

ADVANCED APP MARKETING 2.0



buzinga

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INTRODUCTION

When I first started my career as an app developer **I didn't know a damn thing about app marketing.** And truth be told, the App Marketplace wasn't half as competitive back then as it is now.

But those were the days of yore. And the problem is, most people are stuck in that mindset – **that the app simply sells itself.**

“If you build it, they will come.”

And so the story goes....

The problem is that **you can pour as much money, time and focus** into your app as you want but if no one knows about it then you won't get any downloads. At least not enough to make a consistent profit. And that means that your investment isn't making you money.

Doesn't seem like a good investment, does it? Did you know that over 65% of apps never recover their development costs?

A key reason for that is **Marketing!**

Not enough traffic and as a result, the money never started “pouring in”. This is the same problem that causes MOST businesses to fail. **That's why App Marketing is such a valuable skill to have.**

Professional app developers like Buzinga, Rovio and Backflip Studios focus a minimum of 40% of their attention on marketing. And by those standards, you need to do the same.

Here's the plus side.

I've been doing this for long enough now to know that Mobile App Marketing doesn't have to be expensive, tedious or hard. It will take time, and it will require you to develop new skills. A lot of which you'll learn **directly from this publication.**

I'm not going to try to sell you on the idea that reading App Marketing 2.0 is going to turn you into a marketing Guru. Not at all.

Only knowledge and experience will do that for you. However, it's a great start.

App Marketing 2.0 will give you the know-how to start planning and executing a professional marketing campaign for your app.

Marketing is fun. I do this every day professionally for my businesses, including Buzinga, and for my clients' apps too!

You will get to watch your app, go from point 0 and grow exponentially, right in front of your eyes. **And did I mention that it's also very financially rewarding!**

I wrote this from my own experiences, hundreds of hours of research, interviews and studies with recognisable online marketing characters.

**I sincerely hope
you enjoy it!
Cheers,**

**Logan Merrick
Director of Marketing,
Buzinga App Development**

Plan

The first step to a successful marketing campaign is to just go for it, take a stab in the dark and don't worry about planning. Because it's not really 'your thing'. Planning is boring. You just sort of wing it and hope for the best...

I hope you could pick up the strong sarcastic tone in my keystrokes.

In reality planning is vital to the success of any project. Be it the construction of a commercial building, a Theatre piece or even your first ever business venture.

“Heck, I literally took a good 3 hours just planning the structure and content of this eBook!”

Planning is important in every area of your life. So needless to say, you'll need a good plan for your marketing campaign as well.

Why? If you set a goal and then make a plan to achieve it, then you are much more likely to get there. Or even exceed it!

But don't worry, I'll walk you through everything step-by-step.

So let's kick this thing into gear-

Planning Your Marketing Campaign

1.1.1

First off, get note pad and let's do some brainstorming!

This is the part where we start to set some S.M.A.R.T. goals. S.M.A.R.T. stands for:

Specific – be very detailed.

Measurable – a goal should be measurable.

E.g. 20,000 downloads.

Attainable – a goal you believe is achievable

Relevant – to what you are trying to achieve

Time-sensitive – set a timeline for completion

Then we set up a strategy to achieve those goals. Make sense? Cool. Let's get to it.

Write down your goals on a large note-pad. Your goals can be anything from:

- Get \$1,000,000 downloads
- Rank in the top 100 grossing apps
- Rank in the top 25 paid apps
- Rank in the top 10 free apps
- Make x amount of dollars in your first year

This is different for everyone. You may want to walk away with \$50,000 in a year. Others want to make \$50,000,000. And some people are happy with just recovering their costs.

Just jot down whatever works for you.

Next, you need to understand what your initial costs are going to be. I'm assuming that if you're planning your marketing strategy you probably already know what some of your overheads are, including the cost of the app, etc.

Analysis

If don't know yet then we can give you an **obligation free quote**. Just contact us on info@buzinga.com.au – **subject line: App Quote**, and explain your app idea in detail. Don't worry, we're not in the business of stealing ideas. We have plenty of ideas within our own organisation.

Once you know what your overheads are, jot it down on your pad as an expense.

Also list any other costs you may accrue in the development of your app so that it has all been recorded.

Based on that, you should now be able to **work out how much revenue your marketing campaign needs to produce** to cover your costs so far.

