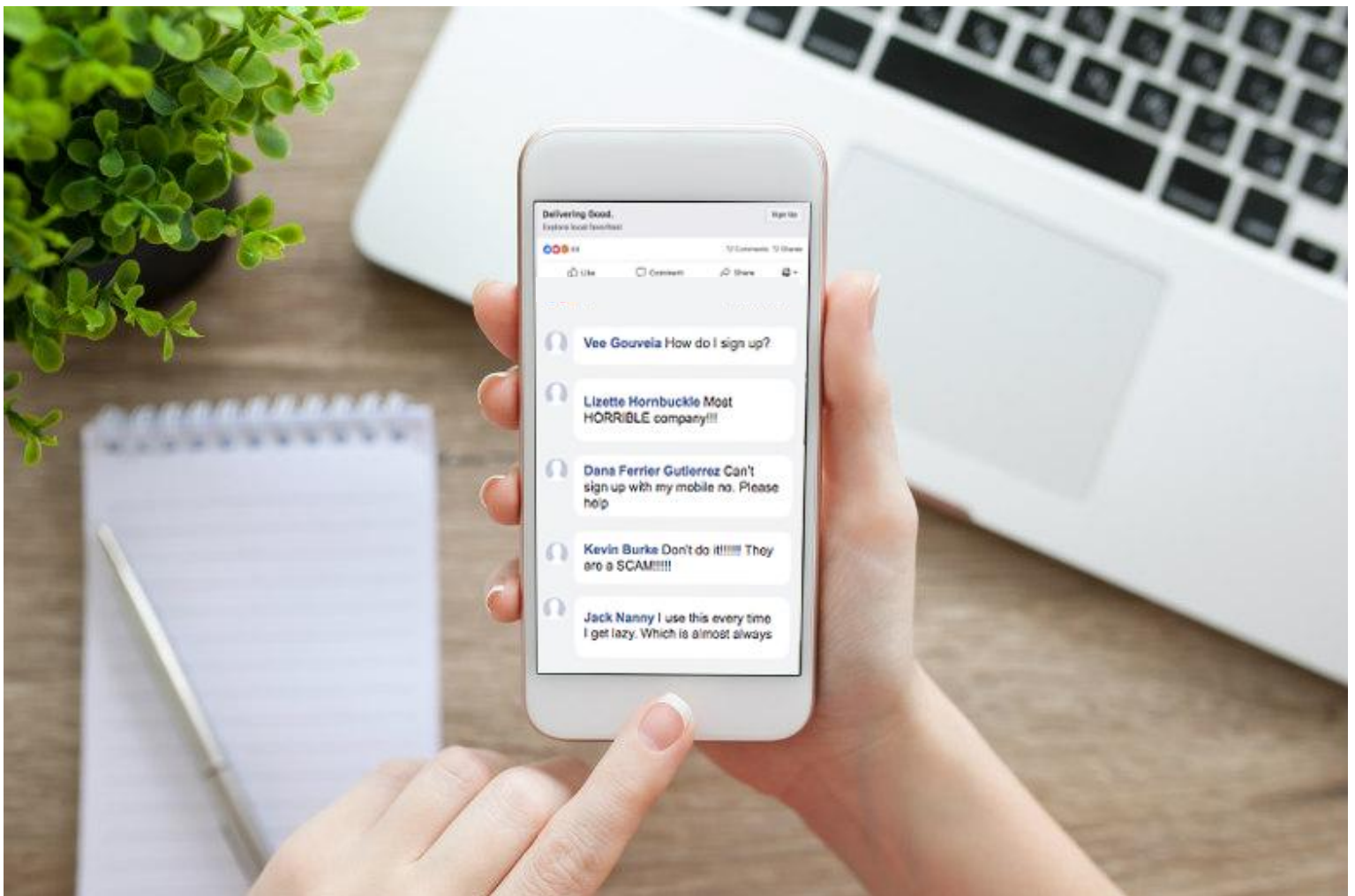


Top Challenges Faced by Delivery Apps When Advertising on Social Media

and how to address them

The on-demand economy is thriving. Customers today expect to get what they want, with one simple click. To meet this growing demand, on-demand delivery platforms across all kinds of verticals have popped up, promising speed and convenience. When these platforms fail to deliver, customers take to the comment feeds of brands' social media ads to complain. Many brands are unable to respond promptly enough, due to insufficient resources for around-the-clock engagement management, exposing themselves to potential threats of unobserved social media crisis, lacklustre ad performance, missed opportunities and high levels of customer dissatisfaction.



