

Domino's App Marketing Project"

Re-engagement Strategy for Domino's App Users

Problem Overview:

Domino's, a leading pizza chain, has seen a decrease in user engagement with their official app. Customers increasingly prefer ordering through third-party food delivery apps like Zomato and Swiggy, which offer a variety of restaurants and streamlined user experiences.

This results in:

- Low app downloads and retention
- Limited user loyalty to the Domino's brand within the app
- Missed opportunities for personalized offers, promotions, and customer interactions.

key Challenges:

- The Domino's app lacks exclusive offers and incentives for users compared to third-party apps

The Domino's app faces several challenges:

- **Lack of exclusive offers:** Users don't find app-only deals or loyalty programs compared to third-party apps.
- **User experience (UX):** The app's design and features are not as intuitive or personalized.
- **Limited user engagement:** The app lacks real-time communication and personalized offers, which are common on third-party platforms."
- There is a gap in direct communication with users, who rely more on third-party services for quick and hassle-free pizza ordering.

create a **marketing strategy** that boosts user engagement, increases loyalty, and makes the app more appealing than third-party apps.

The objective of this project is to develop a beginner-friendly marketing strategy aimed at increasing user engagement and loyalty within the Domino's app. The strategy will focus on offering personalized experiences, creating exclusive deals, and improving communication to make the Domino's app more appealing compared to third-party platforms."

Proposed Solutions

Some of the proposed solutions include:

- App-exclusive discounts and coupons

- A WhatsApp bot for easy reordering
- Personalized push notifications for time-sensitive offers
- A loyalty points system for regular users"