

The Basics of an Efficient Mobile App Promotion



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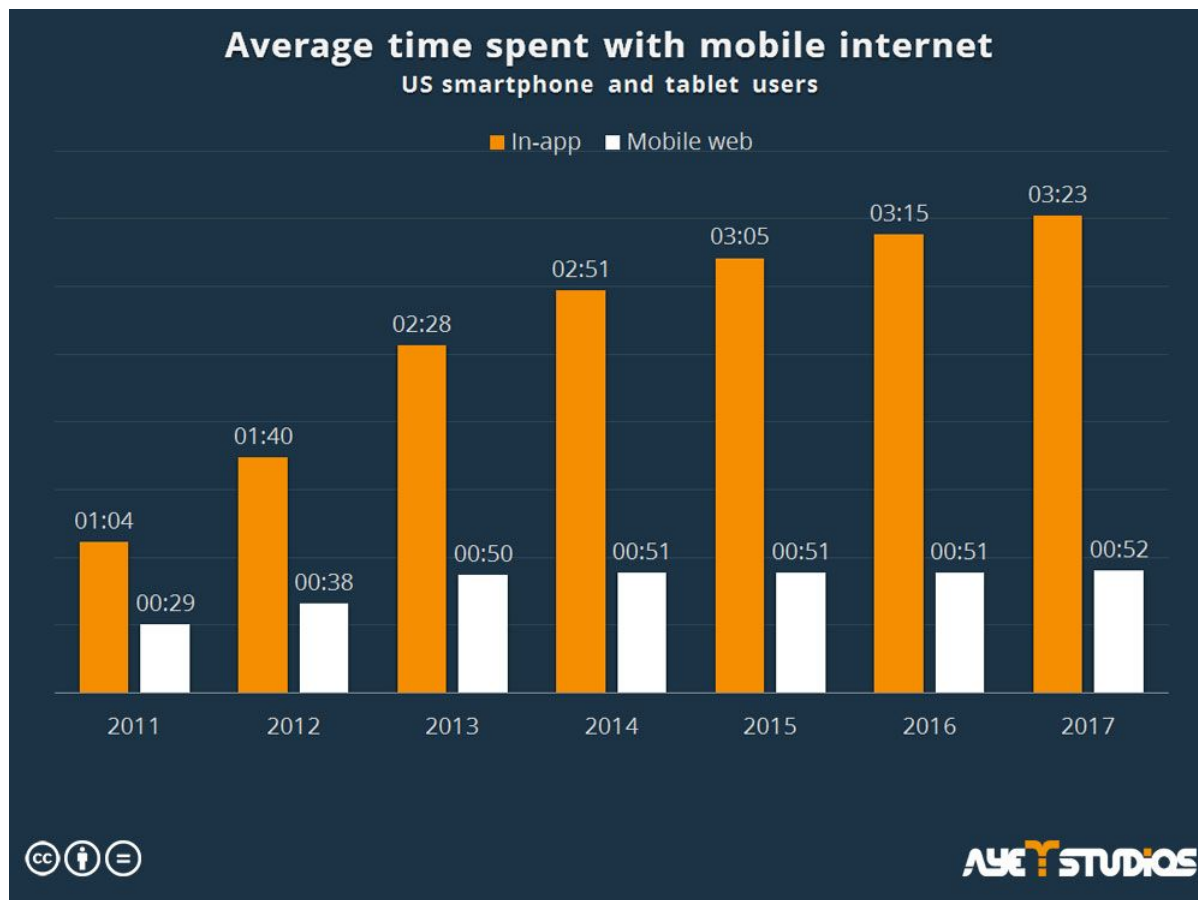
In present-day society people always have the chance to use the internet through their mobile devices. Thereby they spend more than thrice as much time in apps compared to time spent in mobile browsers. But how to make sure that people find and download your mobile app? For your mobile app promotion you need to invest time and money to see decent results.

When mobile overtook desktop

Since mobile increased as for internet usage in the last years and finally overtook desktop computers, the need for mobile apps grew too. Companies, brands, traditional media – they all transform their services into mobile formats to expand their audience and stay in contact with their customers more easily. People now use their mobile devices more frequently than they are online via their laptops, desktop computers and the like.

