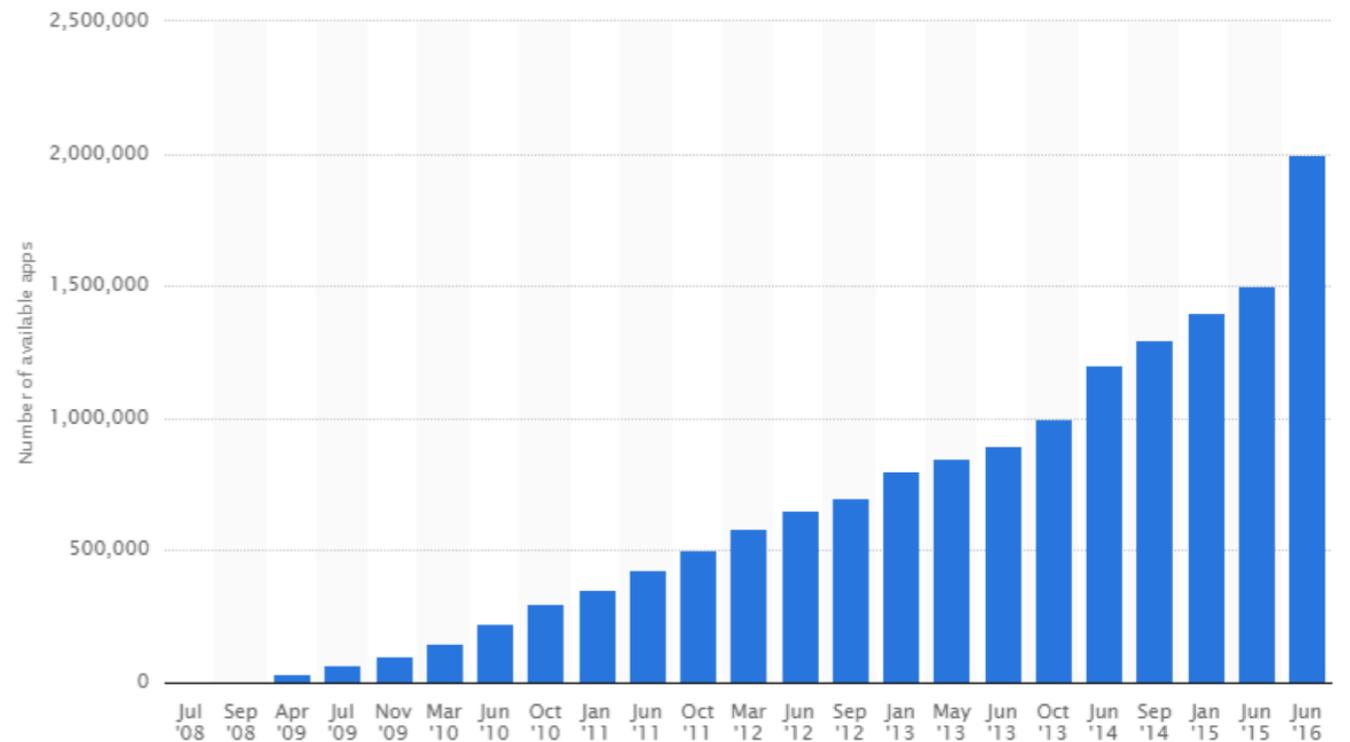




10 Pitfalls to Avoid For A Successful App Launch

For every development team or individual developer it is a dream come true to have the app finished and ready to be launched on the market. Even for the best possible app, after seeing these stats from Statista with the number of available apps in Apple App Store (the first one) and Google Play Store (the second one) in 2016, it is very discouraging to launch an app on these markets.

But, if all the members of the team follow a very rigorous plan and try to avoid a few common mistakes, soon they will count the best ratings in their category. The most important pitfalls that must be avoided when an app is launched are as follows.





1-Not Giving Importance to Pre-Launch Marketing

After developing an app, there is a list of steps that have to be made in order to spread the word about your masterpiece.

First, start marketing your app at least a month before launching. Send emails to potential users and customers offering them a preview of the app. Get in touch with media channels and don't forget about tech blogs and influencers that can promote your app.

Use social media to reach your potential audience and to let them know your amazing app. For Angry Birds it was enough to show a photo with a bird with no visible wings and legs along with a very interesting name to intrigue the game players and they spread the news about the new game.



Image Source
<https://www.youtube.com/watch?v=XflkOCFV3Xo>



2-Forgetting Goal Setting for Launch Date

Although developing an app is very important, marketing is equally important. The marketers have to stay by developers' side and they need to understand every feature of the app.

The launch date should be set very careful, not to match another important event in technical word.

According to [Mobilewalla](#), Sunday is the best day to launch a mobile app. Of course, you can choose any day of the week but keep in mind the fact that the specific date should be planned in advance. So the marketer will take his time to prepare everything.



Hatch
November 18, 2013

I'm sending out your early adopted eggs today, ahead of the big hatching coming up on Wednesday! (This also means that new early adoptions are now officially closed moving forward!)

