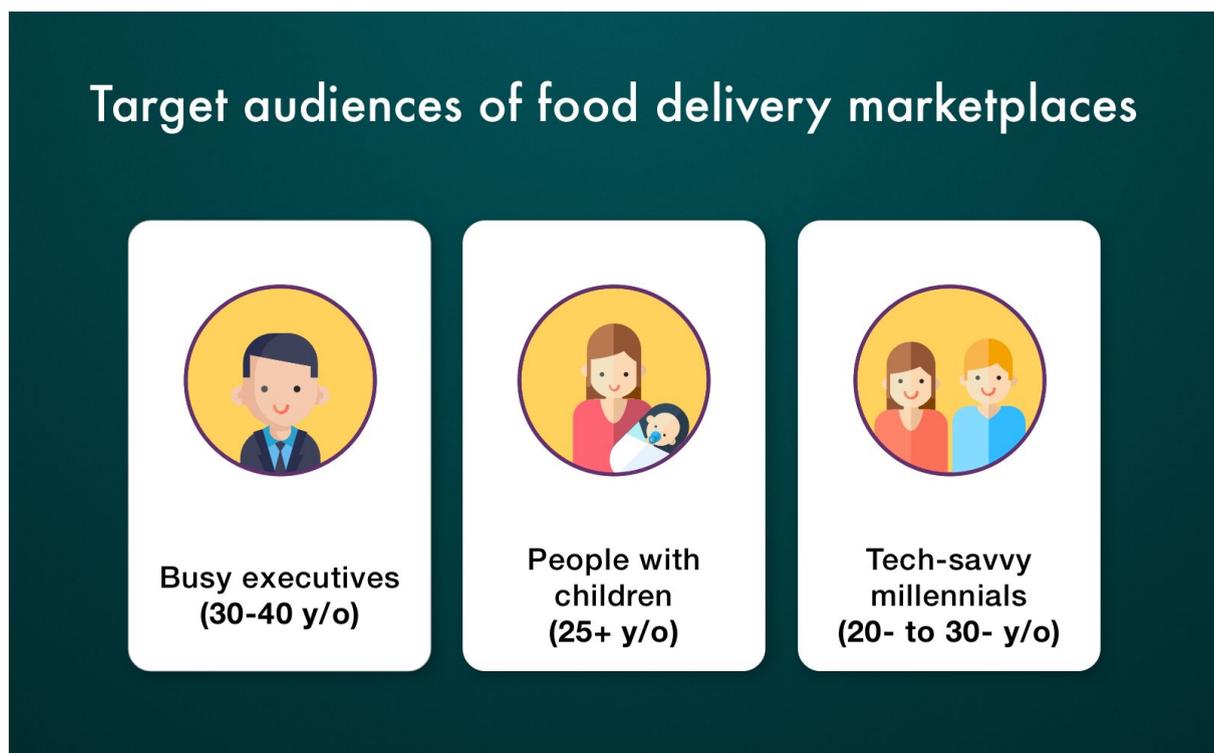
Watching after kids and preparing food is time-consuming even for non-working parents. And what happens when their time is cut off by 8 working hours? Many families handle this situation by eating out or ordering food at least 2-3 times per week.

Engage this audience by offering family-style lunches and dinners for a group of people. By the way, premium accounts or cumulative discounts will also work for obtaining their loyalty.

### 3. Tech-savvy millennials

Most 20- and 30-year-olds use modern technologies on an everyday basis. Also, students and working professionals have little time for cooking. That's why they were the first to take advantage of Swiggy, FoodPanda, UberEats, and other food marketplaces.

Attract this audience with premium features, vegetarian and gluten-free dishes. Add a pinch of high techs like new delivery channels or social networks integration, and that's it.



**Who uses food delivery marketplaces on a regular basis**

## Make Value Proposition, not UberEats Clones

The key to a product's success lies in a unique proposition, especially when the market is saturated. So make sure your idea is different and it, instead of other services, does solve customers' key issue. Imagine months of hard work spent on building your service, and then UberEats or FoodPanda add one single feature to their apps and take you out.

In addition, don't forget to look at your competitors. Discover their weak points and adjust your product to avoid them.

Mind that in order to create a value proposition, you should understand the pains of the target audience and your future business partners (restaurants, cafes, etc). Only by meeting their needs you can beat your competitors and motivate eateries to cooperate.

**How to deliver a first-class user app?** First, your app should have great UI/UX, be simple, swift and user-friendly. And don't forget about its functionality. OrderTalk research shows that 28% of app users quit if the app is not working properly, and that's something you cannot afford.

Check our ['6 Quick UX Design Techniques That Really Work'](#) guide for more tips on user engagement.

Second, if you're going to offer delivery services, make sure the personnel know how Google Maps work and have some driving means. Your customers are busy people that can't afford hours of waiting. By the way, no one likes cold pizza, right?

