

# Free Marketing Guide



Call us : **80-8840-8840**  
or visit : **[www.ohoshop.in](http://www.ohoshop.in)**

# TABLE OF CONTENTS

---

1

Give proper reason to your customer to shop from your app

2

Market at your shop

3

Neighbors are best marketers for you

4

SMS and Push Notifications

5

Facebook as marketing tool

6

Newspaper ads and inserts

7

Share OHOSHOP Content

8

Ask customers to review you on Google playstore and iTunes

9

Invest in Product Photography

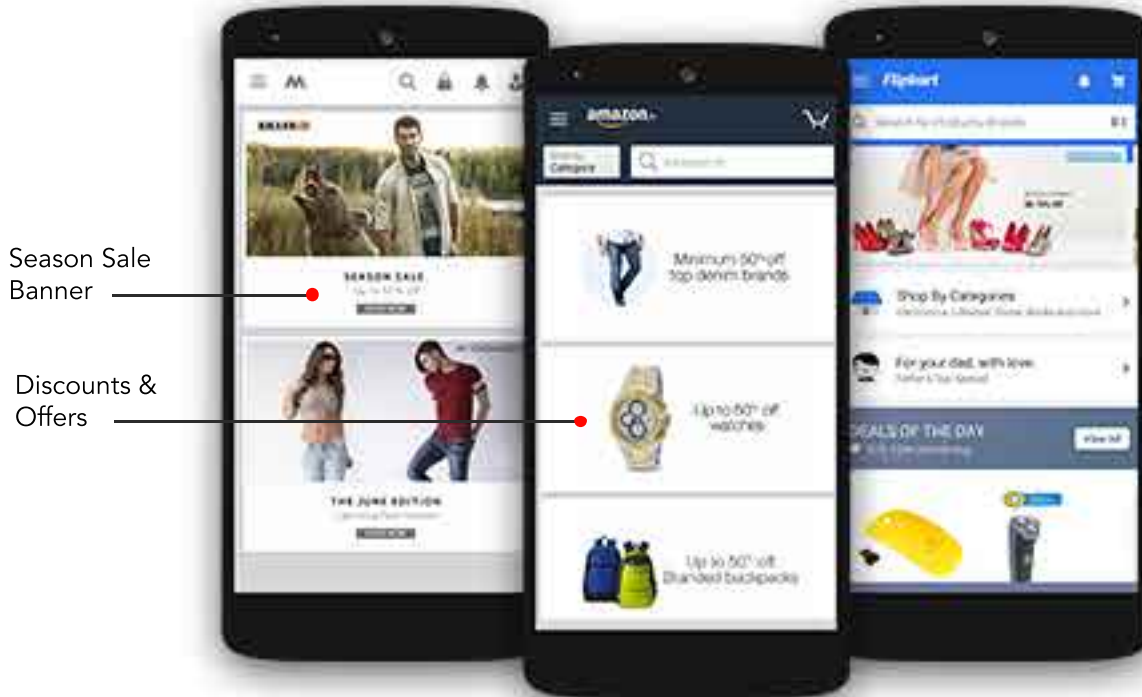
10

Showoff about your app in Exhibitions also

The story doesn't end with getting mobile app for your store. You need to continuously keep your marketing efforts alive so that customers download and use your app. Here are few handy tips you can practice at your level to keep downloads of your app ongoing –

## 1 Give proper reason to your customer to shop from **your app**

For this you can give small offers like Reward points with every purchase or app only discount coupon. Give them festival offers as well.



Season Sale Banner

Discounts & Offers

## 2 Market at your **shop**

Spread the message that you are on mobile app now. Put handouts, leaflets, hanging cards, stickers on your shop. Also put one standee with app QR code outside shop. It will give your message mass visibility. (QR Code generates easily online and we can also help you with that).



Stickers on your shop with QR code

### 3 Neighbors are best marketers for you

Send your team in nearby society with handouts to communicate that we are available on mobile app. During your own society meetings or gatherings, spread the word about mobile app. Even with permission from authority, it's a good idea to put stickers in Society, gardens, parks and nearby areas.

“ **Word of mouth** is the primary factor behind **20% to 50%** of all purchasing decisions ”  
(McKinsey & Co.)



Available on Mobile App Banner

Standee with Products Details

### 4 SMS and Push Notifications

Use this feature of OHOSHOP smartly. Send them messages about new offers, new products, discounts and sale.