Check your email inboxes for a hopping egg, and be sure to keep it safe and snug for the next two and a half days! I'll also try to hang out here today answering questions you might have ❤️



Image Source
<https://kissmetrics.com>



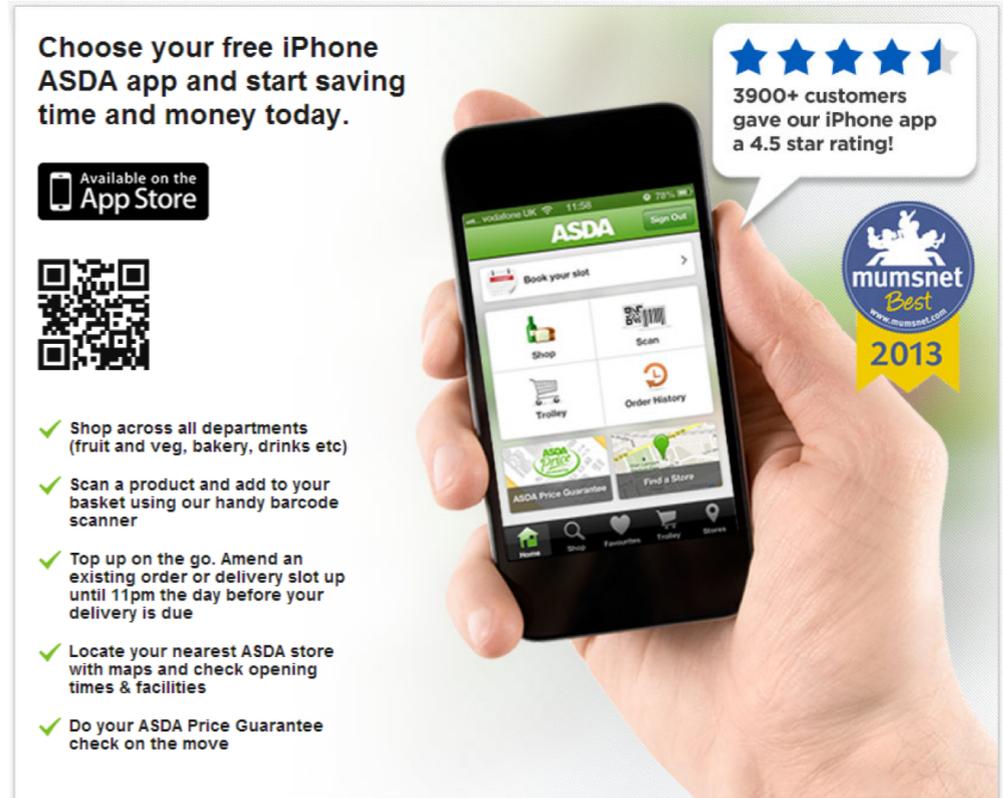
3- Underestimating Marketing Research

There are many elements to be followed and analyzed when you are about to launch an app. A first step is to take a peak to your competitors.

For example, look at the category, name of the app and most importantly, the keywords they use into their descriptions.

Another clue about their powerful and their weak points are the reviews. Read all that users have to say whether they brag the app or they ask for more features. You can do this also via app review tools. Try to accomplish their desires with your app.

Econsultancy shows how mobile app of British supermarket chain Asda marketing strategies exceed its objectives. They did this by conducting a customer feedback analysis and they changed the design accordingly.



Choose your free iPhone ASDA app and start saving time and money today.

Available on the App Store

3900+ customers gave our iPhone app a 4.5 star rating!

mumsnet Best 2013

- ✓ Shop across all departments (fruit and veg, bakery, drinks etc)
- ✓ Scan a product and add to your basket using our handy barcode scanner
- ✓ Top up on the go. Amend an existing order or delivery slot up until 11pm the day before your delivery is due
- ✓ Locate your nearest ASDA store with maps and check opening times & facilities
- ✓ Do your ASDA Price Guarantee check on the move

Image Source
<http://econsultancy.com>



4- Not Investing in ASO

One of the most important parts of app marketing is App Store Optimization because a way of app discovery is through app store search. Some of the elements that need optimization are as follows.

App Title: Include relevant keywords in your app title it has a positive effect on rankings.

However avoid overdo to keep away from keyword stuffing.

Don't use special characters in app title to make it url-friendly.

Don't forget that App Store only shows 23 character of title and Google Play allows only 30 character. So keep it understandable and simple.

Keywords in the title: Worth It?

