THE COMPLETE LAUNCH PLAN FOR YOUR MOBILE APP THAT FITS YOUR BUDGET!
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INTRODUCTION

This e-book is designed to help app marketers, like you, decide on the optimal mix of marketing activities when building their app marketing plan. There are endless possibilities out there and the sky is the limit when it comes to what you can do to promote your app, get it discovered, downloaded, and used repeatedly.

This e-book will discuss the major app-marketing activities available — sticking to the best ones that you’ll want to include in your plan. We want to make sure you are aware of their advantages and disadvantages and how they play into the mix when bringing your app’s objectives and marketing budget into the picture.

We’ll help you understand the main possible elements of your marketing plan and how to prioritize them. This is the foundation of any great marketing plan. After reading this e-book you should have the right mix of marketing strategies that’s best for your specific app.

While we can’t cover everything that can be done in this e-book, we feel we’ve given you a great overview of the major strategies out there.

If you want to learn more about additional app marketing possibilities, or if you come up with some practical “how-to” questions while reading this e-book, don’t worry. You can get your questions answered, as well as complete trainings on all the app-marketing strategies included in this e-book at www.appgo2market.com. This is where you can LEARN ALL THERE IS KNOW ABOUT MOBILE APP MARKETING. Appgo2market is the only mobile-app marketing membership site, providing extensive “how to” trainings, downloadable templates and experts answers on specific questions. Resources focus on media acquisition, PR, social, ASO, UX, users Engagement, in-app virality, monetization and more. Join us now. Get better. Have fun.

We recommend you read this e-book first before breaking down your app-marketing plan into a daily or even hourly schedule. It’s important to start with a clear understanding of your objectives and budget. This will make prioritization of tactics and activities later on much easier.

Remember, the ideal time to start planning is a few months before time of execution (launch, beginning of a year, or any other milestone). Why? Because planning requires some thought and lets you dealing with logistics.

We are confident that you’ll find this e-book helpful, no matter what your budget is or whether you are serving business to business (B2B) or business to consumer (B2C) sectors. In all the strategies we cover here, we’ll refer to sector relevancy, budget, level of time investment needed, how to measure the activity,
and the marketing goals served (e.g., awareness vs. user acquisition). We’ll also let you know which you can do on your own, and which requires outside agency help.

LET’S START!
CHAPTER 1

SETTING YOUR OBJECTIVES

AND BUDGET
Objectives

Objectives come first. Oops, no, no... sorry, budget comes first. Hmmm, hold on a minute... budget is set by objectives, right? Multiply the number of desired downloads by cost per download and here you go, that’s the required budget.

It’s a walk in the park...

Well, we wish it were that easy...

We know you’re ready to take on the world with your app. And the budget can wait, right? Just after you prove you are a huge success. Possible? Not really. So, where should a marketing manager really start?

We always look at it as a top-down-bottom-up tango dance –taking the ideal situation but modifying it with reality.

Budget

One way to plan your budget is to look at how much you need to fully reach your objectives.

This approach, however, is not always realistic as no one really gets what they initially ask for, right? If you manage to come close, this will be an amazing achievement, and we’ll be proud of you!

You might be a bit confused at this stage. Everybody is when it comes to budgeting an actual marketing plan. Should you or should you not calculate your budget by the variety of marketing strategies you want to use to reach your goals? Or should you set your goals according to a given budget? Thus the tango dance we talked about.

Here’s what we recommend:

1. **Set your high level objectives**, keeping in mind a general idea of the budget you will end up with
2. **Select and prioritize the marketing tactics and tools** you will be using and whether you’ll use external help or do things yourself
3. **Figure out the initial budget** you will need to support the above
4. **Adjust the budget** following discussions you will surely have with your management, investors, or mom. Whoever is in charge of your finances. It’s almost certain you will need to cut out some of the things on your original plan. While objectives can be moderated along the way, depending on performance,
budget is usually fixed with little flexibility. Why bother with numbers 1-3 and not start with number 4, you ask? Well, in order to ensure you are making the optimal choices for your app, you need to understand the price of what you decide to sacrifice. Also, to enjoy the highest actual budget, you’ll need to aim high right from the start, and this is not a cliché...

5. Now, based on the budget, you will most likely need to **refine your objectives**. This is the “wake up call” where you set expectations for what you can plan for with your given budget. It can get a little unpleasant here, we know.

6. And the fun begins! **Move into the tactical plan** by splitting the budget up by activities, defining step-by-step tasks, setting schedules and responsibilities for each task, etc.

Once you have your initial objectives in place, you need to get familiarized with the variety of app-marketing tactics and tools available.