In 2016, the average time spent in mobile apps per day was more than 3 hours, which is the triple amount in comparison to 2011. The time spent in mobile browsers didn't even double in this time period to an amount of approximately 50 minutes per day ([according to eMarketer](#)). Since

the general time spent on mobile devices increases steadily, the amount of usage of mobile browsers amounts to 10% only.



How much time US users spent with mobile internet in the last 5 years – source: eMarketer

You can see the consequences of this process in the masses of competitors if you want to build an app. [Business of Apps released statistics](#) stating that the total number of mobile app developers worldwide is higher than 8.7M. And the amount of mobile apps available is even higher. This high competition underlines the necessity of a successful and well-planned mobile app promotion.

The 5 Factors for Successful Mobile App Promotion

What makes a strategy for your mobile app promotion successful? It’s not about taking only one measure and expecting tremendous results. We collected 5 main factors for your mobile app promotion that will make your app go big.

Paid Ads – User Acquisition

Developers want their apps to become popular. This can only be achieved if as many people as possible use the app on their mobile devices. Acquiring users can be tricky since there will be

various apps who have the same character as your mobile app. If you want to attract users for your product you need to think about:

- (1) Where should it be promoted?
- (2) How should it be promoted?
- (3) Who should promote my mobile app?

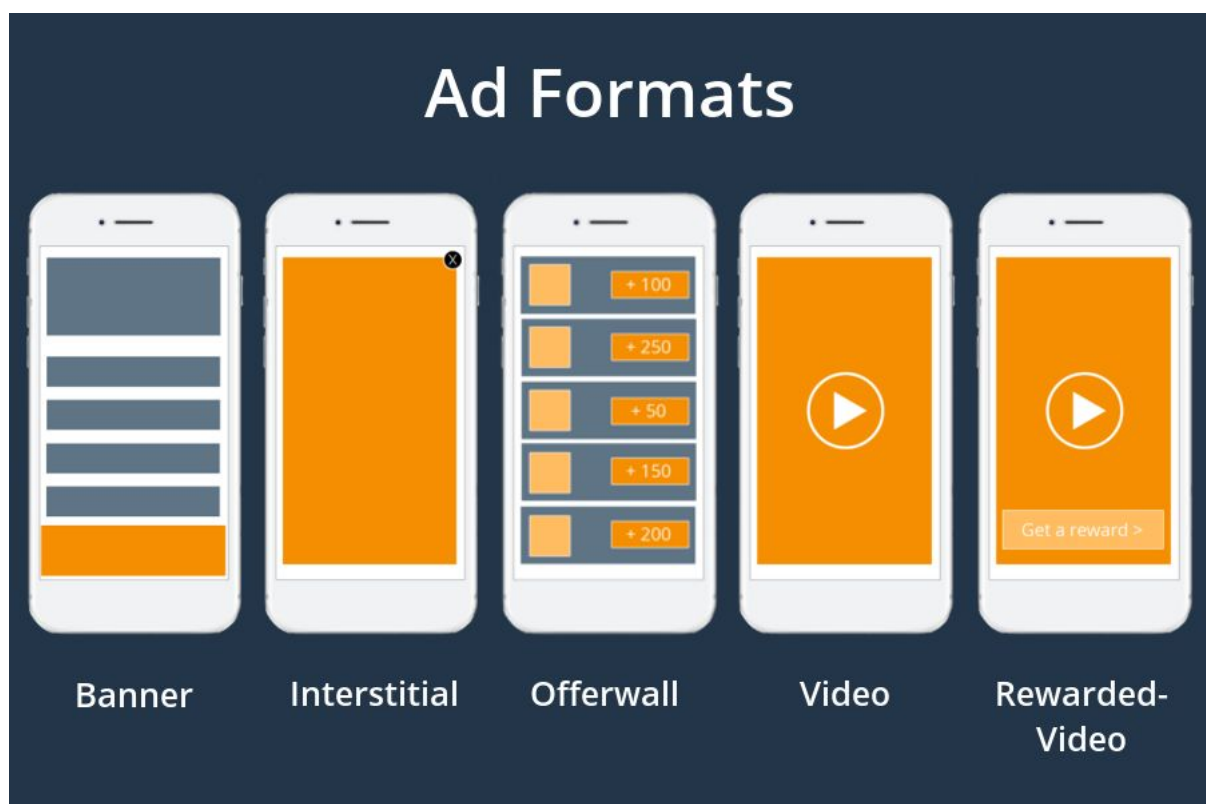
Here are some basic information about these aspects.