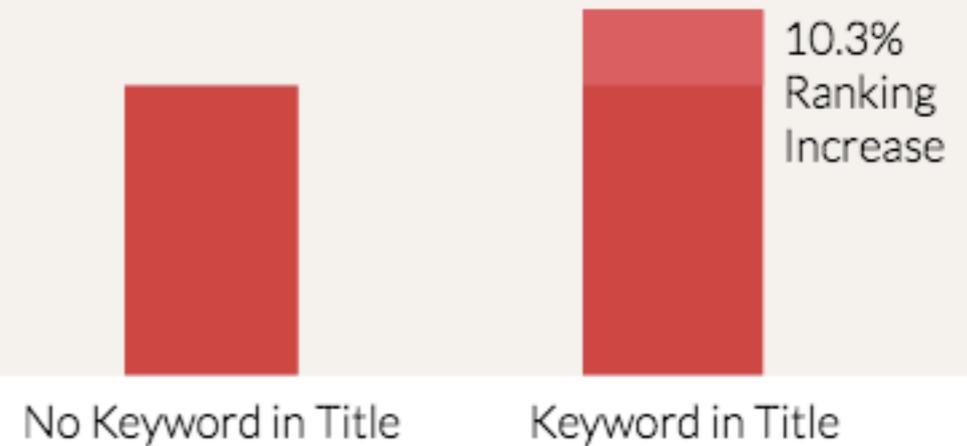


Image Source:
<http://tune.com>

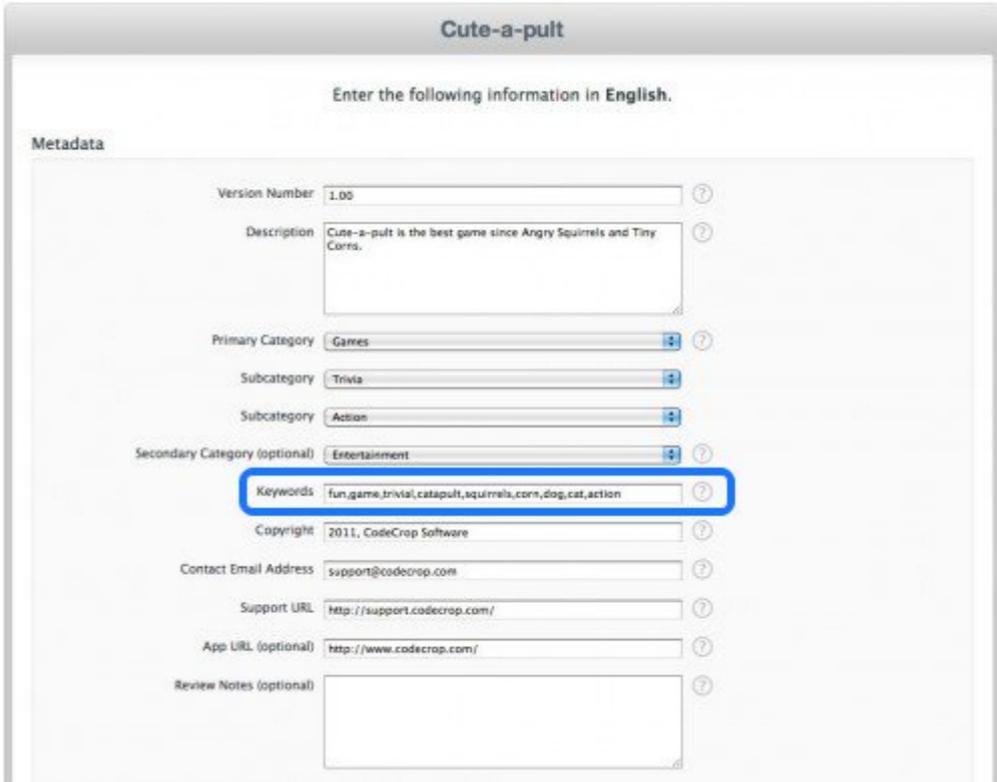
Keywords: Keywords are your keystones when it comes to App Store Optimization.

You have separate field allowing 100-character for you to enter your keywords. Google Play doesn't have such a field but you can use your keywords in 4000-character app description field.

In App Store, use the field efficiently by;

- Use comma to separate the keywords, not spaces
- Do not repeat the keywords you use in your title
- Avoid long tail keywords to include more keywords
- Don't use plural versions including -es or -s

Always remember that everything that your potential users see must be for them, not for app store algorithms. So avoid keyword spamming and be clear.



The screenshot shows the 'Cute-a-pult' app metadata form. The 'Keywords' field is highlighted with a blue border and contains the text: 'fun,game,trivial,catapult,squirrels,com,dog,cat,action'. Other fields include Version Number (1.00), Description (Cute-a-pult is the best game since Angry Squirrels and Tiny Corrs.), Primary Category (Games), Subcategory (Trivia), Secondary Category (optional) (Entertainment), Copyright (2011, CodeCrap Software), Contact Email Address (support@codecrop.com), Support URL (http://support.codecrop.com/), App URL (optional) (http://www.codecrop.com/), and Review Notes (optional).

Image Source:
<http://appannie.com>

App Description: This is the place where you explain yourself and your competitive advantage.

The first lines before the “Read More” button are very important for you. You should write a compelling sentences here to get your users’ attention.

Avoid keyword spamming and distribute your important keywords carefully inside the description.

Make it easy to read by using paragraphs consisting of at most 3 sentences.

Use compelling subtitles to show your features and benefits.



View in iTunes

Offers Apple Watch App for iPhone

Free

Category: [Health & Fitness](#)

Updated: Aug 27, 2016

Version: 5.0.2

Size: 185 MB

Apple Watch: Yes

Languages: English, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Thai, Traditional Chinese, Turkish

Seller: Nike, Inc

© Copyright 2016 Nike, Inc.

Rated 4+

Compatibility: Requires iOS 9.0 or later. Compatible with iPhone, iPad, and iPod touch.

Customer Ratings

Current Version:

★ 527 Ratings

All Versions:

★★★★ 52693 Ratings

Description

The Nike+ Running app is now the Nike+ Run Club app -- Your Perfect Running Partner.

Whether you're just getting started or getting ready for another race, the Nike+ Run Club app surrounds you with everyone and everything you need to run better. With the motivation of millions of runners behind you and expert guidance around every turn, we'll help you reach your goals—and have more fun doing it.