You will also need to jot down other costs, if any, along the way to keep a cash flow projection and Profit & Loss doc up to date.

So far you've got:

- Your goals
- Expenses so far
- Total revenue needed so far

It's important that we remain flexible with these as we may need to add or remove things as we go along. Keeping this up to date as we go along is vital to understanding how your marketing campaign is travelling.

Competitive Analysis

1.1.2

Now we want to look at other apps in your market. Specifically apps that compete with yours.

Keep this simple. Jump online and look for the top 5 apps in your space.

Use **Google** for this. Not the App Store search-box. Because the App Store doesn't always display the right information, funnily enough.

If you struggle to find competitors in your niche then start by searching for the keywords you would use to find an app similar to yours. For example, if your app is a Tower Defence game with a World War 2 twist then search for:

world + war + tower + defence + app

The last keyword is the most important one because you're telling Google that you are looking for an app. It may sound like common sense but you wouldn't believe how often people get this wrong.

Now make a list for each competitor on a separate page each and collect the following information:

App name

Simply collect the name.

Number of reviews

This will determine how popular each app is. There are no clear stats on how many reviews per download and it varies massively from app to app. However, an average star-rating is a good indication of value.

Features and benefits

Download the app and identify its values. Don't say "none" – there are always some values. Analyse the feedback as well to get a feel for how the users like about the app.

Target

Estimated target audience

Make a list of age range, sex, reviews (positive/negative). We're just making assumptions based on the information you find online. The more accurate you are the better.

Price

Free or paid? If it's paid, what's the cost?

Website

Does it have a supporting website?

Social Media

Rate their social media presence based on how many fans they have on Facebook and how many likes/shares/comments they get per post. They may have 30,000 fans but no one is engaging with their posts.

Keywords

What keywords you used to find them. If you found them using a specific set of keywords then it is important that you keep them at hand.

Size

The development company itself... make sure you aren't going head to head with Angry Birds. A large company could squash you like a bug. Be strategic in your approach to the App Store.

Once you have your competitive analysis you can begin to make decisions about your own pricing, target audience, etc.

Chances are that your competitors have already found your target audience for you so you can simply tap into theirs.

In the rare case that you have no competition then you need to find out who your target audience is.

Finding Your Target Audience

1.1.3

Finding your target audience is easy. Start off by asking yourself (and your friends) the following question:

Who would best benefit from this app?

- Age & Sex
- Profession & Average yearly income
- Location
- Marital status & Children (y/n)
- What do they read? (magazines, websites)

We need these details because when you write your advertising material, you need to make sure you are targeting the right audience. That means you need to get inside the mind of your perfect user.

The more details you have, the clearer your picture of this user will become. You should have enough detail to be able to feel like you know this person.

Reverse Engineering the Goal

Every result is followed by a process.

If you want a rippled body with pecks the size of my head, then you need to eat right, work out correctly and allocate appropriate resting time.

Likewise, if you want to achieve your goal, then you'll need to follow the correct process. Let's say your goal is to get into the top 100 on the app store, for example:

I know that to get to the top 100 you need to get about 1,700 downloads a day, give or take.

Process

Get 1,700 Downloads per day Consistently

There's the end of our process. Reverse engineering is figuring out the methods used to get into the top 100, and building those methods into a process.

Getting To The Good Stuff!

Next up we're going to look at different marketing methods and the benefit for each method so that we can begin to assemble a process for meeting your goals. We'll talk about how to implement them for best effect and start to build up your marketing campaign.

“A marketing method is simply a means of attaining your marketing goals.”

– Logan Merrick

Just remember, you don't have to implement every method that we'll discuss here. In fact, it's better to focus on a few and do them really well, rather than spread your focus out over a number of different channels.

Eventually, when you get the hang of one or two of them, you can begin to diversify to see where else you can get traffic from and convert it into downloads.

The Marketing Process

1.2

The success of an application greatly depends on the execution and implementation of marketing methods. When is the right time to pull the trigger on each method? And to ensure that you follow through with absolute perfection.

That's not to say that you have to do it perfectly right away. In fact I would be surprised if you did. However, it's about the C.N.E.I. philosophy which stands for Constant & Never Ending Improvement.

C.N.E.I. - Followed and taught by the worlds' leaders in marketing and even our very own marketing team at Buzinga. The philosophy suggests that app marketers launch with the best possible intentions, and then make consistent micro-improvements to reach their desired goal.