Grofers  
Push Notifications for Great Deal

Myntra  
Push Notifications for offers



“ **70 % of consumers** found all types of **push notifications**, including **order updates** and **location-based messages**, to be valuable. ”

(Source: Responsys)

# 5 Facebook as marketing tool

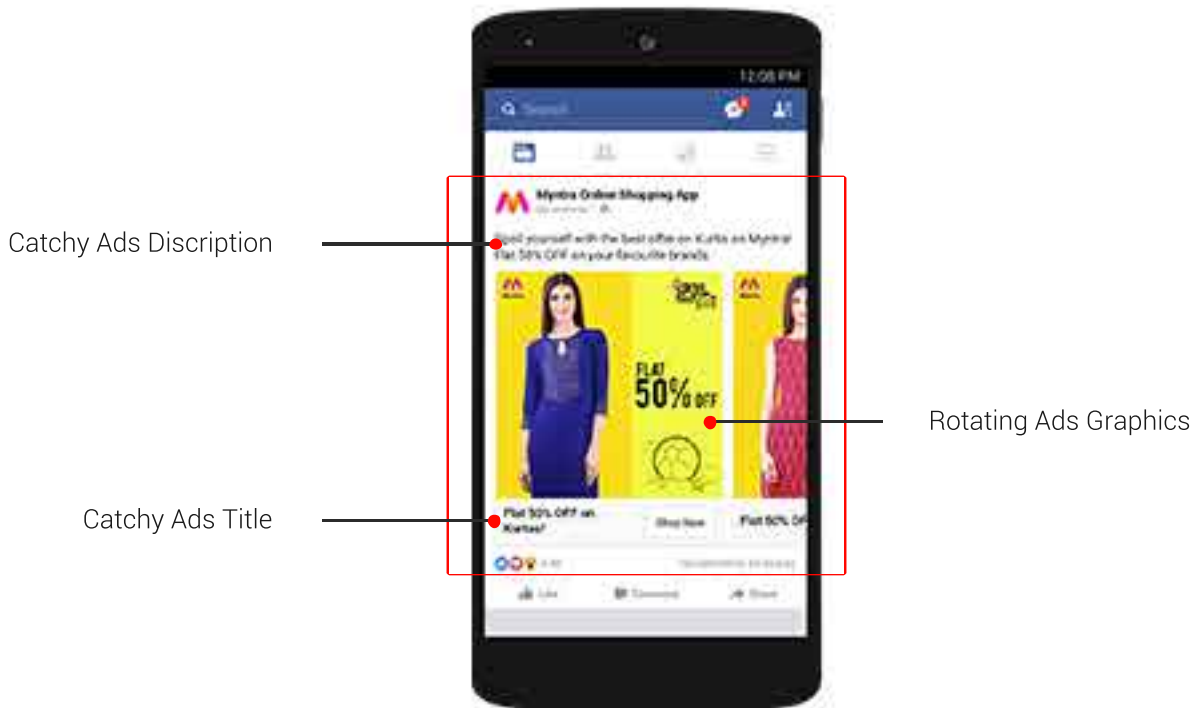
## Start a facebook page

Start your own facebook page free of cost. Post new content about your shop, your products there. If you already have a facebook page, you can try with facebook ads with local audience.



## Start Facebook Ad for App installation

You can start facebook ads for generating app installations. Facebook can be started on daily budget and you can even set time and date according to your reference.



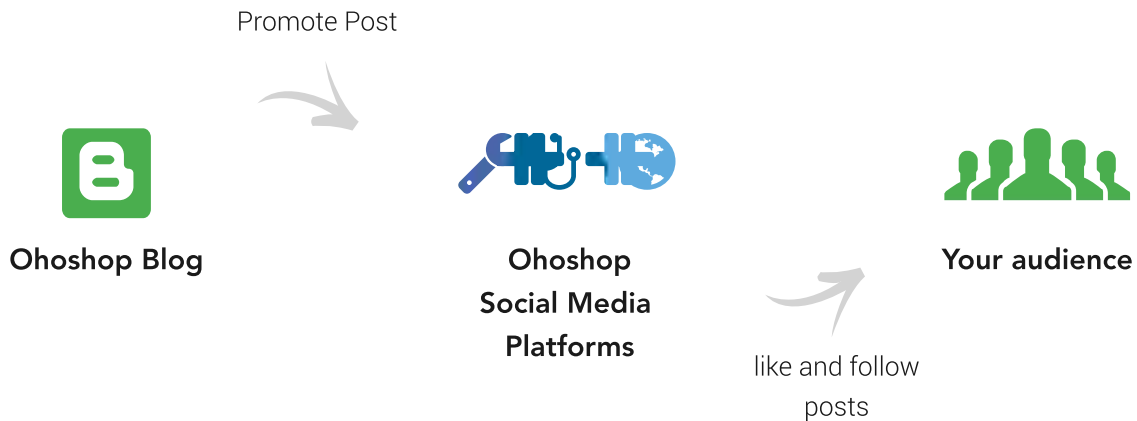
## 6 Newspaper ads and inserts

If you are a fashion store or apparel store, try with newspaper ads or check the option of pamphlet insert in local newspaper. Highlight the message about your presence on mobile app and discounts you are offering on your app. This works really well with your local customers.