- A COMPLETE REDESIGN FOR RUNNERS, BY RUNNERS
- TRACKS AND STORES ALL YOUR RUNS AND RECORDS
- PERSONALIZED COACHING PLANS NOW ADAPT TO YOUR SCHEDULE AND PROGRESS
- MORE FUN AND CUSTOMIZABLE POST-RUN SHARING WITH FRIENDS AND NEW STICKERS
- COMPARE AND COMPETE WITH FRIENDS ON LEADERBOARDS BY HASH-TAGGING RUNS
- MOTIVATION & GUIDANCE FROM NIKE ATHLETES MO FARAH, ALLYSON FELIX, ASHTON EATON, KEVIN HART AND MANY MORE
- RUN WITHOUT YOUR PHONE ON THE UPDATED APPLE WATCH EXPERIENCE

TRACKS AND STORES ALL YOUR RUNS AND RECORDS

Get all the detail you need—pace, distance, elevation, heart rate and mile splits— and greater control over what you see during your run.

PERSONALIZED COACHING PLANS ADAPT TO YOU

Whatever your goal, your Nike+ Coach has a plan for you. One that starts with your goals and fitness level, and adapts as you progress.

CUSTOMIZABLE POST-RUN SHARING WITH FRIENDS

Personalize your posts by adding photos, stats and stickers, then customize who sees it—your entire social network, or just your Nike+ friends.

LEADERBOARDS LET YOU COMPARE AND COMPETE

Easily compare and compete with friends and fellow runners—just hash-tag your miles against specific goals or challenges to see where you stand.

MUSIC CONTROLS FOR THE RUNNER IN MOTION

With custom Nike+ Run Club playlists, in-run cheers from friends, and encouragement from elite athletes, you'll have the motivation you need to go a little harder and little further.

APPLE WATCH

The Nike+ Run Club app works with Apple Watch, putting all the fun of your run on your wrist. To learn more, go to the Apple Watch tab in Settings.

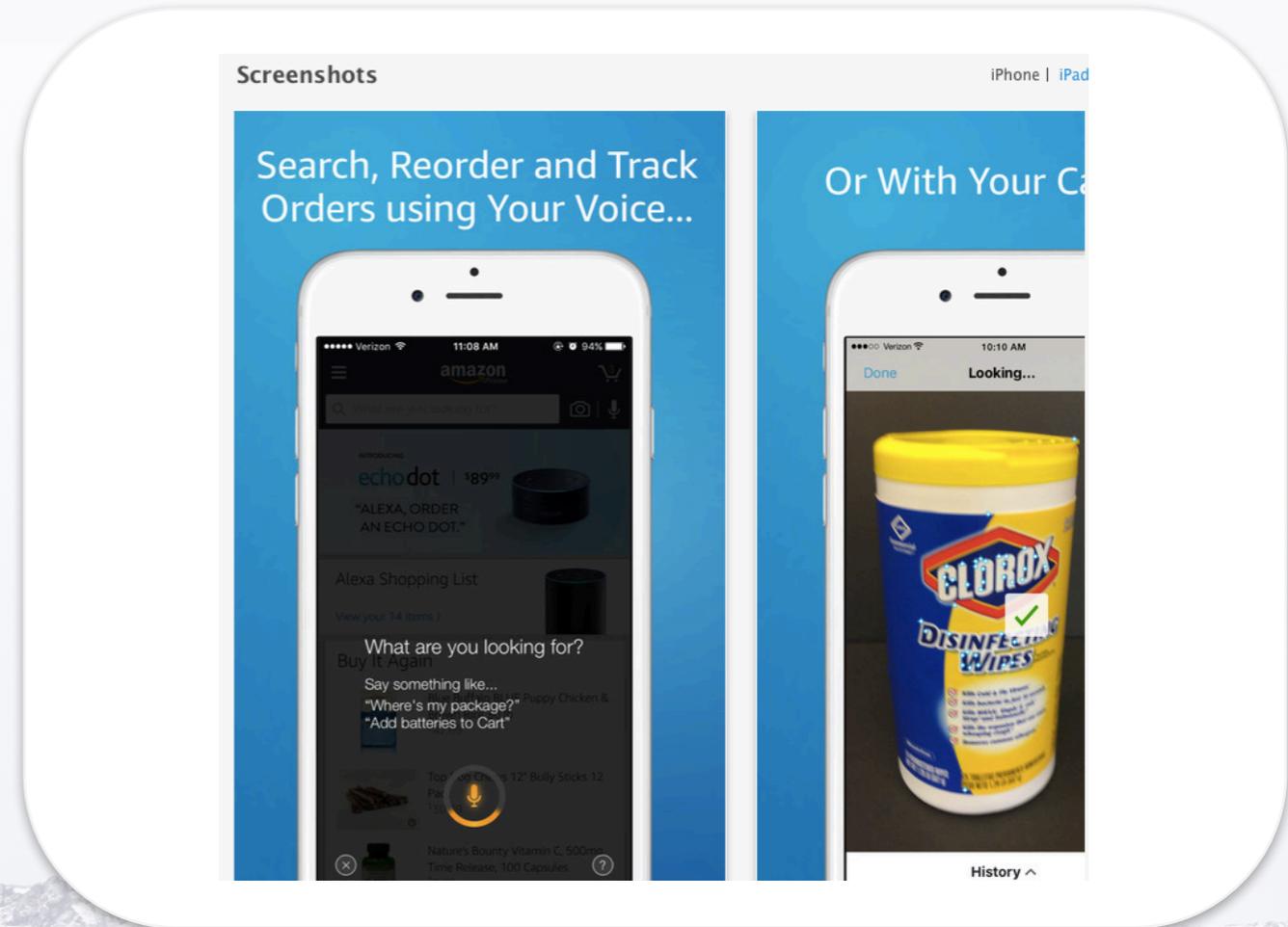
[Nike, Inc Web Site](#) [Nike+ Run Club Support](#) [Application License Agreement](#)

Visuals

App Icon: Make it clear and easy-to-remember. Let it explain what you do simply. Think about Instagram's logo.

