



The Essentials of Mobile App Marketing

White Paper

Standing out amongst the 500,000 plus apps available in the global mobile applications market is becoming increasingly challenging. In a market that is estimated to be worth \$25 billion by 2015, discoverability is key and this is reliant on a clear app marketing strategy and timely execution.

Having reached 100,000s of downloads for our clients and partners, Appli has developed solid expertise in the new field of app marketing. We have compiled our advice on the best methods to get your app noticed:

1. Create a Buzz around your App

With 500 apps being released daily, how can you even be sure that users will discover your app? Here are our tips on overcoming this obstacle:

a. Extensive market & competitive analysis:

Carefully research your competitors and target audience at the start of your app marketing campaign. What features do the top selling apps in your category have in common? How do your competitors position themselves in the market and what is their revenue model?



b. SEO and ASO

Achieve top app store rankings with App Store Optimisation (ASO), the key component to online success when combined with Search Engine Optimisation (SEO). An estimated 60% of downloads come directly from users who discover your app from organic search within the app store, so your app store description is crucial. Tips for success:

- What are consumers searching for? Identify strong keywords within your app category that consumers are searching for.
- Define a highly marketable, relevant app title with at least one keyword.
- Clearly outline your app's benefits in the description and contain strong calls to action, scattering keywords throughout.
- Create high quality images and screen shots and label with strong keywords
- Make sure your app description is optimised for search on Google, Yahoo! and Bing.
- Insert the proper metadata when submitting your app into the store.

c. Press Releases

Announce the launch of your app with a press release that is carefully structured towards both creating awareness of your app amongst your target audience and intriguing the blogosphere.

- Carefully plan your release date to coincide with the week days where press releases are mostly read. There is a weekly pattern for the number of press release readers.
- Ensure that the press release is keyword heavy to improve its search engine visibility
- Do not list all of the features of your app, but instead concentrate on the key and most distinctive features to intrigue the reader.
- Do not forget to link to the app store where consumers can download your app

2. How to Reach the Top of the App Store and Stay There

a. Integrate social media

Social media is an essential element of any app marketing campaign, but you must ensure that you have a strategy. For a campaign to go truly viral and thereby build buzz around your app and attract downloads, your content must be engaging. This content needs to be promoted across all channels, with the big four essentials being Facebook, Twitter, YouTube and LinkedIn. In turn, you must also ensure that these channels are linked to your website or microsite.



Prior to your app's launch it is key to network with app review sites and other relevant blogs and online communities such as LinkedIn groups. Such contacts are crucial to app promotion, as you will need to generate as much coverage as possible, involving reviews of your app, press releases and so forth. The sharing might even generate useful feedback on how to improve the app.

Video tutorials are also very influential. Create a video to demonstrate the benefits that your app offers the user, and post on YouTube alongside screenshots and compelling, key word optimised text. Consider creating a professional screencast in high definition to demonstrate the quality of your app.

b. Mobile display advertising

Defined as placing an advert within a variety of mobile media formats including mobile Internet, games and applications, the effectiveness of mobile display advertising varies greatly from campaign to campaign. Most marketers of free apps report that it costs between \$1.50 and \$3.00 (or more) to acquire an installation using mobile display ads, and that mobile display ad campaigns do not scale very well as there are a lot of wasted clicks when users tap on the screen by mistake.

This is a lot of money when you consider that it now requires approximately 50,000 U.S. installs in a single day to place in the top 25 in the U.S. App Store free rankings.

However that is not to advise to cut out mobile display ads altogether. Quite the opposite. Gartner predicts that mobile ad revenue will reach \$3.3 billion by the end of 2011, skyrocketing to \$20.6 billion by 2015. As such a pilot mobile display advertising campaign is advisable at the start of any app launch. Here are some facts to consider:

- Search ads and location ads (paid-for positioning on maps and augmented reality apps) will deliver the highest revenue, while video/audio ads will see the fastest growth through 2015.
- Time sensitive special offers or discounts (especially m-coupons) are most likely to lead to purchase.
- People are most likely to purchase mobile content such as applications, music and games

c. Burst Marketing



To skyrocket your app to the top of your category, the app store ranking algorithm dictates that you need to attract as many downloads in the shortest period of time possible.

The time straight before launching your app is the most critical for your success, as waiting until your app is on the market can cost you money in missed sales.

People love to find the latest tools and toys, so getting publicity from early on might lead to added exposure with the possibility of being featured in the App Store's "new and noteworthy" section. Once your app is at the top of its category, it will drive even more downloads and result in self-perpetuating success.



As soon as your ratings start to slip, you should give your marketing campaign another burst to get to the top again. This burst marketing technique is essential to your app's success, so you should consider scheduling your marketing activities in flights.

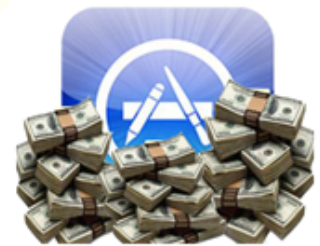
d. Incentivized downloads

For those looking to top the app charts, companies such as TapJoy who claim to deliver '100,000+ app installs daily' to developers for as little as \$0.35 per install may seem like an alluring shortcut. They achieve this by paying developers to cross-promote apps from other developers within their apps. However, don't be fooled as Apple is starting to crack down on incentivized app downloads, rejecting apps which they deem as attempting 'to manipulate or cheat the chart rankings.'

3. Monetization Strategies

App pricing and monetization should be a crucial phase of your app strategy. Price an app too high and it will dissuade potential users and lose ratings and reviews. However, under-valuing your app could also result in it being overlooked. Monetization strategies vary depending on a number of factors, including the platform you wish to develop on, the purpose of your app and your target audience. Fortunately there are a number of pricing models and monetization strategies available, which we have outlined here:

Freemium model- that is offering a free version of the app where users can access further content through either in app purchasing or subscription. More than 80% of traffic in the Apple App Store is directed to free apps, with over half of the top-grossing App Store apps being free with in-app purchasing. Subscription is a relatively new model that is best suited to content based apps, such as publications. Ensure you outline the benefits of the paid model in descriptions and in the app itself.



Paid apps- Carefully research your app's category to ensure that your app's price is in line with similar apps or functionalities. Paid apps should stay under the \$4.99 price point, as consumers still expect to pay very little even for high-quality apps. Should you decide to charge for your app consider using price promotions. For example, offering a \$4.99 app for \$.99 for a limited time can create a sense of urgency on the part of consumers and garner media attention. The price of your app should also depend on the platform you are developing on, as free apps are more popular on the Android Market than in the App Store.

In-app advertising- Now available in many formats such as in app video ads and banner ads. This is only suitable if your app has a wide reach with 100,000s of users.

About Apppli

Apppli is a full service app development and app marketing firm based in London. We design, develop and promote market-leading mobile and web apps and software solutions for clients across industries.

We work closely with our clients to help them build their brand, increase productivity and improve ROI. Combining a rapid go-to-market model with extensive industry knowledge, we tailor solutions to any scope or budget.

Our app marketing team has solid experience within the mobile application market; having successfully reached 100,000s of downloads for our past clients.

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