(1) Media channels

You can use nearly all media channels that are present today to start your mobile app promotion. If it's social media pages that you create, websites for your product(s) or a clip on the TV – the more budget you have, the more channels can advertise your app. Since you want to attract users using their mobiles you should choose ways to get in touch with them directly on the channels they frequently use.

(2) Ad formats & (non-)incent advertising

If you choose an ad network for your mobile app promotion they will offer you different kind of ad formats that can be used. Each company has its own focus on certain aspects but there are some basic formats for mobile advertising we want to present:



An overview of different ad formats for Mobile App Promotion

Incent AdFormats:

- **Offerwall:** Several offers are shown to users. When they choose and complete an offer they will receive a reward in exchange
- **Rewarded Video:** People love videos and their importance in mobile advertising has grown in the last few years. So-called rewarded videos also offer an incentive if people watch the full video. At the end of the video an end card (interstitial) is presented to the user with an invitation to download the app.

Non-Incent AdFormats:

- **Banners:** Banners are the classic part of advertisement in the mobile market, being shown in some part of the screen. You can clearly see that banners are ads because of their inconsistency with the rest of the screen. – **Native:** In contrast to this, their modern brother – a native – is built into the website or app so that they are perceived as real part of the screen.
- **Interstitial:** It works the same way as a banner with the difference in its size because interstitials cover the full screen. You need to click it away to continue the game, return to the menu, or to start the next level.
- **Video:** Just like with rewarded videos, users will watch the video and see an end card afterwards. The only difference is that the users won't get rewarded for watching the video.

(3) Ad networks

Many companies nowadays offer mobile advertising to boost your app. They help you increase popularity and visibility of mobile apps with a personalized mobile app promotion strategy. Of course you need to pay for their services, however, you will get good results. So your money is well-invested.

Marketing through Influencers

Influencers who have one or more social media channels can also push your mobile app promotion by publishing content about your mobile app to their audience. This will spread the word about products and since the audience is interested in the same topics as the influencer, you can be sure that these people tend to download and use your app more likely.

ASO

App Store Optimization is an aspect for your mobile app promotion you can either do by yourself or pass it on to ad agencies who are specialized in this field.

Improving certain elements can clearly help your app ranking, which makes it the key factor of your mobile app promotion. [Click here to get a very detailed description of ASO.](#)

App name

This is where mobile app promotion starts. The app name needs to make a good impression straight away, combining app function, creativity, and attraction at the same time.

App design and icon

The first visual object that is seen of your app is the app icon. It should match the general design that was chosen for the app to convey consistency.

Screenshots and feature graphic

If users didn't download your app yet good screenshots will give them an insight into your app. The more features you show, the more convinced they can be. Feature graphics are available on mobile devices only but it should not fade into the background.

Video

You can present your app in a short video. People love watching videos more than reading text so you can easily convince potential users if you create an appealing clip.

App description

Catch your user's attention in the first paragraph and, depending on the app store, you can implement some of your main keywords. An enthusiastic and informative text can be persuading.

Keyword search and optimization

Each app store page works with keywords, the same goes for your mobile app. Finding and testing the right keywords is the first step but more importantly for mobile app promotion is the permanent optimization of them. Monitoring and, if needed, changing the keywords could lead to better results.