Screenshots: Use all the screenshots fields available. Choose the best screens that explains the features and benefits that you think users love. Add small texts each of them to make the related screenshot clearer. Use one feature for one single screenshot.

Video Preview: Make it more attractive by using texts, music, or voiceover. Don't forget that App Store allows 30-sec length video and Google Play lets you upload a 2-min length app preview video.

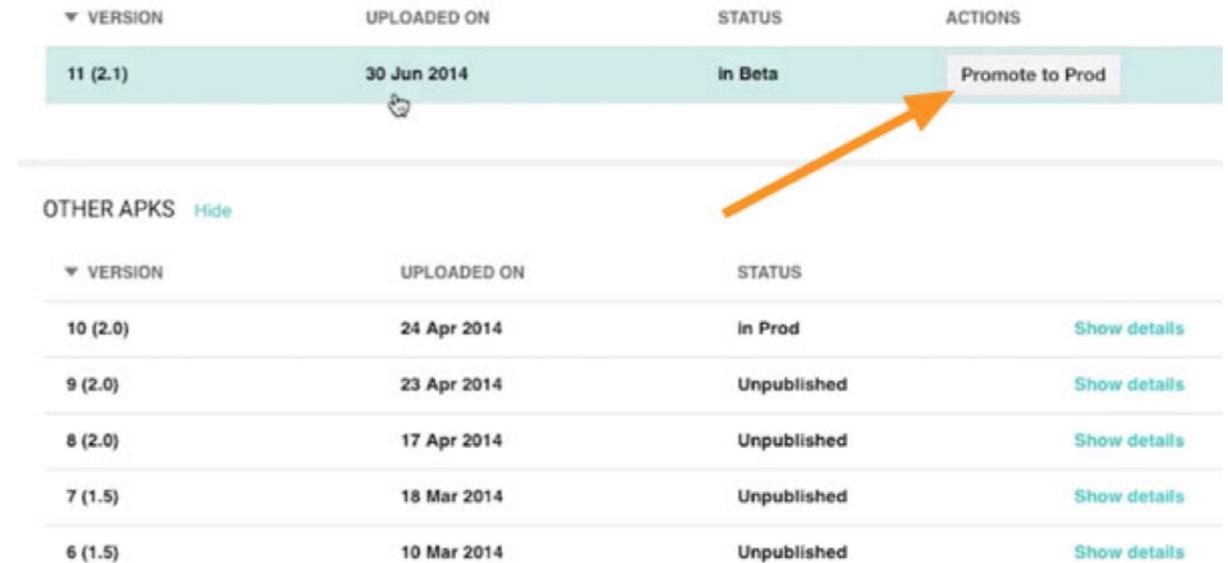




5- Avoiding Beta Testing

After developing and designing an app another step to consider is to test it. But you need to do that on real customers, not only on your friends or family. You have to target the real users that will determine if the app is what they need or not.

Beta testing is the solution for that. Some of the benefits of this process are buzz generator because of the word of mouth, feedback to figure out the best features for your target audience and to discover and eliminate the bugs to avoid your app to crash. Apptamin provides a quick guide for Beta Testing.



VERSION	UPLOADED ON	STATUS	ACTIONS
11 (2.1)	30 Jun 2014	In Beta	Promote to Prod

VERSION	UPLOADED ON	STATUS	ACTIONS
10 (2.0)	24 Apr 2014	In Prod	Show details
9 (2.0)	23 Apr 2014	Unpublished	Show details
8 (2.0)	17 Apr 2014	Unpublished	Show details
7 (1.5)	18 Mar 2014	Unpublished	Show details
6 (1.5)	10 Mar 2014	Unpublished	Show details