**SO, LET’S DIVE IN!**
CHAPTER 2

PUBLIC RELATIONS (PR)
When looking into PR, you should consider the 5 sub areas below:

- **Traditional** - Formal press releases distributed to traditional news portals (through newswires, PR agencies or DIY).
- **Analyst Relations** – Get your story covered by relevant analysts to support your B2B and business development efforts.
- **Industry Events** - Speaking opportunities, exhibitions, conferences, sponsorships, etc.
- **Network Conversations** - Blogs, professional and sponsored content, forums and so forth.
- **Social Media** – Twitter, Facebook, LinkedIn, etc.

### Traditional PR

Traditional PR involved getting your press releases picked up and published in relevant and popular news channels (financial, technological and other publications that are specific to your industry like travel, lifestyle, etc.). This is important in order to increase awareness of your target audience. It is usually done through professional PR agencies as they hold close relationships with the important publications, journalists, and blogs. They also take on most of the time-consuming logistics of scheduling distribution and will save you precious time.

**BUT** using a PR agency can cost **thousands of dollars** a month (sometimes more) and requires a long-term investment, as it takes time to bring them on board properly. And reaping the rewards of this work also takes time. (Even Rome wasn’t built in a day!)

Once you start working with a PR agency, they will first need to familiarize themselves with your app, your objectives, go-to-market strategy, target audience, competition, your specific industry and so forth. This phase requires some briefing time and effort on your part. Then, they will start reaching out to relevant journalists, bloggers and analysts, inviting them to intro meetings to start building a relationship on your behalf, and create awareness and understanding of your app and its positioning. This process is designed to ensure that your app has an impact and you can begin to be perceived as an expert in your industry. You’ll want journalists, bloggers and analysts to contact the agency in case of relevant news, asking for your commentary (you’re an expert, remember?) and be responsive to cover your news when released to the market. This phase is time-consuming and important, though coverage is not guaranteed at this point. But it is good groundwork for the future. Later on, once you have interesting news (about a launch, a
major version release or update, a new business partnership, etc.), the initial investment will pay off with significant press coverage and hopefully a nice buzz.

You can try to save money by attempting to build press relations and distribute press announcements yourself, but this may prove challenging and time-consuming as journalists are overloaded and tend to ignore such individual approaches. Still, we wouldn’t disqualify this as an option. This really depends on the size of the market you are targeting, the amount of publications out there, the size and level of interest in your industry, etc. In some cases it can be successful. Based on our experience, you can reach impressive results by yourself. We have developed a detailed how-to training around boosting your mobile app PR and buzz efforts. This premium, members-only training teaches you how to do things yourself, and includes some important templates, such as PR brief template, target audience worksheet, target media list template, press release template and a PR and buzz creation checklist, to ensure nothing falls through the cracks. This training and templates can save you a lot of time and effort.

If you are marketing your app in a foreign territory, however, you might want to spend some budget on an agency (we do not recommend a monthly retainer in this case, but rather a project-based engagement around a launch or an update) since you are probably not very familiar with the press in this country. This will provide a good starting point, introducing you properly to the market. Once the project is done, you can decide if you want to proceed on your own, or continue working with the agency.

Traditional PR is a relevant tool for both B2B and B2C work. You just need to focus on different channels / news sites (business technology, consumer news and so forth).

Traditional PR is mainly an awareness creation tool to help others discover your app. Its impact tends to be relatively slow compared to other tools (though sometimes, significant coverage, like an article in a popular news portal, can create immediate effect; a big one!). We’ve gotten very lucky a few times, pushing our apps this way – it can create a WOW impact with visible sky-rocketing numbers in the charts within minutes.

Traditional PR has a qualitative impact, and it’s hard to accurately measure its Return on investment (ROI). You can feel, see or witness the buzz, but you can’t accurately quantify it. It makes PR value judgment quite challenging, so justifying the ongoing investment vs. evaluating other options may be difficult. It can also prove to be a hard activity to sell internally within your company. But let us tell you this, PR is a super valuable, important and effective tool in app marketing.
There are some advanced methods that can help with measuring the ROI on PR. These will be discussed in details in a separate training on appgo2market.com.

Traditional PR, while extremely valuable, demands a significant budget when using an agency. If you are low on budget, consider doing your best on your own for now.

Also, here is a quick read with some important tips: 7 buzz-generating tools you must use when launching a mobile app

**Analyst Relations**

Analyst houses like Gartner, Yankee Group, Strategy Analytics and many others are regularly publishing reports covering a wide variety of industries. They are well connected and considered to be objective and knowledgeable. In order to write the reports, these companies keep in constant touch with industry-specific influencers and players, and they usually develop strong expertise in their area of focus. The end result is that anyone who is interested in your specific industry is reading and feeding off the information in the same reports. So naturally, you want to be included in the reports that are relevant to your industry. You can meet with analysts at industry events, you can initiate a “roadshow” - a few days where you brief many analysts presenting your story face to face, you can conduct phone briefs, etc. The important thing is that you develop ongoing relationships with the analysts who interest you, taking the time to identify them first.

