



# THE COMPLETE APP MARKETING CHECKLIST

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**So you're you about to launch a mobile app, congratulations! It's an exciting time right? Before hitting the big shiny publish button, give yourself a few extra**

**minutes wait and read through this post first. As you probably know by now, more and more apps are FLOODING the various app stores daily, which makes finding just the right app for end users increasingly difficult. With all the time you've invested in developing your app, the endless ping-pong of the design process not to mention waiting, hoping and praying for your app to be approved, setting a mobile app marketing strategy in place should be your highest priority.**

**This app marketing checklist includes crucial information on best practices for maximizing the potential of your app's exposure and monetization success.**



## Know Your Audience

Before you can kick off an app marketing campaign that delivers results, you need to understand who your end users are. How much time have you actively invested in understanding who your potential audience is? If you can't memorize the top 5 most influential blogs, groups, forums or websites they are visiting, chances are you will have a very hard time reaching them.

## Key questions you should ask yourself in the initial strategy stage are:

- Are YOU you're apps ultimate user? If not, you better find out who is.
- What are they interested in?
- How big is the market for your app?
- Where are they consuming their content online? Top 5 blogs.
- What are they accustomed to paying for similar apps (if at all)?
- What features are they currently missing in the apps they used?
- What features do they like most?



### Competitive Research

Chances are that if you've worked on an incredibly awesome app, there are at least 2-5 similar apps scattered through the various app stores. Remember, just because you developed for either iOS or Android, that doesn't mean you should neglect researching competitive apps across other app stores (App Store, Android Market, Amazon App Store, GetJar, etc...)

Make a list of your top 5 competing apps, their current price, monetization model, ranks\*, pros and cons. In addition, read your competing app's comments and reviews carefully. Make sure your app doesn't fall for any of the same reasons.



### Price Your App Accordingly

One of the golden rules we work by is; it's always easier to go down than up. If you're planning on selling your app for \$0.99 (after having done your competitive research) you might want to launch at a slightly higher price point, depending on your

app's unique value and features of course. Starting at a little higher price gives you more room to offer promotional discounts for set periods of time. That being said, freemium based apps (in-app purchases) have consistently proven to deliver higher download rates and generate more revenue for the developers.



## Estimate Downloads

A key part of knowing how to price your app is knowing your breakeven point. To get this number people often ask “how many downloads can I expect per day?” Unfortunately app stores do not release this data publicly and developers keep their app's download stats closely guarded as well. One rule of thumb to keep in mind is that free apps in the Top 10 spots get around 10 – 15,000 downloads per day. The question then becomes, how many downloads do you need to return your investment and make a few extra dollars along the way?

## Popular services to track rankings for iOS apps include:

- **AppAnnie** - Insights into 397,234 apps by 86,181 companies across 90 countries.
- **AppShopper** - Track the newest iPhone and iPod Touch apps, updates and price changes.
- **Mobclix** - Detailed App Store rankings and statistics segmented by categories, paid and free.

## Tracking rankings for Android apps is much simpler.

Install stats are shown on the right sidebar with the right sidebar for every app.



## Create a Marketing Strategy

By now you should already know where your audience is consuming content. Now get in there and get involved. Introduce yourself to the blog owners and let them know about your upcoming app. Our golden rule is; Love letters, not PR pitches.

In other words, share your thoughts on a good post they may have published and let them know why they may be interested in reviewing your app. Positive comments are always a good way to get the ball rolling.

Creating a pre-launch landing page or at the very least a video trailer for your soon to be launched app has become somewhat of a must. It allows your app to stand out from the pack when done professionally.

When it comes to setting a broad app marketing strategy, don't put all your eggs in one basket. Diversify your marketing strategy. Remember that the web is a very dynamic medium. Some people will connect with video, others with images or text. Create diversified content and make sure app reviewers have easy access to it at all times.



## Create a Monetization Strategy

Failing to define a monetization strategy from the get-go will lead you to leave valuable money on the table. Defining your monetization strategy too late or squeezing in un-essential functionality to help make the app profitable will only create the opposite effect. Mobile app monetization is done in a variety of ways, from freemium based apps (in-app purchases) to ad supported and subscriptions. Get familiar with the alternative monetization options available to you and carefully weigh their pros and cons.

WANT TO LEARN MORE, PLEASE CONTACT US TO SET-UP A FREE APP MARKETING CONSULTATION.

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