Launching too soon on certain marketing methods could mean that you lose the buzz about your app and people forget about it or get sick of hearing about it before it comes out.

Pulling the trigger too late could mean that you didn't have a chance to build up the momentum before the app was released.

Marketing Process

The Marketing Process

1.2

Marketing in the 21st Century is more than just getting people to buy what you're selling. It's not about using fancy words or lots of sales copy.

In this day and age it's all about giving. You **'give'** to **'get'**.

Give something of value. Something you could sell. Give it away for free. It may sound counter-intuitive but this is new-age marketing. Give and you shall get.

If they haven't been recommended to check out your website or Facebook page by a friend, this is how the process works:

Stranger: When they come across you, they have no idea who you are.

Know: Then they get to know about you.

Like: If you give them something they might even grow to like you.

Trust: Give them something else of value, they may begin to trust you.

Buy: Once they trust you they'll buy from you (download).

Again: Then they'll buy again (In-App Purchases).

Share: They may share your app with their network.

Value Add

When you give them something of value, they will grow to trust you. In traditional business this could be something like an eBook or a webinar, etc. In the app industry you're probably ok with fun graphics, interesting and relevant videos, etc. Once they trust you and download your app they will see how good your app is (it is good right?) which establishes more trust. This will surely lead to them sharing your app with their network.

“The rule of thumb is: Give some, then give a little bit more, then give again – and then you may get.”

– Logan Merrick

The App Marketing Process

1.2.2

The app marketing process is broken up into 3 phases performed in the following order:

Phase 1: **Pre-Launch Marketing**

Phase 2: **Launch Marketing**

Phase 3: **Post-Launch Marketing**

Each phase in the marketing process is as important as the other and each play an important role in the overall success of the application .

Pre-Launch Marketing

Are the research and marketing mediums set up in preparation of the launch (website, social media pages, building a following, etc.) You generally start the marketing research prior to developing the app, and setting up marketing mediums a month prior to the Big Launch.

Launch Marketing

On the day of the launch (when the app is approved to the App Marketplace) and a month following on from that is your big day. Time to build up massive momentum to get a high volume of downloads and catapult your app up in the rankings.

Post-Launch Marketing

The ongoing marketing efforts to keep your app download rate consistent while moving towards new goals. This is the C.N.E.I. period and includes buying downloads, improving sales-copy, with micro-improvements to move towards new targets.

Let's take a look at some of the methods we can use.

Method #1: ASO

1.3

“App Store Optimisation is the art and the science of how to get found on the App Store.”

– Logan Merrick

It's kind of like SEO but for Apps. You see, search engines like Google and Yahoo operate using specific algorithms that find keyword related information (websites) based on your search terms. The App Store is basically just another search engine full of apps instead of websites.

Optimising for the App Marketplace

So how do we optimise our apps for the App Store? SEO and ASO are very similar and we focus on the following metrics:

- App name
- Description
- Screenshots
- Icon
- Downloads (volume/speed)
- Keywords
- Ratings/Reviews

Most marketers and app developers focus only on getting a high volume of downloads in as short a period of time as possible, which on its own is expensive and not very rewarding. Spikes of downloads may be exciting, but what goes up eventually must come down and at the end of the day consistency takes-the-cake in any business venture.

Strategy

Let's look at how to apply the ASO method into our strategy.

Research & Planning

One of the most important parts of ASO is keyword research, and implementation-planning. It comes down to getting a fundamental understanding of what search terms your potential 'customers' are using to find similar products. We also want to look at **what search terms are popular and can get you a lot of traffic.**

You can use free tools like Google Keyword Search to find suitable keywords.

Once you know the keywords you can **start optimising the metadata** (description, etc.) on the app store to make it easier for users to find your app when searching for it.

If you don't have any experience in researching keywords I would recommend that you seek some advice or use software like MobileDevHQ.

Optimise all your marketing media for the same keywords to strengthen your overall SEO influence across your marketing platform.

App Name & Description

Include your main keyword in the App Name, e.g. if you're making a Camera App and your main keyword is 'Camera', then your app title may be '**Camera-Snap**'

Also include the keywords in your description often, but beware of keyword density. **There's a fine line between 'Good-Keyword-Practices' and 'Keyword-Cramming'!**

Try to use your Keywords **no more than twice per paragraph** and a maximum of **6 times in total** in the description to avoid penalties.

