



END-TO-END MARKETING STRATEGY FOR A NEW AGE FOOD DELIVERY PLATFORM

For the cutting-edge food delivery platform situated in KSA, a large corporate house in the Middle East contacted **COOHO Branding Company**. For the customer, our skilled team handled all aspects of marketing.

ON-BOARDING NEW RESTAURANTS

COOHO Branding connected more than 80 neighbourhood eateries into the app, working with the client to offer their meals through the platform.

GORILLA MARKETING

COOHO Branding uses Gorilla Marketing to acquire new prospects that may potentially become customers for our client..

BROCHURES & POSTERS

New brochures and posters created by COOHO Branding were distributed through retailers as well as the internet and offline markets. To draw in new customers, the brochures & posters had eye-catching designs and creative marketing..

DISCOUNTING STRATEGY

Based on data analysis of each restaurant sales, peak order times, onboarding time, and outlet rating, COOHO Branding created the customer's discounting policy.

CUSTOMER RETENTION

By boosting consumer interaction through social media, sending out individualised offers, and awarding loyalty points whenever a customer places a new order, COOHO Branding assisted the client in keeping their clients. These reward points might be applied to their future app-placed order.



OUTCOME

The COOHO Branding Company's work received the client's complete satisfaction. Their new venture, a meal delivery service, got off to a good start. For a long period, the client and we collaborated together to handle all of their marketing efforts.