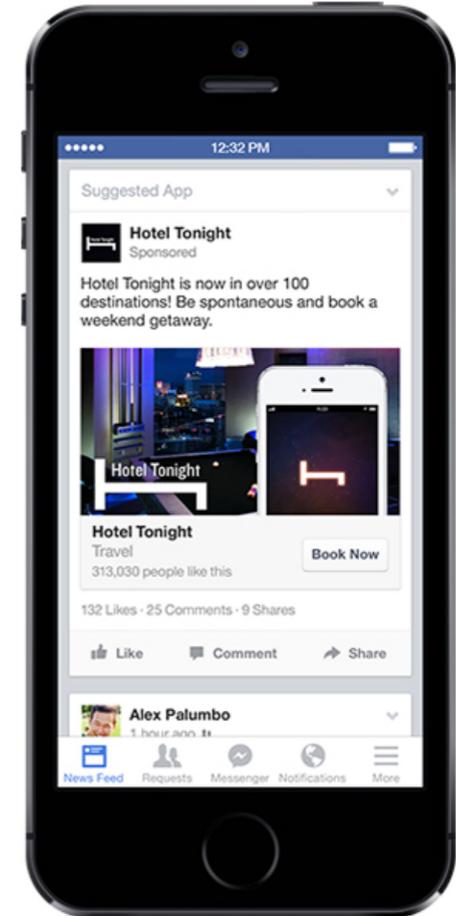
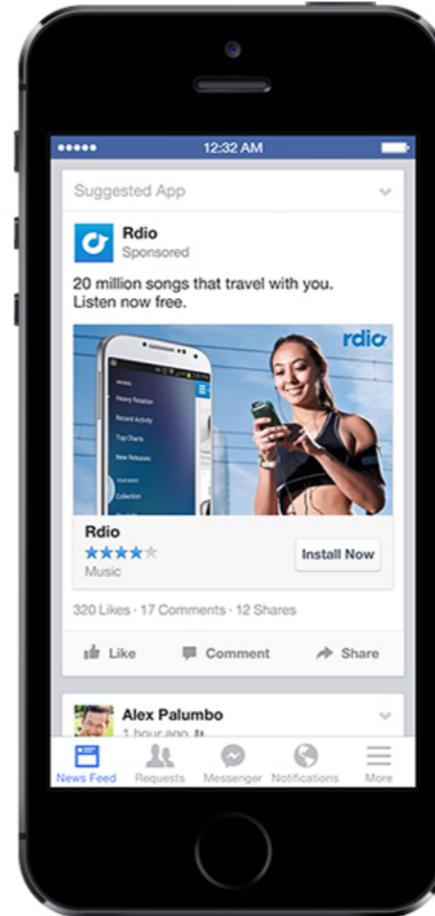
6- Not Investing in Paid Advertising

If you want to boost downloads you should allocate an important part of your marketing budget to advertise your app, especially during launch week.

Facebook and Instagram are good places for paid ads.

Besides social advertising channels, you also should consider mobile ad formats like native advertising and video ads to increase your app downloads after launch.

Boost campaigns are another amazing way to test your app with real users after launch.





7- Not Allocating Resources for Content Marketing

One of the most significant methods to engage your users is to give them insights and stories about your app. These stories should be created in images, video or text. Highlight the special elements that make your app better than other apps similar from app store. Then promote your content in different platforms like SmartShoot app in TechCrunch.

Start a blog and post regularly in order to provide useful information to your users.

Use native advertising to let your posts reach target audience.

Post on forums and social content platforms to interact with your community.

The screenshot shows a TechCrunch article page. At the top left is the TechCrunch logo (TC) and a link 'Got a tip? Let us know.' Below the logo is a navigation bar with links for 'News', 'TCTV', 'Events', and 'CrunchBase', along with social media icons for Facebook, Twitter, Google+, LinkedIn, YouTube, RSS, and Email. A search bar is located on the right. The main article title is 'SmartShoot Unveils Profiles For Its Professional Filmmakers And Photographers', posted on Dec 6, 2012, by Anthony Ha (@anthonyha). The article text describes a new feature on the SmartShoot marketplace that allows users to browse profiles of filmmakers and photographers. It mentions that the company was previously known as TurnHere and has relaunched in October as a more general marketplace for photo and video services. To the left of the main article is a 'Popular Posts' sidebar with five items, including 'Facebook Slingshots Itself In The Face By...', 'Elon Musk Is Right, Burning Man Is Silicon...', 'Yes, Google Will Now (Probably) Replace Your...', 'Nasty Gal Lays Off Up To 10 Percent Of Its...', and 'China Telecom Posts iPhone 6 Pre-Order...'. To the right of the main article is a 'CrunchBase' profile for SmartShoot, showing it was founded in 2012 and is located in San Francisco, California. The article is attributed to Adam Watstein, a writer for recital.