Screenshots

The screen shots are more about conversion optimisation rather than ASO, but I've added it in here anyway.

Plenty of app developers get this wrong BIG-TIME by only submitting the screenshots that are most attractive to look at. Not a good move.

The key is **to provide a range of different screenshots that clearly highlight the most important features of the app...**even if they are ugly.

Feel free to **graphically enhance your screenshots** as well to make them more aesthetically pleasing. You can add funky text explaining what's special about the screenshot, etc.

Make sure **your icon is better than your competitors as well.** Simply look at the apps that consistently hover in the top 100 and you'll see that their icons are normally interesting.

If it came down to it and a user had to choose between your app and a competing app, and they chose your app because of the icon and screenshots, that will have made it a worthwhile investment. This happens all the time.

Ratings/Reviews

People care a whole lot about what others think and will base their entire shopping experience around that. So the App Marketplaces have provided Ratings and Review sections, just so that you can see how others feel about the app. Isn't that lovely?

Social Media

The better the ratings the easier the App Store will make it for people to find your app. Positive reviews will give people even more incentive to download the app.

Your app should be coded with a push notification that pops up at the peak of enjoyment to **ask for a 5-star rating**. For example, if your app is a game, then a good time for that notification to pop-up is directly after finishing a level.

It also doesn't hurt to ask your close friends and/or family members to download and rate your app. Genuine and honest feedback...followed by a completely unbiased '5-star rating!'

ASO by itself can be a very powerful method for getting downloads. It's important to **split test everything** (keywords, description, screenshots, title, etc.) and **make tweaks every week to optimise your download-rate**

Method #2: Social Media

1.4

In this day and age, social media is everything. To go along with the previously discussed ASO method is a relatively new concept: SMO - Social Media Optimisation - **which is being used by successful business all over the world.**

Social Media Optimisation has a huge impact the overall viral spread of the app, as well as the SEO method. And that's because of the value that search engines place on the information we share.

Why? Well, at the end of the day, SEO is all just a big popularity contest. High engagement on Social Media, by real people, is a clear indication of how popular something really is.

And if you do nothing else other than dominate on Facebook, you'll still have a successful run. Not many people do this well, so it's a great way to set yourself apart from your competitors.

Best Practices

Social Media Marketing - Best Practices

1.4.1

The way to do it by opening a page on Facebook, then buying 25,000 followers from Fiverr and posting comment after comment, screaming at people “DOWNLOAD MY APP NOW!!!!” ...

Did you notice the strong sarcastic tone in my keystrokes again? The above is an example of how to get alienated by any potential customers (including your friends) and almost definitely have your page shut down by Facebook.

First of all, buying likes from Fiverr or any other place is a complete waste of time and money. It may give new visitors the perception that your page is busy, but complete and total transparency is the key to a successful Facebook marketing campaign.

Let's take a step back

You do need to open a number of social media accounts. It's important to grow the name of your app and keep the branding of your app consistent across all platforms.

Consider opening the following accounts to promote your app:

- **Facebook**
- **Twitter**
- **Pinterest**
- **Youtube**
- **Instagram**

Ideally you'll use these mediums to promote new updates for your app, run competitions, build anticipation, **share interesting stories, etc.**

For your own personal branding you may also consider opening:

- **Linkedin**
- **Google+**
- **Twitter**

Using these mediums you can start to connect with people and share valuable and relevant information. Networking can do wonders for your app business.

Now, I don't know your app personally so I can't tell you exactly what you need to post or how often you need to post it. But I can give you a few pointers:

Don't Be Afraid To Be Yourself (unless you're annoying...)

When posting new updates, just try to be yourself. Add a bit of your own personality in there. Because people don't connect with posts or companies – People connect with people...

Tracking

Track Everything

1.4.2

It's important to know how well you're doing. As in how effective your posts are and how influential you are on the social spectrum. Keeping an eye on the amount of likes/comments/shares you get, when you're getting them, and who's engaging with your posts will let you determine what your audience likes and what times are best to post.

There are a bunch of different tools you can use to measure this. Here are my two favourites.

Klout

I use Klout to track my social media presence. Set your Klout account up and link your social media accounts to it. Then Klout will give you a score out of 100.