Make a special effort to update your analysts on your news (maybe even ahead of official releases, under embargo, they will definitely appreciate it). Be detailed and passionate when telling your story, show them your demo, and have fun with them. You can also consider issuing a special newsletter just for analysts, updating them on the latest and greatest on your end, in case they missed anything. Make them remember you. Provide a full press kit to make things easier for them (this also applies when working with bloggers and the press), if possible, provide stats (they love that!) and be available for questions. If you nurture these very important relationships, you will be covered in the right reports and get valuable visibility in your industry. Don’t forget that analysts are also talking with your competitors and other influencers, so if they’re comfortable with you, they may share some valuable competitive insights and information.
As you probably figured out by now, analyst relations is a **B2B tool** and is designed to position you as someone who matters in your industry. It can be a strong supportive tool for business development and can bring advertisers on board (or support any other business model you need to build).

As with traditional PR, this is a qualitative tool’ and it’s hard to accurately measure its ROI. Yes, you can count the important reports you are have coverage in, but still it’s not an accurate ROI measurement.

Budget wise, again, this is a very similar story to the traditional PR mentioned above. If you have a PR agency, you can ask them to manage your analyst relations as well. They usually have relationships with all the leading analyst houses. But as mentioned above, an agency requires quite a significant budget.

This is something you can do yourself at a very low budget (but a heavy time investment, the usual tradeoff).

### Industry Events

Industry events are conventions/exhibitions (e.g., Mobile World Congress), conferences, industry-focused gatherings, etc. Sponsoring an event will get you high brand visibility, probably a speaking opportunity, a chance to distribute written materials/giveaway and an opportunity to tell your story to relevant people. But this requires a relatively **large budget**. And we’re not even counting the “leverage money” that you need to invest in when preparing your booth, promotional materials, giveaways, presentation design and whatever else is needed to gain a successful presence at an event. This is why event sponsorships are mainly used by large enterprises.

Participation in industry events is usually a classic **B2B tool**, but PR coverage of the event might reach consumer-focused news channels as well. Events are also great places to meet with journalists, analysts, advertisers, potential business partners, and industry leaders and influencers.

If your budget is limited, know that many event organizers will consider barter deals. For example, maybe you have an app that can provide a useful service to event attendees. You can offer the organizers an
exclusive, branded version of your app for the event, in return for a sponsorship of some kind. Creative thinking can serve you very well here. In addition, you can try working with relevant associations that help app developers. They may offer umbrella services that can include joint attendance at industry events. This will usually be much cheaper than participating on your own. You can also apply for speaking opportunities by submitting abstracts to events that allow submissions. Also, occasionally there are last minute cancellations, and the event organizers will appreciate you coming to the rescue.

Events are also great tools for creating **awareness**. The key to measuring your success at an event is usually the number of leads generated (potential partnerships). Though there are some additional measurement techniques that are discussed in a separate training on appgo2market.com.

For most events, you can prepare your materials yourself. For larger events, that require a booth, where you can safely assume that other participants are going to have beautifully designed booths, you want to avoid looking like an amateur. If your budget is limited but you have an event that you must attend, try looking for a potential partner (ideally one that has already committed to a booth at the event), and present your app in their booth.
Network Conversations and Content Marketing

Now, we’ll show you how to spread your story and messages through blogs, online discussion forums, talk-backs or any other platform that is free to actively participate in. For now we’re excluding your social media (which we will discuss later).

Most of us use these platforms on a daily basis, without even realizing it. You’re exposed to them when, for example, you read an interesting article (written by a service provider pushing his service through links or recommendations within the article), or you’re forwarded to an external service through a post or a response in a forum (e.g., “Anyone heard of XXXXX? Just used them and they rock!”).

Marketing pros are known for their savvy use of these tools, to gently push their messages, without being too obvious or intrusive. In-fact, these are wonderful ways to increase awareness and establish brand identity, but they do require patience and sometimes you need to wait for a while until it finally pays off. Be prepared to do some daily hunting for relevant network conversations (and be warned, this can get tedious at times!).

On the upside, no external budget is needed (yay! 😊) apart from your time. The more active you are in participating in conversations, the higher (and probably faster) your impact will be. If you or someone in
your organization can get on it – **we highly recommend you seriously consider investing in this tool**. No one else available? No budget? Still, you should probably engage in this activity to a certain extent - do it yourself style.