Building Your Own Brand

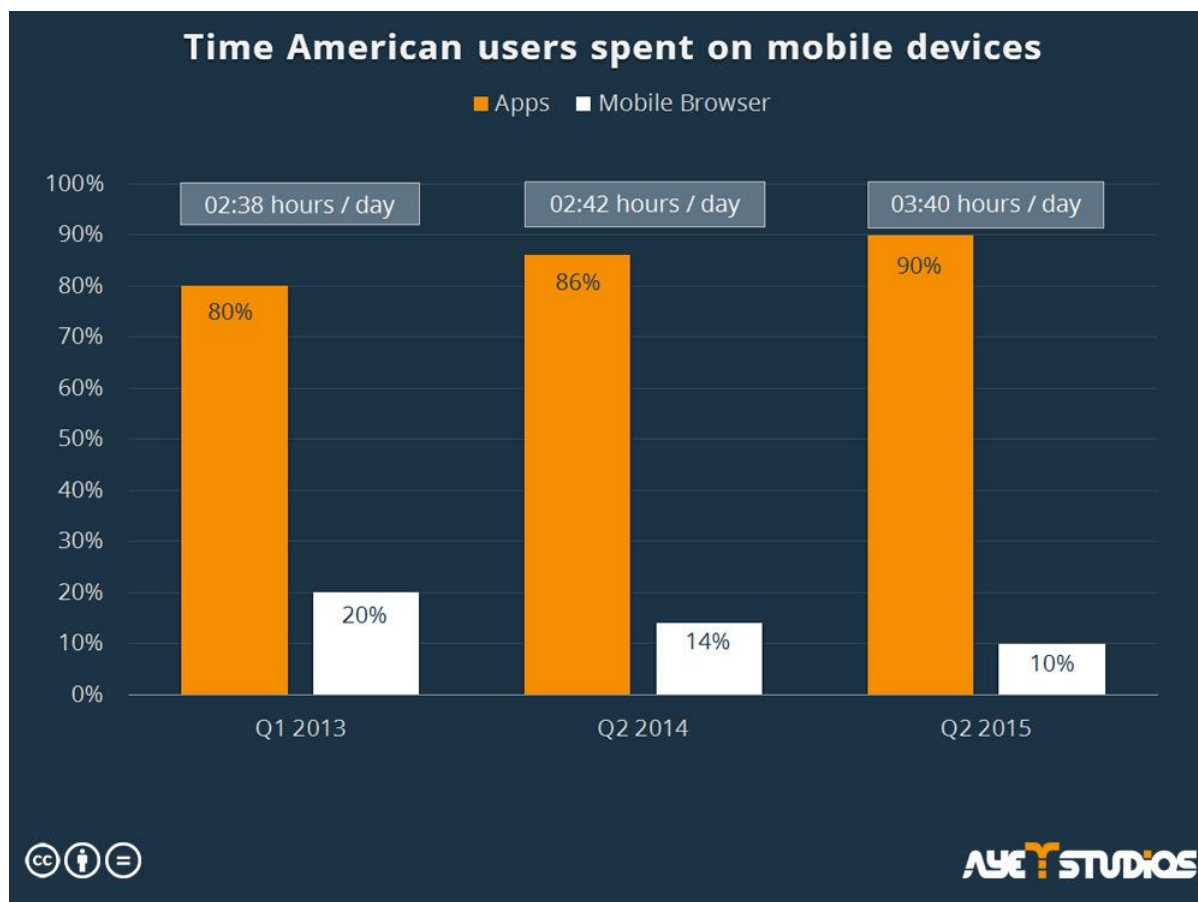
A brand (name) can be catchy and attract new users for your app. It's a tough road until it will become popular on the market but you can start make a good start by creating more media coverage. This aspect of mobile app promotion can be executed by the app owner or, if you are not familiar with digital media, you can hire experts.

Build Brand assets for your app

You can establish your brand by creating a well-designed website where you publish all necessary information about your product. Add links to the app store and your social media profiles and make sure the website gives all information new users might need.

- Build a Website for your App
- Include App Download Links On Your Website
- SEO Matters Here
- Create a Blog Section on your Website
- Feature The App in Your Emails
- Consider Alternative App Stores
- Always be collecting emails

- Cross-Promote Your App (if you got other Apps)



Apps are clearly preferred when going online with a mobile device – source: Business Insider

Leverage Social Media

It's one of the most powerful channels you will find: Many products have already gone viral through Facebook, Twitter, and so on. You can take advantage of these media for your mobile app promotion by publishing content about your app and let it circulate.

- Use Dribbble
- Post on Pinterest
- Share your content
- Get in Touch with your users
- Join Developers & Entrepreneurs Groups on Social Media (Facebook, LinkedIn, and so on)

Get a ton of PR

Press releases will help you spread the word about your mobile app in other media institutions. If you can convince editors with this piece of paper (this also refers to the size of your press release) you can be sure that they will mention your app in a future article soon.