1. Competitive market

In a competitive market, service is king. Delivery apps work around the clock to provide customers with convenience, and keeping them satisfied is crucial, as retention is key for this business model in addition to continual growth. As new online platforms race to capture markets and customers across the world, this fierce competitiveness is also reflected in the comment section of the ads.




Recommendation:

Competitor promotions on promoted content push prospects to other brands. This means advertisers are paying to promote ads that are sending viewers directly to their competitors, decreasing the ROI. BrandBastion recommends that all promotions are hidden in real-time 24/7 to protect the brand and the ad investment.

Real comment examples:



User Dont work for them...work for them 
https://shoppers.*****.com



User Just ordered through *****, fast service and great rates. Here's a promo code to get \$5 off



User I would recommend using *****. They charge a flat rate with no additional service fees.



User Your services are Getting worst day by day ***** is much better



User Try *****.com fast and reasonable



User ***** is better

2. Missed opportunities

Due to the challenging nature of detecting and moderating comments on paid ad posts natively in Ads Manager, many customer inquiries often go unnoticed or there is a long delay between the time a customer posts a question and the time the brand responds.



Recommendation:

Respond to all sales opportunities promptly to convert users while they are still engaged and interested in the product or to turn upset customers around before their frustration grows. As ads have high reach, it is important to stem negativity as this is seen by everyone the ad is shown to. Responding quickly shows the ad audience that the brand delivers excellent customer service.

Real comment examples:



User Can't sign up with my mobile no. Please help



User How're the prices?



User How much do you guys pay your drivers?



User I have sent you a private message. Please view and respond. I would like to give you all a chance to fix this first.



User Can you tell me the details?



User Very angry customer here horrible customer service and drivers!

3. Comments damaging ad performance

Harmful comments such as inappropriate or offensive language, brand criticisms, and spam can be hard to identify and even a single harmful comment can impact brand perception and conversion rates.

Recommendation:

On average, it takes five positive comments to erase the effect of one negative comment. When advertising, it's important to not let brand attacks harm brand reputation and ad performance. We recommend hiding all harmful comments on ads so they don't impact the ad's performance. When a comment is hidden on Facebook ads, the commenter still sees his/her comment, while it is hidden from everyone else viewing the ad.

Real comment examples:



User Wtf why am I seeing this shite?



User Don't do it!!!!!! They are a SCAM!!!!!! They will take your money and leave you hungry!!!!!!



User I hope a class action case befalls this shitty company and they are put out of business.



User DO NOT GIVE THIS COMPANY YOUR CREDIT CARD INFORMATION THEY WILL CONTINUE TO CHARGE YOUR ACCOUNT AFTER YOU CANCEL.



User EVERYONE TAKE NOTES ***** DOESN'T GIVE A FUCK ABOUT YOU



User Another easy way for lazy people to don't move their own ass and became more fucking fat.

4. Engaging with positive user reviews

Positive comments on ads tend to drive increased conversions and positive brand awareness. If brands 'Like' users' positive comments, these comments gain increased visibility as they often rank as "Top Comments". This places them directly under the ad post and highly visible to everyone viewing the ad.

Recommendation:

BrandBastion recommends that brands actively respond to and 'Like' positive comments, especially to those from influencers and passionate fans to further encourage positive feedback and to generate maximum visibility for these comments.

Real comment examples:



User Just Received My First Meals This Morning Can't Wait For Lunch To Try...Looks Delicious



User I ordered wings tonight, they were delivered on time and were warm.



User Great way to make extra money and work the hours best for you



User never a bad experience. glad i found you.



User I've been using this service for a few months. Very satisfied with the experience. Problems are resolved quickly and fairly.



User I use this every time I get lazy. Which is almost always

Questions? We're happy to schedule a free consultation. [Book a call here.](#)