Some app publishers (like you) give a boost to this tool (by adding budget of course), using content marketing. You can promote your content (create content first of course, which also requires a budget in many cases) through paid blogs, sponsored search results, advertorials, etc.). This is not a “must-have” activity, but rather a “nice to have” extra push. For example, in our company, we worked with a specific blog where we paid a fixed monthly fee in return for a certain number of mentions and links to our app. In most cases, we couldn’t control the content itself (they insisted writing the articles themselves for the sake of integrity), but we did get to review many of the posts prior to release. That’s just one example of a content marketing activity. We can’t say though, that we saw a massive boost from this premium push, so you will have to do some testing to figure out what works best for you...

Again, it is very challenging to accurately measure the impact of network conversations, but this tactic is an established, efficient awareness creation tool for both B2C and B2B apps (depending on the selected channels). In some cases (mainly with promoted content), you can embed a unique link to your app within the content, and then measure the traffic (clicks) coming directly from that link. You should also ask whomever you are paying for this promotion for impressions/readership/clicks statistics. Asking for this is expected and in many cases these statistics will be the basis for payment.
Social Media

This is the last part of our PR discussion, and it represents a huge set of tools. In fact, it is so broad that it’s many times regarded to as an entirely separate category. For the sake of being organized, however, we’ll talk about social media here.

Know that we will not be covering social advertising (such as Facebook install ads) here at all, except for some brief mentions.

This would be a good time for you to read our free training on digital and social strategy before you read on. This way you’ll better understand how important social media is to the success of your app promotion.

When it comes to planning your social media approach, defining your target audience is crucial. You should start by asking yourself whom you want to attract. If you want to address potential business partners (or advertisers) the social networks you’ll choose will be different than the networks you will choose to be active on in order to target end users (Although some networks will be relevant for both). LinkedIn, for example, has a classical “B2B” approach, so it is relevant for B2B targeting. Instagram or Facebook on the other hand, are more for B2C targeting.

Source: http://blog.digitalinsights.in/
Facebook

We are absolutely sure that you are familiar with Facebook whether you’re on it or not (not?? Really??).

Everybody is on Facebook, and everybody knows Facebook.

Today, we believe that having a Facebook page is a basic must-have for any app.

The Facebook page (and Facebook communication) is mainly an awareness creation tool and engagement booster. You can also use Facebook’s promoted posts to boost downloads, specific campaigns, or to announce a contest offering a freebie with download.

This requires a relatively low budget if you thought ahead and included incentives for viral engagement when designing your app.

Otherwise, increasing your fan base may cost you as high ~$1 per like. Also, based on our experience, organic “likes” are not that easy to come by when it comes to mobile apps pages. So don’t rely on these to boost your Facebook presence without using promotions to point people in your direction.

Until recently, Facebook had a rule where “ruffle-style” contests (do this, win that…), which are known to be an efficient viral tactic for getting “likes”, will be published only through a dedicated “Facebook app” (web apps built especially for the Facebook platform). Those apps were usually developed by outsourced agencies and required an extra cost. Recently, Facebook changed this rule (thank God) so these viral contests are once again a relatively low-cost tactic.

DIY: We’ve had the privilege of outsourcing the management of our Facebook page and activity to social agencies in the past. At other times we’ve done it on our own. In outsourcing, we enjoyed the service of wonderful and professional agencies, but their monthly fees made us choke every time we received an invoice. The costs of the actual promotions (payment for ads for example) and the prizes and giveaways were quite small on the other hand. Having managed social activities ourselves, we can safely say it’s no rocket science, and you can achieve great results on your own. You just need to learn the basics.

Promoting through Facebook (promoted posts for instance) will cost you some money, calculated by impressions or clicks, but since Facebook ads are very effective and present relatively high click-through rates (CTRs), you can promote posts with small budgets and still enjoy significant results.
So, in summary, Facebook:

- Is mainly relevant for **B2C** targeting. It can also be relevant for B2B sectors, but not as much.
- Requires relatively **low budget** and can definitely be managed **DIY** style, with no external help.
  There is a price of course - **daily maintenance and attention**.
- A very important tool for raising **awareness and increasing buzz**, maybe the most important one when targeting end users.
- **Measurements** are quite advanced for promoted posts but basic measurements are also available for all parameters on the page’s admin’s panel.