Finally, make sure to set an affordable delivery fee or you risk losing a big share of the market. People won't pay more for the delivery than for actual food. Uber solves this by replacing their \$4.99 fee with \$2 to \$8 pay based on the distance.

## Most common issues customers face



Bad UI/UX design



Rude courier



Delivery wasn't  
done on time



High delivery fee

### What issues do users struggle with?

**What's for the business partners?** Your app's simplicity plus no useless features. And don't forget about close to perfect the performance. It may be worth hiring a [QA engineer](#) to make sure everything runs properly. Restaurants and cafes' staff are quite busy with serving their own clients, so they need your system to be swift and efficient. Incorrect order statuses, delivery issues, bugs, weak synchronization and inability to customize the order may result in your partner's refusal to continue working with you.

Remember that venues are working directly with couriers, so make sure the workflow is established. Think of delivering some verification means so that chefs would know they're handing food out to the right person.

And the final point is providing well-qualified support. If something goes wrong with the system or delivery personnel, your partners should be able to reach you immediately. As well as remain assured that your staff takes care of their issue.

## Issues restaurants struggle with



Low app  
functionality



Complex interface



Performance issues  
(bugs, timeouts)



No verification  
means



No support

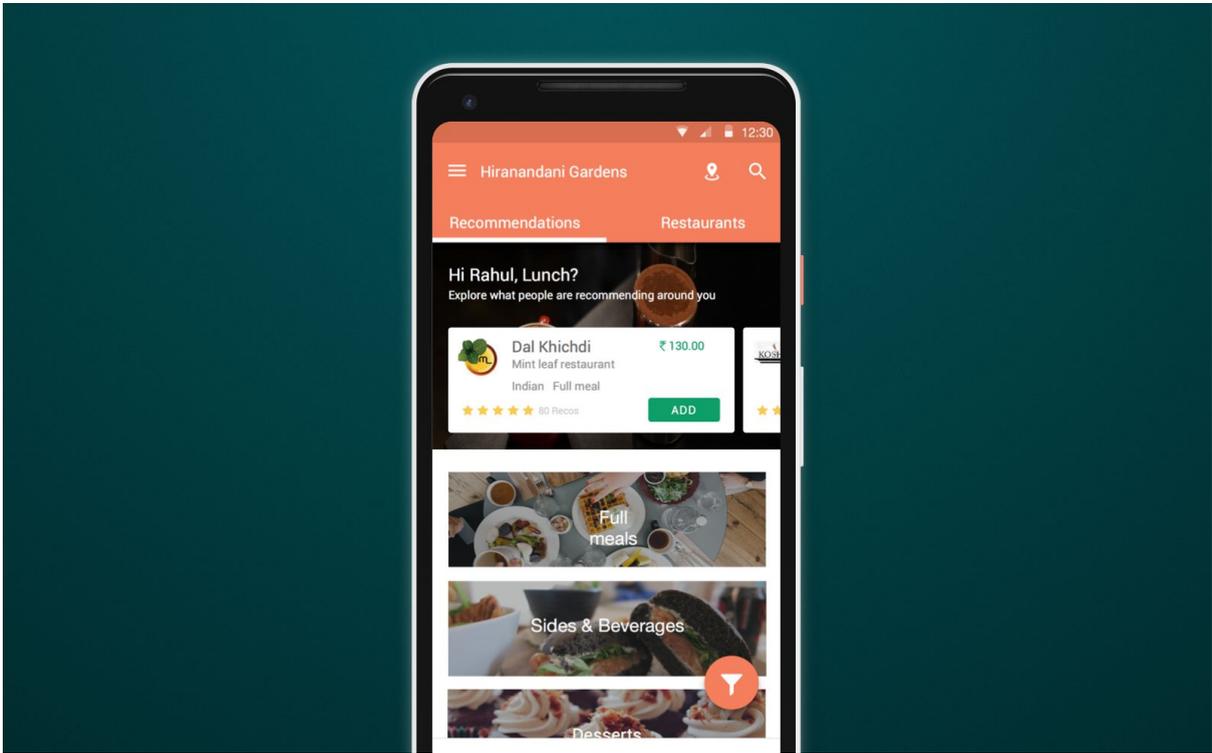
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#### Work on app designing

More attractive design means more [user engagement](#), higher conversions, and more revenue. Plus, great design is what all the users expect. Recent [research](#) shows that 26.2% of visitors are likely to leave the website if its design looks unprofessional. People won't use a poorly designed platform on a daily basis when there's plenty of other options.

Want more about app designing cost? Check our '[How Much Does It Cost to Design an App](#)' guide.

So make sure the app looks pleasant, has readable fonts, carefully selected colors and contains up-to-date information. Remember that minimalistic apps are still trendy. So make sure you're ordering [UI/UX services](#) from professional designers.



**Example of a food marketplace design**