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# Mobile App Marketing: Best Practices

A White Paper

## How Can Your Mobile App Outshine Other Apps?

App store is a competitive environment. In contrast to more than 140,000 apps, all screaming and craving for attention, how to ensure that your app gets its time in the limelight? What does it take to receive good media coverage? How can you make people talk about your app? Of course, you want to show it to your friends?

Nowadays, there are over a million apps you can download to your mobile device. Indeed, that's great news for consumers, but not so for developers. There's a lot of competition in this noisy space. It isn't a simple feat anymore to rule the mobile application market. But there are some things you can always do to grab your audiences' attention to your app.

### **To-Dos before Marketing Your New App**

According to Jesse Waites, an expert and author of "The Secrets of My App Success," it's crucial for you to know and understand your target audience before marketing your new mobile app. It is necessary to know where they hang out online during initial product development. Finding relevant Internet forums and meet-up groups to make them aware of your upcoming product is a significant move in the direction of marketing your mobile app. This is the best way to receive feedback about your app before its launch and gather a database of potential customers.

Your customer may need your mobile app for a wide range of different purposes, such as to find where he left his phone, to make money while playing on his iPhone, for teleportation, to drive in rush hour traffic, to remember where he parked his car, for being in more than one place at the same time, for making healthy lunches to take to work and even to remember his dreams once he wakes up.

After you have known your target audience, the next big challenge is how to market your apps or make them appealing to your people. Your message should be convincing as well as conveying. The value of your app is understood just by the look of your writing or presentation. Another important factor to be ascertained is the pricing of your app. Competitive pricing of your product lets more people paying much attention to your new invention. This brings in greater and long-term benefits.

Making a detailed study of all the competitors around you is something you can't ignore. Being mild and refraining from the big players on the scene would be the right thing to do. However, if you're confident enough, you may go ahead and challenge them. Making a praise-worthy plan gives the best after-market results. This includes the feedback obtained from individuals having downloaded and used your app. Feedbacks are like gold fascinating more and more users into your section. The best thing about it is the fact that one app marketed excellently definitely helps you in your next endeavor. Most importantly, social media is a boon to people engaged in marketing activities. Recently, the tools available for app marketing in social media have increased much.

### **Ways to Make Your App Take Off**

Want your app to be the next Angry Birds or Pinterest? If so, try our expert strategies and get more and more apps' downloads by the masses.

### **Be Unique and Tweetable**

Creating a unique app is among the easiest ways to stand apart from others in the App Store. Your app will make sense to the people especially, if you are the first developer in your product category, or have reinvented the existing one with something unique. Most importantly, be tweetable with your app. You can always make a Twitter account for it, find the movers and shakers in your industry and thus, create connections. It is critical to have a large number of people talking about your app. The more people talk, the more exposure your app gets and this may result in higher sales.

### **Spin an Existing Category**

Going by the history of the App Store, there are only some apps that create new categories. Hence, if you aren't planning to go for a ground-breaking new idea, you should concentrate on a unique spin of an existing category. It is the uniqueness of your app that makes it so popular and appealing among the people. The best part is the effect that you want gets created and you can easily sell your apps in the App Store. It is advisable that you try some shortcuts thus, bringing in something different like thinking of new ways and means to use the accelerometer, mixing categories, proximity sensor, GPS (Global Positioning System) and multi-touch gestures, storytelling; etc.

### **Making a Video**

Videos are considered to be an ideal way of showing people how cool your app is. It is easy and good to decide whether or, not an app is worth downloading, if you browse through the App Store and look at the 4 screen grabs that all developers are likely to provide by default. Simply setup your digital camera and record yourself using your app. You can talk the way you want via screens and tell your target audience why your app is worth downloading.

### **Create a Website/Blog for Your App**

You can host a website free-of-cost on Blogger, Posterous and Tumblr. This is where you can supply the link to everyone if they require more info about your app. Place social buttons like Stumble Upon, Facebook Share, Digg and Re-Tweet them all on your site so that people may communicate to their friends and community about your app. Try often to update the blog portion of your site. You can fill it with updates you just made, features you plan to add, and allow your users to comment as well as give their feedback.

### **Learn to Pitch and Be Interesting**

You must have pitched your app to at least a dozen co-workers and bewildered family members. So, in order to ensure the success of your app, you'll be required to teach that pitch to the world left over. Besides, you can make the conversation about your app easy and absorbing. People should want to tweet about it. With its millions of users, the Twitter network has a specific personality and disposition. Despite the different sorts of people employing the service, considering it similar to a homogenous mass is still sensible in several ways. It is through social media that some of the highly successful apps are shared with much ease.