**LinkedIn**

Everyone wants to be perceived as an expert in their field. And we’re pretty sure you’re one of those folks. One of the ways to do this is to include LinkedIn in your marketing plan. It’s “the” social network for professional networking and engagement. If, for example, you develop a GPS navigation mobile app, you can use Facebook to tell your users why you rock, but you’ll use LinkedIn to communicate to the industry why yours is best when it comes to location services (GPS navigation) and why they just have to work with you and no one else. It’s that simple. In LinkedIn, you open a company page for your app, you post information about it (news, events, opinions, etc.), and participate in discussions in relevant professional groups. You can even consider opening a new group in your field, where you can lead professional discussions and attract industry influencers. LinkedIn also gives you the opportunity to connect with relevant people from the industry (colleagues, potential partners, potential advertisers, investors’ etc.) so you can make sure your posts appear in their LinkedIn news streams. Wherever these industry leaders are, you want to be “in their face.” Trust us, after a while they will be sure you rule the world 😊

You’ll probably need to manage your LinkedIn activity through your personal user name (that’s the current rule and we really hope it will change soon). Changing this can give a real boost to LinkedIn company pages which are currently way too limited and hopefully will be improved. **When it comes to LinkedIn, absolutely do it yourself.** It’s currently too limited and narrow to be outsourced, and very easy to maintain on your own.
Proper management of your LinkedIn groups can **consume some time** though (mainly in writing updates, opinion, and meaningful content). And if you open a group and want to promote it in order to bring in users you may need to invest some budget, but nothing major. Costs here are definitely not as intensive as other social networks.

**LinkedIn is an awareness creation tool** where you can create buzz in your industry, with **low to no budget**. Unfortunately, accurately measuring LinkedIn results can be pretty challenging, although LinkedIn are trying to improve on that as well.

**Twitter**

Fewer barriers, less privacy, huge traffic – that’s Twitter. It gives you the opportunity to spread the word, out in the open, and hope someone sees (well, many people) and engages. Hope to become viral (through retweets). It’s like shouting in a megaphone in the digital sphere.

**Twitter is low cost, DIY, B2B and B2C tool** used mainly for creating awareness and announcing news. When you use Twitter-based promotions (e.g., getting celebs to tweet about you) you can create a “boost bomb,” which massively impacts your app’s position in the charts (short termed effect though). You can read a little bit more about it in our [6 Twitter management tips every mobile app pro should know of](#).

In order to enjoy the benefits of Twitter, you should put in the time to learn how to use it properly. You must identify the right people to follow, hoping they respond by following you back (you can also ask them to follow back in a private message). Make sure you write your tweets to increase chances of engagement. Add photos, hashtags (but not too many), eliminate unwanted followers and so forth.

**In summary**, activity in social media networks is a **must** for any app-marketing plan. This is a no brainer. However, selecting which networks to invest in, understanding how to approach your engagement (DIY or working with an agency), and considering how much weight you should allocate to each network, requires some thinking.

Basically the lower your budget is, the heavier you should rely on social media activities (instead of the more expensive tactics), and manage things yourself.
While time management is a challenge, when it comes to social media marketing, the return in terms of awareness, buzz, brand identity and user loyalty makes it all worthwhile.

**IMPORTANT NOTE:** Here we’ve covered the social networks that will prove to be a good fit for marketing most apps. Additional important social networks include Instagram, Google+, Pinterest, Flicker and more. They are discussed in detail in separate trainings on appgo2market.com.
CHAPTER 3

USER ACQUISITION
When we talk about user-acquisition campaigns, we’re referring to the process of paying for ads in different channels with the goal of increasing downloads, installs or attracting loyal users. This is done using tools like display ads (e.g., banners), interstitials, promotions, web ads, email ads, social media ads, and so forth. If you thought social media marketing (discussed in the previous chapter) was a huge section (and we just scraped the surface there), this area is enormous!

You can promote your app using online (web and mobile) and offline advertising. Here we talk about the online part (more accurately called - the mobile push).

Naturally, most of your advertising budget (assuming you have reserved money for such an activity) will focus on mobile ads. Why mobile ads? Because when you click on an ad using your mobile device, you are immediately directed to the download page in the app store, so the conversion rate (ratio between the number of people who saw the ad to the number of people who completed your “call to action” - in this case downloading the app) is much higher.
The basic rule to follow is this: You need to minimize the number of clicks needed in the whole process. The less clicks, the higher the conversion rate (clicks to downloads). This will increase the activity’s ROI and decrease the user acquisition rate (cost per download).

Let’s think of it like this: You can pay for ads based on impressions (cost per mille – or 1,000 impressions – also called CPM), pay per click (CPC) or pay per downloads (CPD). In some cases you can also pay per the desired action (CPA).

The higher your performance (the number of clicks or actions generated by your ad), the higher your conversion rate will be (this is always compared to industry benchmarks), the lower your payment per action/response is, and the better ROI you generate.

You just need to make sure that you minimize the number of steps on the path to download. Remember, every additional step reduces the conversion rate, since potential users are dropping on the way. If you can get to one click from ad to download page - bingo!