- Apply for awards

- Contact bloggers who would care
- Do “Real-life” Marketing / Recruit Customers Locally
- Run a Contest on your Social Media Channels
- Reach Out To Influencers
- Blog Commenting
- Exchange Shares with other Influencers
- Get speaking opportunities

App Promotion Sites

You will find different websites on the internet where you can spread the word about your application. Forums, blogs, or review sites list and also rate various mobile apps to give a first impression to their audience – a great way to promote your app! So try to get features on mobile app review sites of official blogs. Do you want to know more about it? [Click here and you will find the article about App Promotion Sites in detail.](#)

App Improvements

Improving an app is not a shame, even famous apps have not been perfect right from the start. You adjust your app to the needs of your users. But what exactly needs your app to become better and/or what feature is even superfluous? We have some tips and tricks how you can revamp your app:

Get Feedback of other developers

A sorrow shared is a sorrow halved. Since they will have the same problems you can ask other developers for support. You can expect a professional advice because they know about this process.

Check out competitors

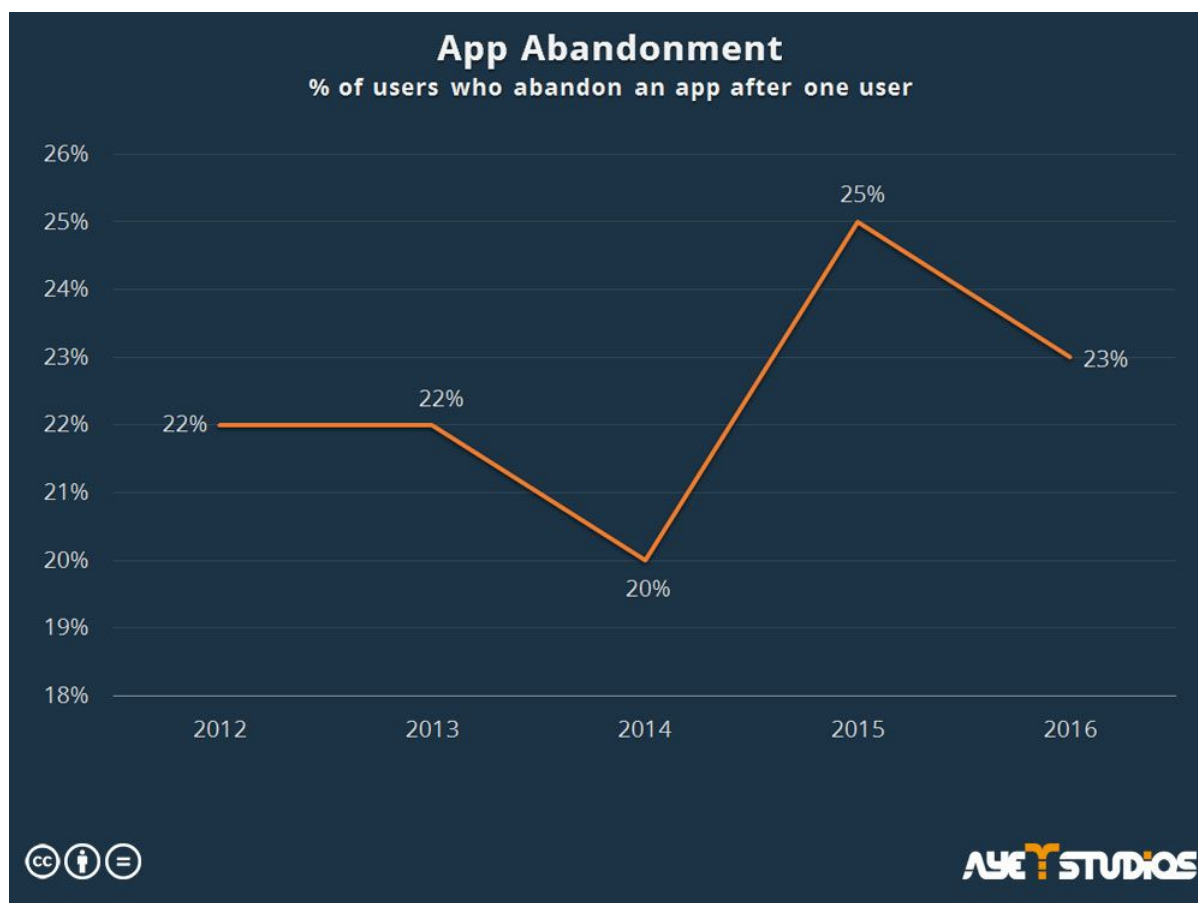
You can learn from the mistake of apps that have the same function(s) as your own. Especially reviews and users’ reactions will tell you what you can do better and what you should pay attention to.