0 = Very low influence

100 = Extreme influence

Determine how you're going. But why would you want to be influential?

The term 'influence' refers to how popular your content is. Influential people are deemed as being more important in the Google algorithm. That means being influential will benefit your online presence (website, social media, iTunes account, etc.) by increasing the reach of your posts and by making your app easier to find.

Buffer

Being consistent with the times you post can be hard, but it's very important and depending on your target market, you may need to be posting every day.

Buffer is a free tool for scheduling your posts ahead of time.

Once again, set up your social media accounts (Twitter, LinkedIn, Facebook) and allow Buffer to post for you.

Set up the scheduling system for each account and start buffering posts. Optimise, test and tweak the volume of posts and the time of posting to find that sweet-spot.

What works for me?

Personally I post on Facebook at 8am Australian local time, before my audience goes to work. Mondays are good because everyone hates Mondays ;)

On Twitter I post every day, 4 times a day. 1pm and 4pm Australian time, for my Australian followers, then again at the same times PST (Pacific Standard Time) for my American followers.

And LinkedIn at 2pm & 6pm.

I suggest you split test these to get as many likes/shares, etc. as possible. Make minor changes weekly.

Delivery

It's Not What You Said, It's How You Said It!

1.4.3

The kind of content that you share and how you speak to your audience is extremely important.

We underestimate the importance of good, targeted content. But in reality, it's the content that is your 'Give' factor in the social media spectrum, and what was the rule again:

Give + Give + Give = Get

The kind of content that you need to share will be unique to your market. That's why it's important to do a thorough competitive analysis. What is your competition sharing? What's their return in terms of likes/comments/shares? What can you learn from your competitors?

Here's what works for me:

Facebook

Move people. Evoke emotions. Don't just post lots of links back to your website.

Build a following by posting content that moves people. But try to be relevant, otherwise you'll lose credibility.

The type of media that gets the most engagement – no matter what industry – is photos. Attractive photos/images get even more engagement than videos. But once again, it has to be relevant.

Throw a bit of personality into what you do. It's called social media, not "boring-dry-content-sharing-for-profit-media". Once again, be authentic...be human.

How do you know if people don't like your content? No likes, shares or comments.

Twitter

This is your opportunity to link people back into your pages (website, iTunes, other social media).

You are limited to 140 characters per post. And out of those it's recommended that you use a maximum of 70 characters to get a higher engagement rate.

Keep in mind that just like with Facebook, this exercise is about sharing things that moves people. Evoke emotion.

Analyse Buffer to see what your return was in terms of 'clicks' on your links.

Linkedin

Is all about being a professional. People are interested in what other people do so post relevant information about what you do, or about what you're interested in and build a following.

Measure your response through Buffer.

Instagram

A lot of people don't use Instagram, but I like using it because a) it's fun, and; b) it raises my Klout score which increases my overall influence online.

Some apps have been able to get 1000 downloads in a day from having an active following on Instagram.

Spread-sheet your results (likes and comments) per post to find out what people like.

Youtube

Start posting videos once a week. Benefits are: More authority! As always, move people. Reach out to their emotional side.

That doesn't mean make them feel like crap all the time. Inspiration gets the best out of people.

Analyse the user data on Youtube Analytics.

Content Marketing

Pinterest

Even though Pinterest has dropped off the scene a bit lately, it's still a very powerful online marketing tool to draw on Authority and rank higher for Google Image Search. Post images of your app and other things you're interested in. Segregate information into different pin-boards and have some fun with it.

Content Marketing is fun and easy. The best thing about it is, it works. It's the future of marketing. Why? Because people are getting smarter and smarter and they do more research now than they ever use to.

Why?

Because it's so darned easy! Google made it so. Google practically owns the internet. And with **the internet being the greatest marketing medium** in the world it's important to respect how Google works.

Google's mission is to help people find relevant information. That's their business and they do it well.

Why am I talking about Google? Because all major social media networks tie into the Google Algorithm and Google has the say on whether or not your website gets lost in the ether of the internet, or gets found on the first page for all your keywords.

Be respectful of the Google Algorithm and make sure that you don't apply any dodgy SEO tricks to get more traffic, because the consequences are severe.

Be good to Google and Google will be good to you

Method #3 Video

1.5

There are three types of video strategies:

- **Promo Videos**
- **The Journey**
- **Gameplay/Explainer**

Each engages the user on a different level and I would suggest that you create healthy mix of all three types.