### **Cater to Blogs and Guest Posts**

Blogs are somewhat similar to kids in a schoolyard. Getting on media and review sites is essential to your marketing success, since they are not as short-lived as tweets. Review stay longer and keep on generating traffic for months to come. You can give out promo codes to blogs unhesitatingly. You shouldn't ever be afraid of asking individuals to endorse your app. Having an extensive and easy-to-access press package is necessary. Try to opt for category-specific blogs.

There are countless blogs that welcome guest posts. You can write your own review here. However, you are expected to write a real post about something of value and you can put a link to your website or app in the credits. Any link targeted at your site is good SEO. Hence, it will result in more traffic, more credibility and all this comes equal to more downloads.

### **Think Like Media and Get Creative with PR**

You should think like the media, if you want to get good media coverage. It really matters how good a story your app is. Your app needs to be unique and also easy to write about. Offer a free press package that anyone can download. People must have the material required to talk about your app. You can give them a high-resolution version of the screenshots, icon and press-related texts. Besides, you can throw the keys at your preferred blog thus, inviting them to give some away free-of-cost like in a sweepstake. Promo keys are cheap marketing collateral and a means of putting your app in the hands of peer leaders.

Most importantly, get at your creative best with PR. Generally, marketing ideas registering success in huge amounts are those out of the box. You need not waste your money over buying ads. It might be a stroke of genius to put a bumper sticker on your car about your new "car insurance finder app".

### **Make Your Website Great**

Your app must necessarily have a website of its own. You can make it interesting; show the app in action and think out of the box. The website may be an extension of your app and this way, you will have another great tool in your marketing toolbox.

### **Hype Early**

Start hyping early. With a unique app on your side, reveal your secret to the people much before the launch. You can do this by possessing an interesting "Coming Soon" website, building a mailing list and obtaining Google juice for your domain.

### **Launch Big**

Big app launch really helps! You can send across your newsletter, and hit all social media. You or your team can post blogs. You can always introduce new venues where you wish to exhibit your app. Get an unfaltering stream of review websites to cover it. You can simply give away promo keys on Twitter and in the blogosphere, and direct your attention towards new content on your site. Run app-related contests and give away prizes according to your category. Of course, an online or live event creates a big bang!

Once your site gets up and running, you can swap banner ads with someone having another website and an app. This way you'll get some free promotion on their site, and they'll on yours. Bringing your gadget loaded with your apps on the streets and asking people to try it out may be the best option at times. Isn't it a great fun to spread the word about your app? Of course, it is. You crave for some honest feedback.

Go and tell your friends. Rather, tell everyone. Post it on your wall, post it on your friends' walls. Facebook is anyway the best place to post your app video. Things do spread like wildfire there.

### **Control the Hype**

App sales thrive on hype. However, you should learn to control the hype and master the app launch. If not done carefully, hype can backfire and harm all your efforts to generate any hype in future.

### **Mobile App Review Websites**

There are loads of review sites these days that do nothing but, write reviews about cool new apps. You can Google "app reviews" to see how many are out there. A few of them charge to have your app review fast tracked, but there are so many others that are ready to do it for free. You may contact the smaller websites at first and ask them to write about your app. It isn't always necessary to contact the larger websites in the very beginning. Obviously, getting favorable reviews of your apps is a wonderful way to get people downloading it.

Most of all, never forget to do your online Karma, as you should be found when someone searches for your apps.

## About ISHIR

ISHIR is a global diversified outsourced IT services company and we make outsourcing successful for our clients.

We assist our clients to achieve their business objectives by successfully outsourcing their non-core business processes and functions in the areas of technology and digital marketing.

We have been part of the outsourcing industry since 1999 and have successfully implemented strategic offshore programs in the areas of custom software development, software product development, casino game development and outsourced digital marketing production services to India. ISHIR has been servicing clients thousands of miles away, maturing into a core dependable extension of a client's internal team.

ISHIR has extensive experience in providing outsourcing of non-core business processes - **IT functions** (Custom Software Development, Software maintenance, SharePoint consulting and development, mobile app development, software testing, Remote Managed IT services, Cloud and Software Virtualization solutions), Interactive (web design and development, game development), Managed Web Hosting, setting up Built Operate Transfer (BOT), specialized R&D facilities, and **non-IT functions** (Digital Marketing (Search Engine Optimization, Paid Search, Display and Social Media marketing services) Business Process Outsourcing (Data Entry, Data Cleansing, Lead Generation, Research, Photo Editing, Online Customer Support, Finance)).

We have vast experience in offshore outsourcing and have matured into a dependable outsourcing partner providing substantial value and savings to our clients, often exceeding up to 65 percent. We leverage our people, processes and effective use of technology to catapult our clients to achieve their business potential.

**Next Step: Discover how ISHIR can accelerate the success of your business. Contact us today:**

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## For More Information

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