React to user feedback

App developers rely on their users and the experiences with their app. So start mining your apps reviews. You should be truly interested in constructive criticism and suggestions because they are worth a mint. And users will be happy if they are heard.

Respond and try to resolve all your negative reviews

This measure does not only give you a better ranking because you take care of your users and their sorrows or criticism but you can benefit from it. Most of your customers will explain what exactly led them to give only 1 star, hence, you can collect idea for improvements or new features for your app.



App abandonment has increased in the last 5 years – source: Localytics

Updates

When you have discovered and fixed the weaknesses of your app the next thing to do is to update your app. You don't have to do this for every single error you need to correct but permanent updates show your users the dedication you have for your product.

Take advantage of localizations

If you localize your app this means hard work if you do it 100%. Matching app name, screenshots, and description with the respective target language is the beginning to catch attention of new users. But to make sure that these users can properly use your mobile app you need to localize your app itself and its whole content, too.

Push notifications to push engagement

Users only use few apps regularly, the rest will be rather untouched or even deleted. You can remind users of using your app more frequently by integrating push notifications.

Integrate social within the app

Of course you can place a button for your social media profiles in your app. But what about a tool where you can invite new friends in the social media? You can give your mobile app a real push if users spread the word about your app, especially if they get a little reward for inviting new users.

The differences in Mobile App Promotion for iOS and Android

| | PLAY STORE | APP STORE |
|--|------------|-----------|
| Downloads | Yes | Yes |
| Revenue (paid Apps only) | No | Yes |
| App Starts (how often the app is used) | Yes | Yes |
| Number & Value of Reviews | Yes | Yes |
| Keyword Relevance | Yes | Yes |
| Recently Updated | No | Yes |
| Retention / Uninstalls | Yes | No |
| Country | Yes | Yes |
| Social Proof | Yes | No |
| Backlinks | Yes | No |

App Ranking Factors for Google and Apple in comparison – source: Medium

The two biggest app markets are Google Play Store and Apple’s App Store, hence most app developers focus on creating iOS or Android applications. Mobile app promotion in these huge app stores resemble in many aspects. However, there are differences you need to consider when customizing your mobile app promotion to the OS.

Specialized online channels

As mentioned before, you can publish articles and posts about your mobile app to increase its reach. There are different industry specialized websites for iOS and Android. So make sure to choose the right channels for your promotion.

The world of social media offers many groups, forums, channels, and blogs that specialize one one operating system. You will get in contact directly with your potential users.

Ranking algorithm

Google and Apple created their own ranking algorithms by which apps get their position in the app store. They are updated on a (more or less) regular basis to prevent any misuse or fraud regarding app charts.

As an app developer it is important to follow these changes and updates and match your mobile app promotion with them. Algorithms consider e.g. installs, ratings, uninstalls, and usage.

ASO

You will also find differences when you create the app page in the respective app store. They consist of nearly the same elements and structure, however, there are things you need to consider if you want to get the best results for your mobile app promotion.

App Store Optimization (ASO) for Android and iOS have some elements in common, e.g. design, wording, content. But they vary the most in usage and integration of keywords:

- **Find the right keywords:** For iOS apps you only have 100 characters to set your keywords so you have to choose them wisely. In contrast, Android apps have their keywords implemented in the description where the developer is not tied to character limits.
- **Keyword implementation:** While Apple has a keyword field, Android apps contain keywords in their descriptions. App developers can place them in the text but it is recommended to use a keyword 5 times maximum to prevent spamming.
- **Design a video:** The big advantage for Android developers is to the possibility to create a promotion video for your mobile app that you can place on your app store page. A well-designed video can lead to more traffic for your page.

In these articles you will find more details about [Android App Promotion](#) and [iOS App Promotion](#).

How to begin Mobile App Promotion

To optimize your results you need to constantly surveil, evaluate, and improve the strategy of your mobile app promotion to make the best of it.

App developers can also take advantage of ad networks like ayeT-Studios who offer a channel for paid user acquisition. That way you cannot only acquire massive amounts of users right after your apps launch, but also grow and engage your user base at a constant level afterwards.