So when you hear people talk about “mobile- app user acquisition,” it usually refers to the mobile ads direct users to the app’s download page. And since a huge part of mobile usage today is done through apps – most mobile ad networks are placing ads on mobile apps. You advertise your app on other apps. Most of these apps are making some (or all) of their revenues from serving (pushing, really) ads to their users (that’s why it’s also called “push” advertising or push strategy). The larger their user base, the higher the number of impressions (and hence clicks and downloads) they can generate, this brings in higher revenues for them.

Now, most acquisition tactics require quite a significant budget, lots of learning, and also the use of technological tools (such as tracking tools, analytics and so forth). It’s a big guys’ playground, run by big players. This is NOT a tactic to engage in when dealing with small budgets. Generally speaking, from what we’ve experienced, most ad agencies will quote you around $20K minimum, for a pilot/test campaign. This quote excludes their management fee which will be added on top. And this is just for testing the water, which involves optimizing the right media for your app and the specific campaign you are running. They’ll also get all the logistics tested and set up for future ongoing work and campaigns.

So unless you have some significant amount of cash to put on this activity, you may want to skip it altogether and look for other alternative, cheaper ways to bring in users. But, don’t get discouraged. Many successful, profitable apps have made it to the top with small marketing budgets. Just think of Candy Crush or WhatsApp. Have you ever seen a WhatsApp mobile ad? We haven’t.
As for you lucky ones, who can afford running user-acquisition campaigns, you’ll be amazed by the unbelievable results you can achieve. Beware, it’s addictive! There are so many push techniques that match all kinds of different objectives, you won’t believe it. You can boost your app to first place in the store within hours (!!!), enjoy huge amounts of daily downloads, push in only quality users, and pay only for users who logged into your app in predefined times during the campaign!

Whatever result measurement method you have in mind, you can be sure someone out there has an advertising business model for it. It’s a jungle. And we just love it 😊

To make things more complicated, acquisition campaign measurement is a world of its own. It’s a profession. You can have endless measurements and never stop optimizing your campaigns by what you’ve learned from previous campaign results.

And if that’s not enough, while you plan your push campaign you will get direct offers from app publishers (e.g., the Pandora app works directly with advertisers), ad networks, ad-platforms, ad-agencies and many others. Some of them have innovative, cool, and creative ways of pushing your app to users. By the way, they all compete with each other as well as work together. Crazy world it is.

The more you learn, the more confused you’ll probably get. Each provides will gladly explain why they have the ultimate answer for your needs. They have cracked it and can bring you the best results at the lowest cost. They would all be telling the truth of course, but it’s their truth, and you need to discover which will work best for your app.

The way we handled this was to first learn and determine which ad types were right for us, and which ones we wanted to avoid (for a variety of reasons). Then, we plowed forward, looking for the right ad-agency that would best serve our app’s marketing objectives. They optimized our campaigns based on the performance of a pilot campaign and of course always kept us in the loop.

So, unless you are a user acquisition pro, it’s better (and we would also dare say a must) to use an agency or similar service and pay the extra 10-20%. In some channels (e.g., Facebook install ads), you can run campaigns yourself, no help is needed, and you can save 10% or more, but this is an exception. Still, it’s recommended that you take some time to learn more about this field, as it’s probably better to use more than one channel for the sake of optimizing later.

In summary: User acquisition requires a significant budget, but for those who have it, it can be a game changer! Pushing apps through mobile ads can achieve an amazing CTR - can even get as high as 6% or more. That’s unheard of in other advertising mediums.
Running and optimizing an acquisition campaign on multiple channels with no professional help is challenging and almost impossible. Still, even when using an agency, invest the time to learn the basics, so you can be smart about selecting the right agency and evaluating and discussing the activity with them in an intelligent way. This includes knowing what to ask for, determining if they are making the right recommendations, giving them directions, and using the right lingo.

As you learn, don’t forget to look into tracking solutions (find out if your agency is covering tracking as part of their service). You need to be able to measure the results of each and every campaign you run. This is the basis for your campaign optimization (media push improvements going forward, higher CTRs, lower costs, growing impact, or in other words - the Holy Grail).

By now you can probably roughly estimate whether you will be using paid media campaigns for user acquisition in your marketing plan or not. You probably also have a ball park number in your head to allocate for this activity when building your budget.

Get familiarized with:

- Service providers (ad networks, platforms, ad agencies or other solutions) and what they offer
- Ad types (banners, interstitials, push notifications, incentivized ads, premium, etc.) and their impact on prices, user quality and additional parameters
- Measurements (technologies, solutions, optimization methods, etc.)
CHAPTER 4

ABOVE THE LINE ADVERTISING (ATL)
Above The Line (ATL) advertising (like TV advertising for example) tends to be VERY expensive and most mobile apps can hardly ever afford it. Therefore it is not that common in this industry. We are talking here about print (e.g., magazine ads), out of home (e.g., billboards), radio, television, and so forth. These are mass-media tools. While they are expensive, they sometimes do demonstrate good value for your money if you consider their strong impact and wide reach. The high costs are only part of the problem though. A major reason ATL activities are not very common is because they are not often interactive and it’s difficult to include an immediate call for action (e.g., click here to download).