## 7 Share OHOSHOP Content

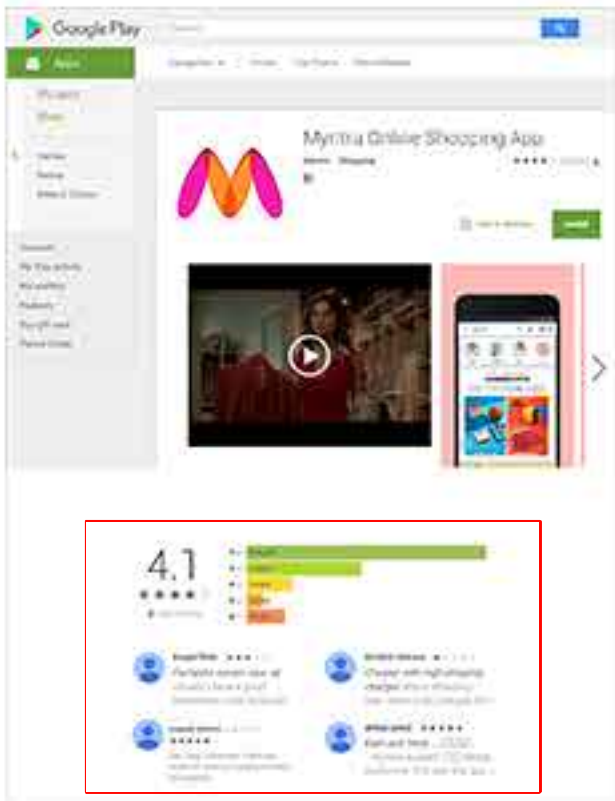
We also do marketing efforts for you. We will create blog when you get associated with us and will promote on OHOSHOP social media platforms. You can like and follow our posts and spread them in your audience.



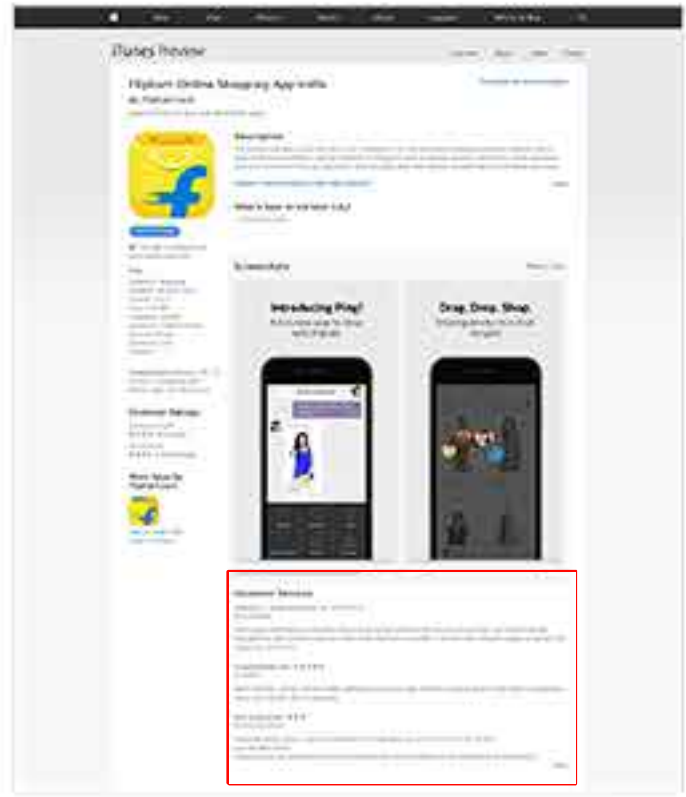
## 8

## Ask customers to review you on Google playstore and iTunes

Customers' reviews are really important and you can ask them to review your services, app on playstore when they download your app. This will give you good value in eyes of other customers who will download your app for trial.



Google play Store Reviews for Myntra



iTunes Reviews for Flipkart

“ According to a survey, **88% of people trust online reviews** written by other consumers as much as they trust recommendations from personal contacts. ”

Source (BrightLocal)

## 9

## Invest in Product Photography

Mobile apps are virtual mediums so product images should be very attractive to get customers to buy things. Hire a professional photographer and get photo shoot done. These photos can also be used by you to share on social media accounts for your company flyers and leaflets.



“ **65% of senior marketing executives** believe that visual assets (photos, video, illustrations and infographics) are core to how their brand story is communicated. ”

## 10 Showoff about your app in **Exhibitions** also

Local events and exhibitions are great way to let people know about your app. If you are designer, decoration stores, or any other retail outlet that goes in exhibition and such events, do promote your app there. Get them printed on your business cards Distribute flyers and leaflets for them.



Promote yourself at local events and exhibitions

*Thanks*



### Get in touch

We make sure to be accessible to you by every mean. Please be in touch for any assistance needed.

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