



MOBILE APP MARKETING

"The trend has been mobile was winning. It's now won"

Eric Schmidt, Chairman, Alphabet, Inc.

It's a mobile-first world and more users than ever before are searching, shopping and consuming content on mobile.

85% people prefer apps to websites

Despite this fact, app marketing is still sidelined by most marketers. If your marketing plans don't include mobile yet, you certainly are missing out on a fair share of audience and potential revenues.

Marketing for mobile audience is radically different, both from traditional and digital advertising. It's more intimate, empowering you to catch customers on the go - when and where it matters. But for that, you must know how your app can best fit into the consumers' want-to-know, want-to-go, want-to-do and want-to-buy moments. These are collectively known as micro-moments and each one is a window of opportunity for businesses to reach, engage and convert consumers. If you know how to tap into users' micro-moments you already have got a leg up over competition.

We've been doing it for over a decade, understanding the mobile consumers better than others. Think of us as your one-stop solution for all your mobile marketing needs

App Marketing Timeline

What to do before, after and during your app launch

All set to launch your app? Here's a strategic marketing timeline that will help you make the most of it.

Better app ranking

More downloads Higher engagement

Launch

Prepare a Mailing List

Create a list of mobile prospects who might be interested in downloading your app.

Make a Promotional Video

Give your audience a sneak peek into the key features and functionality of your app.

Get Your App Featured on Review Platforms

Submitting your app to review sites will not only widen your user base but also build credibility among them.

Create a Microsite

Getting a dedicated microsite for your app can go a long way in complementing your marketing efforts.

Pre-Launch

Tap Your Network

Leverage your personal and professional network to gain the initial momentum.

Keep Posting on Social Media

Make your presence felt on key social platforms like Facebook, Pinterest, Instagram and so forth.

Send E-Mailers

You can't really afford to miss using the most cost-effective marketing tool. Can you?

Leverage QR Codes

QR codes are embeddable everywhere (well, almost) and work great to drive app installs.

Garner Review and Ratings

Send review prompts to the first set of users who've downloaded your app.

The bottomline is that the marketing strategies you adopt before, during and after your app launch should be a healthy mix of organic efforts, buzz marketing and paid advertising.

ASO Best Practices

To Rank High on the App Store and Drive Installs App Title - Make it Unique

The title of an app should be unique, creative, sticky and on point. Also, including a keyword in your title can help your app rank 10.3% higher. (Source: Kissmetrics.com)

While writing app description, don't get tempted to say too much about the app or its specifications. Rather, focus on how it makes the users' lives easier.

Keywords - Pick the Right Ones

There are many free tools available to help you get more ideas for keywords around your app. To start with, pick keywords with high traffic but low competition.

App Icons - Make it Iconic

Look at the icons of top performing apps on the app store - They're all fuss-free, instantly recognizable and reflect almost instantly and reflect the app's functionality.

App Screenshots - Capture them Cleverly

Screenshots show the best facet of your app. Try to capture high quality screenshots that reflect the functionality of your app in a snap, telling users what's in it for them.

You can never completely decipher the ranking algorithms of the app store, but garnering user ratings and reviews is one way to reach the top of the search results. The better the ratings and reviews, the thicker are the chances of users downloading your app over competition.