



This lesson reviews the beginnings of app marketing—including app store optimization, social media, buying traffic, PR and outreach, offline marketing, blogging, email and other strategies.

Tips/Strategies to Use:

- Downloads— App marketing is all about getting downloads, however, not all downloads are created equal. Quality downloads—from purchasers who download based on quality rather than a whim—are more effective in the long run than quantity downloads.
- Plans— Create a plan that you can use in order to strategize. The data you receive will inform your marketing plan.
- Gray Science— App stores are not transparent, so running tests and analyzing data is a gray science. It is difficult to measure everything in marketing because traffic sources can be mistaken, etc., so do not drive yourself crazy. Simply take your best shot and realize that not every measure will be exact. Do not try to measure your marketing overnight; it is a long game and will take some time to see the impact.
- Transportable Marketing— Systems are easy to apply to different business models and different parts of your company. When you build a marketing channel, such as an ASO strategy or Facebook campaign, structure them to transfer to additional apps. Make them repeatable.
- ASO— ASO encompasses a complete marketing package and will be a core piece of your marketing strategy. In addition, it's an excellent skill set to have.
- Keywords— Use these tips for keywords:

Download relevance allows your app to make sense for the user's app search.



- In long tail keyword selection, you will assess your competition to find specific keywords that match your app most closely, then review that volume.
- Use Sensor Tower or Apptopia to track all your rankings.
- Visual Assets— Your visual assets are your icons, screenshots, video previews, website, Facebook, etc. They tell a story that compels people to download.
- Reviews— Review optimization is a self-perpetuating asset. You ask for reviews, learn what people want, update the app, then watch the Apple algorithm raise your rankings.
- Other ASO Strategies— Localization. Translate your iTunes listing so that people in other countries can read it. Later, localize the app itself.
- Foreign App Stores— If your app is doing better in other countries, use the foreign app stores to rank for more keywords. Think globally!
- Social Media— Social media is another powerful tool. It is free traffic if it works! Choose 1 to 3 platforms where your audience hangs out – Facebook, Twitter, Pinterest, LinkedIn, YouTube, etc. Appeal to your audience. Don't think about what you would want. Post consistently. Consider automated regular postings using Hootsuite, Edgar, or Buffer.

What Works?

How do you find what works? Download the top 10 or 20 apps in your niche and see what they're doing. Remember that they are in the same position you are in trying to figure it out. Take notes on which posts get the most likes, shares, retweets and that sort. Experiment and see what people respond to.



The following are considerations when assessing whether social media is a good direction for you.

- How unique is your app? The more unique, the more repeat engagement by each downloader.
- What is your price point? You typically only want to do this for free apps.
- What is your engagement volume? The more each user logs in, the better it is to use social media.
- Do you have sharable achievements, quizzes, etc? People love sharing their success with others.
- Do you have an active audience? They will follow you anywhere, anytime, any place. They want ways to engage and be a part of it.

Paid Traffic

Online paid traffic is guerrilla app marketing. Paid traffic is simply spending money to get installs.

- Benefits— You gain instant traffic and results, and those results allow you to test immediately. It is also highly scalable.
- Downsides— Paid traffic requires at least a small ad budget. If you're not willing to spend at least \$100, you're really not serious about this quite yet. It takes testing in order to find the right audience, which will cost you. Also, you are subject to the rules of the ad platform, so you must diversify your advertising investments in order to survive the dip when a platform changes its rules to the detriment of your campaign.
- Getting Started— Start with Facebook, learn the platform with Blue Cloud's blog and Facebook's tutorial, and create 1 test ad for \$5/day with the goal not



of downloads but of only getting the ad running and tracking. Learn from your mistakes and improve the ad and its process with each iteration.

- Optimizations— Focus on image, headline, copy, and audiences.
- When to Go for It— Use paid traffic when you know your lifetime value and analytics numbers or when you want fast data.

PR and Outreach

PR and outreach might either succeed or bomb depending on your approach.

- Traditional press releases involve writing a release and distributing it to a syndicator. They are not worth it because you will be lost in the crowd of press releases.
- Killer content will aid you in reaching out to influencers.
 - Create a blog using Tumblr or WordPress and post content specific to your app.
 - Get guest posts on blogs related to your app or ask a respected blogger to post to yours. Prepare an outline and your first paragraph, then use them to pitch story suggestions. Share your data so they know it is worth their while to post your content.
 - Images on your blog will help you go viral. The more the better.
- Social media is a great forum for self-referrals in the comments section. Answer questions. Follow the influencers in your market and retweet everything they say that echoes what your app is all about. Keep it light and fun, and you will aggregate an audience.
- Answering questions— Follow topics and answer questions. Join Facebook groups, even those that are remotely related to your app's subject. Create Google alerts for



questions on the web. Bottom line, develop great content, connect with others, and provide value for others.

Offline Marketing

Offline marketing is hitting the bricks and personally reaching out.

- Which apps will benefit?
 - Apps related to in-person events such as Über, OpenTable, EventBrite, TripCase, Applauze, etc.
 - Highly specialized apps such as for archery, birdwatching, knitting, dog training, bartending, etc.
- How can events help?
 - Throw a party.
 - Rent a booth at an event related to your app.
 - Sponsor community events and show up.
 - Meetups—Create a monthly Meetup. Attend other Meetups.
- Other Strategies
 - Memorable business cards. Blow their minds.
 - Snail mailers.
 - T-shirts.

Blogging and Email

Blogging and email are effective tools for app marketing. They work best with apps that are based on content or reference, such as news, photos, finance, productivity, music, cooking, makeup, etc. They give you free, organic web traffic; however, their setup takes time, attention,



energy, solid content strategy, and consistency, and it will take months to see the results of your effort. To get started:

- Set up a blog at Tumblr or WordPress.
- Get an affordable email list provider at AWeber or MailChimp.
- Research what other blogs are doing and use that model.

Other Strategies

At the end of the day, your marketing quality can never surpass your product's quality. Make sure your app is solid, first and foremost.

- AB Testing— Compare two versions of your app and get users' feedback.
- Beta Testing— Use TestFlight for pre-launch testing to get the bugs out.
- Push Notifications— They maintain the engagement loop and retention, which increases your search ranking.
- Mobile Heat Maps— Mobile heat maps monitor screen taps and identify missed opportunities.
- Publishing and Partnerships. Partner and publish with a high-traffic app that could benefit from your app. Cross-promote for a revenue share.