Image Source:
<http://appentrepreneursassociation.com>

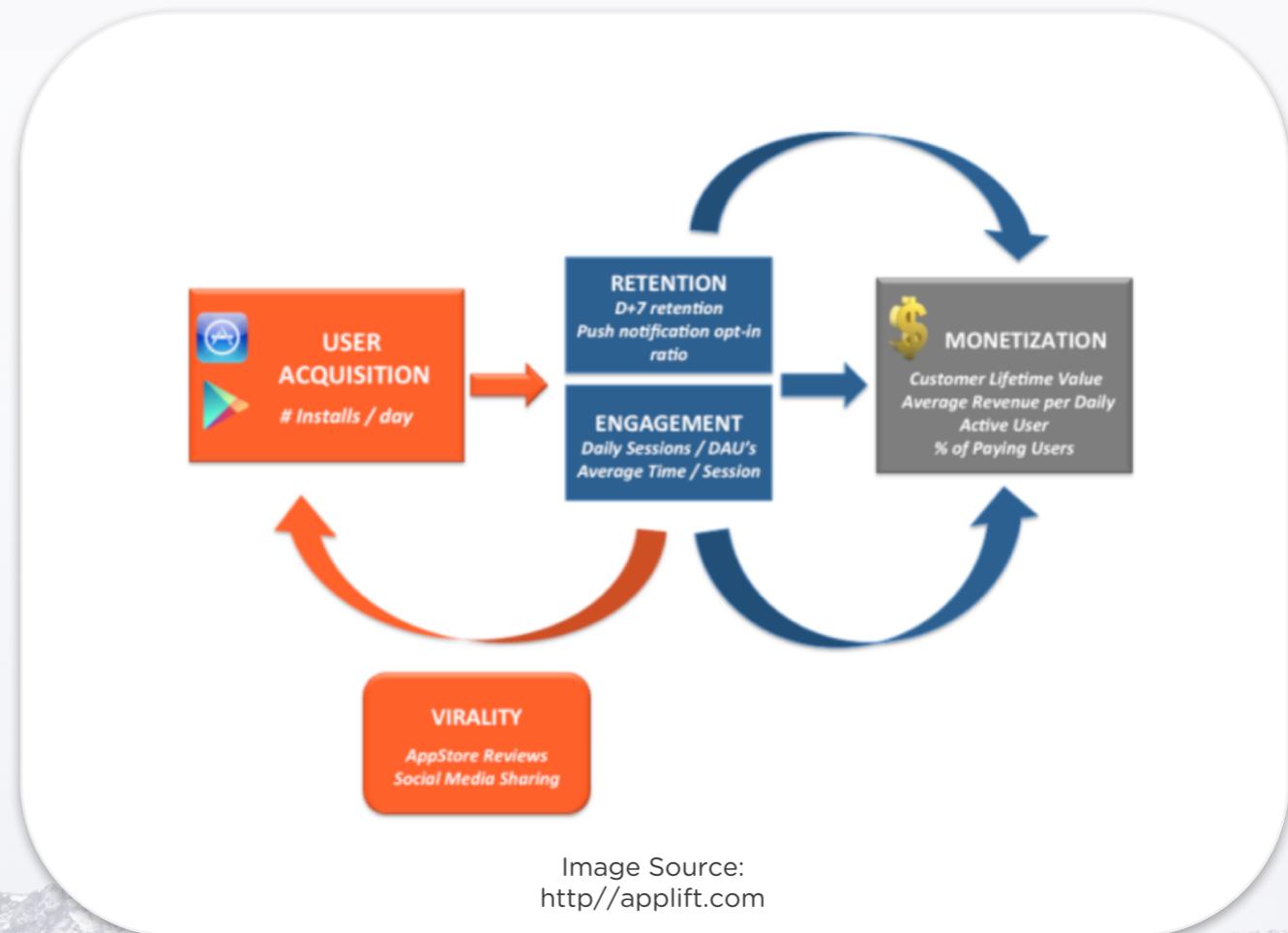


8- Underestimating the Key Metrics

More challenging than downloads is user retention – the number of active users for your app. Because many marketers started to pay user acquisition for their mobile apps, the result is that all those paid users are deleting their app after downloading it, even without using it. But, if the organic users will use the app just once then you should look into your app to find what would be the problem. Measuring the ROI and analyzing the performance of the app will help you understand the things that need to be changed with your app.

After you analyze the 1-day, 7-days and 30-days retention rates, you should measure some key performance indicators:

- Daily Active Users (DAU)
- Monthly Active Users (MAU)
- Average Revenue Per User (ARPU) = (total revenue generated by the app)/ (total active users of the app)
- Life Time Value (LTV) = ARPU x (1/CHURN), where CHURN is the number of users who stopped using the app after a particular time.





9- Forgetting Personalization

In order to attract as many users as you can, it's important to offer them what they need and make your app as user-friendly as you can.

According to [Digitalturbine](#), Starbucks plans to expand its mobile marketing strategies in order to increase purchases in-app through personalized recommendations.

There are a few methods for personalization. Here are the most important 9 ways.

1. Use data to segment your users
2. Use personalized push notifications
3. Use location-based marketing
4. Onboard Your Users Well
5. Use Personalized Mail Marketing
6. Save Your User's Last Action for Reopening
7. Send Smart Recommendations
8. Use Social Integration

