



The purpose of a launch is to inject a large population of app users at once. It is an event of variable size that is accomplished by coordinated effort and strategy. Launches manufacture excitement that translate into more recommendations than a simple search result. Launches also provide long-term user engagement.

### Anatomy of a Launch

There are 4 phases to a launch no matter what the size. Make sure to complete each step before moving on to the next one.

1. Pre-Live— Your app has yet to go live in the app store. Make sure to:
  - Upload the app to the store but wait to publish.
  - Have your Facebook, support email, and analytics ready.
  - Think about what the launch will look like. Remember that it is not supposed to be perfect. It is not a wedding.
  - Contact relevant bloggers or reviewers. Establish any publishing deals with cross-promoters a couple months in advance.
  - Collect email addresses from online traffic.
2. Live— The main goal of this phase is to get data and to make sure your app works.
3. Launch— Put on your event!
4. Extended Launch— Review the “evergreen numbers”, in which you see where your statistics level out. This information allows you to develop a paid-traffic strategy.

### Best Practices and Strategies

Be wary of launch paralysis; keep your date and do not push it back in the name of perfection. Include everyone and make it a celebration of your efforts! In addition, follow these practices and strategies:



5. Budget vs. Expectations— Ensure that you have a clear idea of your budget, and do not automatically blow it on a launch.
  - Small Budget: \$0 to \$100. Focus on app functionality and data reliability.
  - Medium Budget: \$100 to \$1,000. Consider a Facebook campaign and maybe a press release. With a medium budget, you will gain enough traffic for solid data.
  - Large Budget: \$1,000+. Focus on traffic sources and diversify your marketing media.
6. Soft Launch— A soft launch allows you to get data before it goes to the big markets. Ensure that everything works before releasing your app in large markets, and purchasing traffic. It is a beta release to only a subsection of the public, often a small country. New Zealand is popular for soft launches. Alternatively, select a group of 50 people from your email address list.
7. External Marketing— Get a devoted URL for your app. Collect email addresses; they are more effective than Facebook likes. Offer promotions to early adopters.
8. Feedback Mechanisms— Listen to your customers. Serve your customers. If their feedback makes you feel bad, do not take it personally. Remove your ego and remember that this is business, and that information is invaluable to you. Also, listen to your systems. Consider how well your marketing and launch setup worked in the background. Lastly, remember that apps do fail despite your best efforts. Learn from your failures to make the next app better.