Video marketing is all about telling a story, and it's the story you tell, and how you tell it that gets viewer engagement.

Viewer engagement can be capitalised very easily. In fact, YouTube has created some very successful people. So this is an area worthwhile spending a bit of time.

Let's take a look at the different types of Videos:

Promo Videos

1.5.1

I produced an animated video - very basic - for one of our apps at Buzinga. We did a lot of work on the keyword search side of things and as a result, this video went totally viral. Within 5 weeks it had gone from zero to over 25,000 views...

It went, by definition: "Bananas" ...

And that's the power of viral marketing.

I suggest you **find a professional who can do app videos** then push it out through your social media channels.

Two videos are ideal. One teaser-trailer, and one full blown video showing the guts and all. The teaser trailer is released before the app is launched to give your audience something to drool over.

The second one gets people to download the app.

The Journey

1.5.2

These are simple "made-at-home" videos that you use to take your audience on a journey.

You can use them to explain the process of development with total transparency of all the ups and downs.

You could show other people how they themselves can develop a game app.

Use this type of video strategy to engage users in your journey. Create an emotional connection and draw them in.

You don't even necessarily need a great camera either. Some videos are filmed simply with an iPhone camera.

The Journey is whatever you want it to be. But make it something special. Or make it something totally ridiculous and funny. This really is a case of "The world is your Oyster."

Gameplay/Explainer

1.5.3

Simply film your experience of using the app. This can be done either with a film camera in a dark room, or using a UI recording software. The benefit of this is that you are showing your prospective users the features and functions of the app through practical use.

I wouldn't suggest that you release this until the app is complete and has been launched because you might just spoil the surprise.

Method #4: Blog/Website

1.6

Every great app needs a website. Websites add credibility to your app and shows people that it's a serious project. Not just a fly-by-night. Websites are quick and easy to whip up and help in the following areas:

FAQ's

Answers questions for people to help them make the decision to download your app.

List Building

Build a substantial list of email addresses and every time you release a new app you get a chance to sell your app to existing downloaders.

SEO

The Google algorithms LOVE blogs because they generally provide really good content to users. As a result you get a higher ranking and your app/website is easier for people to find when searching for a product like yours

Redirect Traffic

Any traffic that goes to your website can be redirected to your app on iTunes.

Media Enquiries

An app review company who comes across your website may want to get in contact with you to review your app (meaning more exposure). A website is a perfect way to do this.

Method #5: Press Release

1.7

An online press release is slightly different from a traditional press release.

The point of an online press release, when talking about apps, is to **get your app reviewed**.

Ideally we want to get our app reviewed by a professional app review service with 50,000+ visitors per month.

App Review companies like **148Apps** and **Appolicious** are ideal prospects, but getting your app into their panel can be hard.

So the trick is to get a good Press Release drafted up and then **send it out to every App Review company under the sun**. That way, if you get picked up and reviewed by a smaller app review company, the bigger app reviewers may potentially want to get a piece of the pie.

So it's important to just get a crap-load of app reviews submitted, and sure enough, over time, the bigger review companies will start picking it up.

Maybe not the first time around. I suggest you send out your Press Release to the same companies 4 or 5 times over and again every time there is an update.

Release & Reviews

How To Write A Press Release

1.7.1

A press release is easy to put together and highlights the key information about your app. A good press release should include the following information:

- App name
- Contact name
- Company name
- Contact information – phone, email, twitter, etc.
- Link to App Store page
- Link to website
- Description – elevator pitch, bullet point features, point of difference.
- Genre
- Promo code
- Promo video/explainer video

The first focus should be on your story and how to portray that in your subject header. Once you've got the subject header in place you can work on the body.

Keep the subject header short and sweet but make it something captivating. For example:

Bad Press Release – “New Messaging App”

Good Press Release – “A Messaging App That Reads Your Mind!”

Understandably my example of a Good Press Release subject was a little rich, but **you need to be somewhat eccentric to stand out sometimes.**

What story could you spin with your apps press release?

Finding App Review Companies

1.7.2

I keep a list of all the app review companies and make sure that it's kept up to date so that sending out a press release is just a matter of pushing a button.