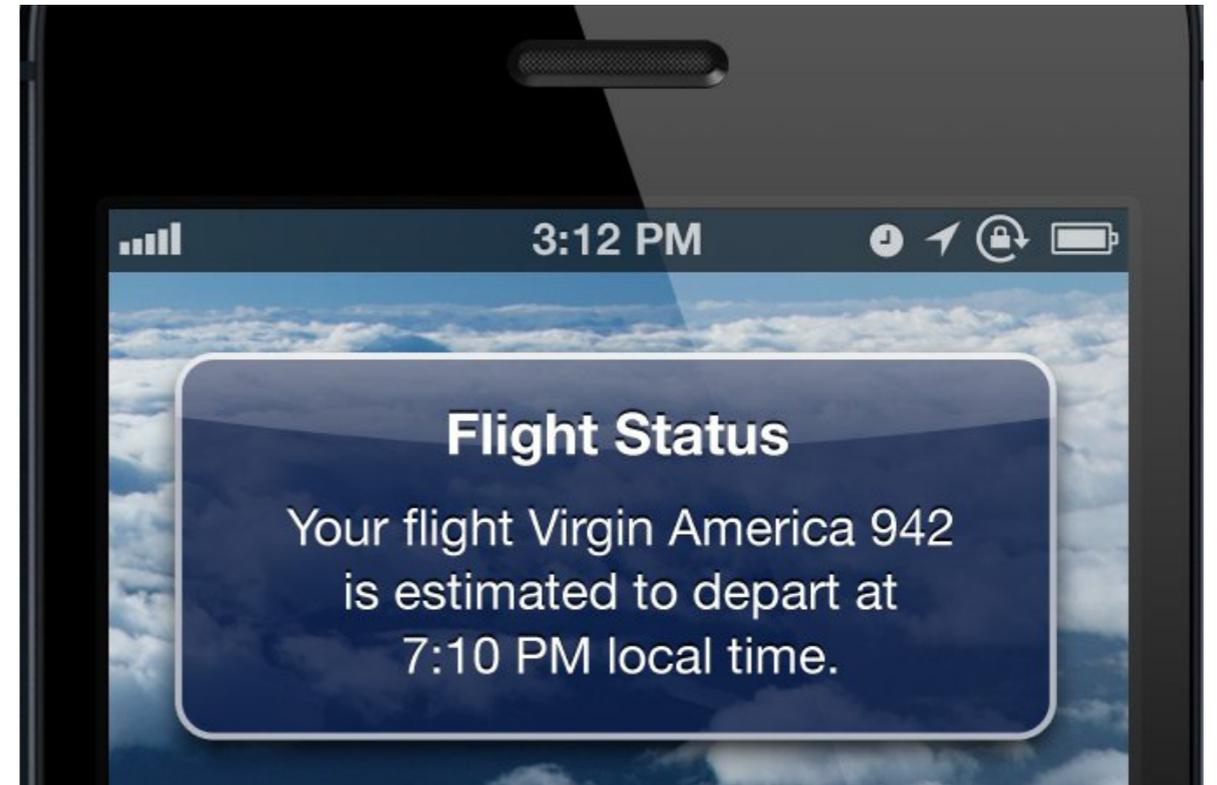


Image Source:
<http://appmakr.com>



10- Seeing Testing & Analyzing As One-Time Job

This is the most important one. You can't launch an app and forget all about it. You have to permanently analyze the stats, follow the feedbacks from users and try to improve it.

Try, also to add more and more upgrades.

Mobile development is constantly growing and you have to keep an eye on every feature that appears in the development section.

Always follow the metrics and take an action to make things better for your app.

$$\begin{aligned} \text{LTV} > \text{CAC} &= \text{😊} \\ \text{CAC} > \text{LTV} &= \text{😞} \end{aligned}$$

Image Source:
<http://applift.com>



FINAL THOUGHTS

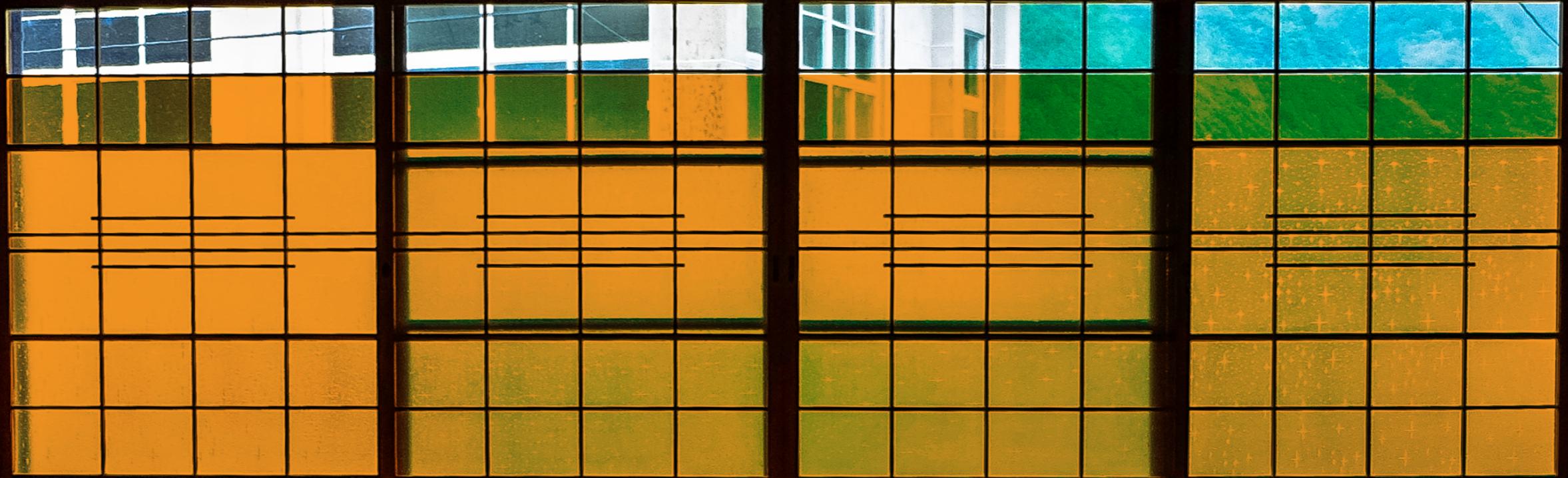
Having an app developed and designed is great. But this is only the beginning of the journey. It's amazing to make it stand out of the crowd, especially when the crowd has over 4.500.000 apps.

But, taking into consideration some pitfalls that must be avoided, the ones that have to do with the budget, like not investing in ASO or Paid Advertising, not allocating resources for Content Marketing or the ones that are related to underestimating or not giving that much importance like underestimating Marketing Research and Key Metrics, avoiding Beta Testing, not giving importance to pre-launch Marketing, forgetting goal-setting for launch date and Personalization but, also seeing Testing and Analyzing as one-time job, are mistakes that you have to stay away from.

If you do that, in the end everything will turn into an unforgettable adventure.

AppSamurai

"Your App in the Spotlight"



Thank You!