However, ATL advertising is a great tool for creating buzz. It’s extremely valuable for bringing tangible goods or consumer services into the spotlight, offering consumers to try them out, pushing them to act fast as part of a special promotion, etc. But it’s considered to be less effective when it is used to push users to download mobile apps.

So, you need to look into your specific app’s target audience, budget constraints and appeal to the masses in order to evaluate if these are right for you.
There are a few cases in which you may want to consider using ATL activities:

1. **The context fits.** If there is a specific relation between your app’s main functionality and a form of offline media, you may want to give ATL activities a chance. When we were promoting a mobile GPS navigation app (which included real-time traffic alerts), we had radio promotions as part of the marketing plan, specifically during traffic hours.

2. **Using QR codes to complete a call for action.** A QR code is a matrix shaped barcode, leading to a specific, pre-defined URL. Once scanned by a QR scanner app, it leads mobile users to a pre-defined URL such as the app download page. The QR code has become very popular among mobile app marketers as it enables the “offline call for action.” It also makes offline ads more measurable (which was almost impossible to do before). In many countries, QR code usage has not yet matured, but it grows constantly and approximately 30% of young users have adopted this tool. And as in any other tool, incentivizing users to scan and download the app can significantly increase the conversion (e.g., “download our app and redeem this valuable coupon waiting for you inside”). So, if a great print opportunity comes your way for example, don’t automatically dismiss it. If the required budget is relatively low, and the channel is a relevant one, it’s worth taking a shot at it. It might prove worthwhile. Don’t forget to include a QR code and some sort of incentive for those who download the app.
CHAPTER 5

ON-STREET PROMOTIONS
When we say on-street promotions we’re talking about those funny guys who are often in costumes, popping out of nowhere, sometimes wearing costumes, and directly approaching people in the street. They demonstrate a new product, hand out brochures or direct people to the advertised venue. Creative ideas are a must here of course. This also requires you to smartly choose locations for the activity, and it usually rely heavily on logistics. It can also require a significant budget.

On-street promotions can be done without using an agency, but be aware; it is VERY time consuming. And you can’t necessarily count on mass impact by such an activity. Unless you come up with something super creative, making sure some members of the press are on the ground. Alternatively, film the activity and edit it into a viral video that can later be promoted through PR/social media channels).

We’ve found on-street promotions valuable when we initially launched our apps. It helped us boost our Facebook page “likes” and generated good reviews in a short time (we asked for them right there, on the spot).
CHAPTER 6

APP STORE OPTIMIZATION (ASO)
App-store optimization (ASO) is a relatively new term. Similarly to the web, it refers to the specific measures you can take within your app’s page in the store. And it refers to what you can do in order to improve your app’s rank and climb to the highest place possible (in your specific app category and in the general store). It’s the app store’ version of search engine optimization (SEO). At appgo2market.com we have developed a training series about ASO. Here is a link to the first part: ASO for dummies: the true and false App Store Optimization (ASO) facts.

There are around 1M apps in each store (iTunes or Google play), meaning you have no choice but to invest in ASO if you want to get your app discovered. Otherwise, there is a good chance that your app will be buried under tons of similar apps, never to be found.

ASO mainly fosters discoverability by helping you:

- Get easily discovered on the store (most of the searches for apps are done through the store’s search mechanism)
- **Get your app to outrank the competition**, as highly as possible
- Appear in search and be well ranked for relevant keywords. You can read more about it in our premium, member only training about how to **crack the keywords challenge**
The iTunes ranking algorithm is different than the one used for Google Play because Apple gives more weight to the total number of downloads. Until recently it was their main ranking parameter, so you could have used burst campaigns to climb and be as high as #1 within an hour from the start of your campaign!!! Recently, however, the algorithm has changed and now gives more weight to additional parameters as well. Google’s algorithm considers many parameters, such as external links, web traffic, reviews, app actual usage, and so forth.