However, finding app review companies is easy. There are endless app reviewers on Twitter, Facebook and punching in the search term “App Review Company” will give you a long list of app reviewers right at your fingertips.

An easy way to get your Press Release out is by using a service like PR Web. It costs but it can save you a tonne of time.

I send out press releases for my apps every time there is an update. Here's my rule: If you can turn it into a story to get downloads – turn it into a Press Release.

Method #6: Buying Downloads

1.8

Yes, you can buy downloads. And it's totally legitimate. No bots or other rubbish like that. Have you ever seen the ads within other apps that you click on and they lead you to a download page for another app? It's exactly the same thing.

There are ad networks that facilitate this service between a publisher (publishes ads in their app) and advertiser (pays to get downloads).

I wouldn't recommend that you jump into using this method until you've done some tweaking to your app and plugged all the holes.

What do I mean?

Think of your app as a bucket. In your bucket you have holes. And if you try to fill your bucket up with water before you plug those holes then you're wasting water.

The water is traffic of users to your app and if you're not catching them in your bucket then you're **throwing your money away**.

So it's important to split test this process and there are services you can use to make sure you are catching all your traffic and optimising monetisation.

Check out App Annie as an example of these services. But as said, there are plenty more. This is just a very well-known one.

Networks for buying downloads are: Chartboost, TapJoy and RevMob.

Other considerations...

1.9

Aesthetics

I cannot stress enough that people love beautiful things. It's therapeutic for us to look at things that are attractive to us.

So with that in mind, it's important that we ensure to spend a great deal of our focus on two areas of the aesthetics of our apps:

- **Make sure that it is absolutely beautiful, and;**
- **Ensure consistency in all your marketing.**

The average amount of times that someone has to see your app advertised before they download it is 7 times. So if your apps brand is always represented well in respect of the two factors above, you will have a much higher chance of getting your app downloaded. And remember to make sure your app icon is absolutely eye-popping as it will generally turn up a lot in your promotional media.

Positioning

Positioning your app comes down to how you represent it. If it's a game you can either position it as a fly-by-night, free, cheap, time-waster. In this case **people are unlikely to see the value** in it and you may have a hard time charging any money for it, even for in-app purchases.

You'd be better off monetising it using ads. Or, You can position it as a state-of-the-art, new, high-value, long-term investment "worth \$25.00 but we're only asking for 99cents."

Using which positioning is likely to make it **easier for you to get downloads?**

I think you can see what I'm getting at and which option I'm trying to lead you towards.

There is enough rubbish in the App Marketplace as it is, and by the looks of things, they are putting together programs to abolish crappy apps and apps that don't get updated regularly.

Measure Everything and Read Data

My final piece of advice is this: **Measure everything.**

You are becoming an online marketer. That means you need to record data from your users. Analysing the data will show you where the holes are – where users are getting stuck, where they are having a good experience, why they aren't spending money, where they are dropping off, etc. – and most importantly, how to plug the holes.

Plugging holes is an effort that converts directly into more downloads and more revenue.

You can use:

- Google Analytics for your website;
- App Annie for sales, reviews, etc.;
- Adnetworks have their own platforms for analytics;
- MobileDevHQ for keywords;
- Loyalytics and Distimo for In-App Analytics.

Your Marketing Strategy

2.0

Some of these methods will be implementable immediately and some methods will need to wait for a while before the time is right. **Other methods may require someone of special expertise** to do it for you.

We provide a tonne of material on Marketing in the Buzinga Blog to help point you in the right direction.

I have a very flexible approach to marketing, whether it's for an app or business. However it is **very important that everything you do is planned** out to save you time and money later on.

Being clear on exactly what you want to achieve will give your marketing message more impact and will allow you to create a solid plan to follow, step-by-step.

Alternatively, if you're in a position where you're too busy to do the development work yourself. Maybe you're juggling enough projects as it is and **need a hand with developing and marketing your mobile app.**

If that is the case then please let me introduce you to my company over the next page:

buzinga

Buzinga Apps is a team of professional custom app developers with over 50 years of business and marketing experience working with people and organisations from all industries. We'll help you brainstorm your idea, design your killer graphics and guide you through launching and marketing your app.

Are you looking for advice and guidance through process of developing an app? Do you want to work alongside a dedicated team to create your perfect application? Then you're in the right position to work with us here at Buzinga.

Contact us today to book your FREE Strategy Session:

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