Let’s consider two main cases of user search for an app: General exploring (window shopping style) vs. intent-based search and how ASO can affect both:

- **General exploring**: Potential users often explore and browse the store without really knowing what they are looking for. It’s just like hanging out in a big mall and checking out what’s going on. Similarly to window-shopping, users are hoping something will catch their eye. In this case, **ASO should focus on discovery by high ranking (general store and specific category), and by being featured in the store’s special highlight areas.**

- **Intent-based search**: Potential users search for a specific app (serves an immediate need, they heard about it, etc.). They can search through a variety of channels like Google, app directories and so forth. Research shows that most likely they will type in a related keyword/term or the app name in the search box of the app store. In this case, **ASO should make sure the app appears in relevant keywords search, and that it's ranked as high as possible, at least higher than the direct competition.**

ASO is largely supported by all the app-marketing strategies discussed up to this point in this e-book (e.g., social media push, network conversations and user acquisition campaigns).

Very similarly to SEO, results (stabilized ranking, search results optimization) start to show only after a while, and only after investing in many tools simultaneously. ASO is also built on massive trial and error (around keywords for example).

ASO isn’t magic. Even if you will recruit the best ASO agency out there, you’ll still need to put extra effort around social, digital, user acquisition and so forth, to make sure you get optimal results.

In summary, ASO is a growing discipline, focused on ranking and visibility in the app stores. It uses a set of tools that should be used in your marketing plan that are already helping you achieve your overall objectives. So you see, all your marketing tactics are very much connected and they influence each other. Prioritize your marketing activities by choosing the right mix given your objectives and constraints, and you will have much of your ASO work covered 😊. Don’t forget to pay extra attention to your download page (texts, screenshots, video, etc.), and your keyword definitions during your app submission.
You could use an ASO agency or DIY quite well, and you can find many helpful tools online. One example is http://www.mobiledevhq.com/. Here’s a nice platform designed to help app developers analyze and optimize their ranking, keywords and more. They offer a free basic subscription, and premium services for reasonable and fair prices.

**ASO measurement** is easy, just compare your initial rank and the movement (hopefully upwards) after you’ve started your ASO work.

**The required budget for ASO can be relatively low** considering you’ve already invested in a website, social media, and so forth.

And as in most activities, ASO is **time consuming, especially when you have no external help.**

Finally, ASO is a user-acquisition tool. The higher you are ranked in the store and the higher you appear following relevant searches, the higher the number of downloads you will enjoy. However, ASO is also helpful in increasing awareness, as the more times your icon and details appear in front of users, the higher brand recognition you achieve.

Generally speaking, there are a lot of considerations you need to take into account when submitting an app to the app stores. You can find some valuable tips here: [Mobile app submission strategy – deal with the app-stores “supermarket”](https://appgo2market.com)
WRAPPING UP

We wish we could share with you a complete, readymade marketing plan for your app, we just wish. But, it’s impossible. Every app has its own given conditions, market, limitations and many more crucial elements to consider before building, fine-tuning, and aligning its marketing plan.

We are glad we can, however, share our recommendations regarding the prioritization and selection of your strategy:

**Got minimal to no-budget?**

You’ll probably want to run most things yourself, using minimal agency involvement as well as minimal paid for user-acquisition campaigns.

If this is your case, rely heavily on PR (including social) and ASO activities like:

- **PR**
  - Develop relationships with relevant bloggers and journalists. Use news wires and additional third party tools that you can find on the web (see our full, members-only PR for mobile apps training [here](#))
  - Be active in relevant forums and groups
  - Attend events, mingle and keep hunting for free speaking opportunities. Try building relationships with relevant associations in your market. These can help bring good opportunities to the table.
  - Choose the relevant social networks for your app – build your profile or pages even before launch. Plan your posts (content and frequency). Initiate viral contests every now and then. Always try to make your social activities viral to enhance the ripple effect of each activity.

- **ASO**

  Make sure you build a website (consider using low budget hosted and managed templates such as the WIX website builder). Create as many external links as possible to your app download page. Use keyword optimization tools. Work on your app’s download page, both its copy and visual elements. Monitor your app’s rank and keyword search performance.
Got some budget?

We recommend adding some user acquisition push to the mix (start with mobile ads). ATL should be an add-on if your budget allows).

You will most likely need an agency for that, however. After you brief them on your objectives and constraints, they will recommend which ads to use and will help build your acquisition campaign(s). Make sure they cover the creative, analytics and optimization parts of the campaign as well. Also, check with them ahead of time to see if you need to integrate a certain software development kit (SDK) on your app’s client side (for measurement purposes), as this can take some time and preparation.

Got an even larger budget?

Boy, are you lucky! 😊

Get help! You can use the help of professional agencies – PR, social media, marketing communication and project management, or any additional help that comes to mind. You can find great agencies for anything these days. Just make sure they have the exact experience that you are looking for and get references from their other clients. You don’t need to waste time managing a frustrating relationship with a bad or disappointing agency.

We hope you enjoyed reading our guide and we wish you the best in all your app-marketing efforts 😊

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See you over there!