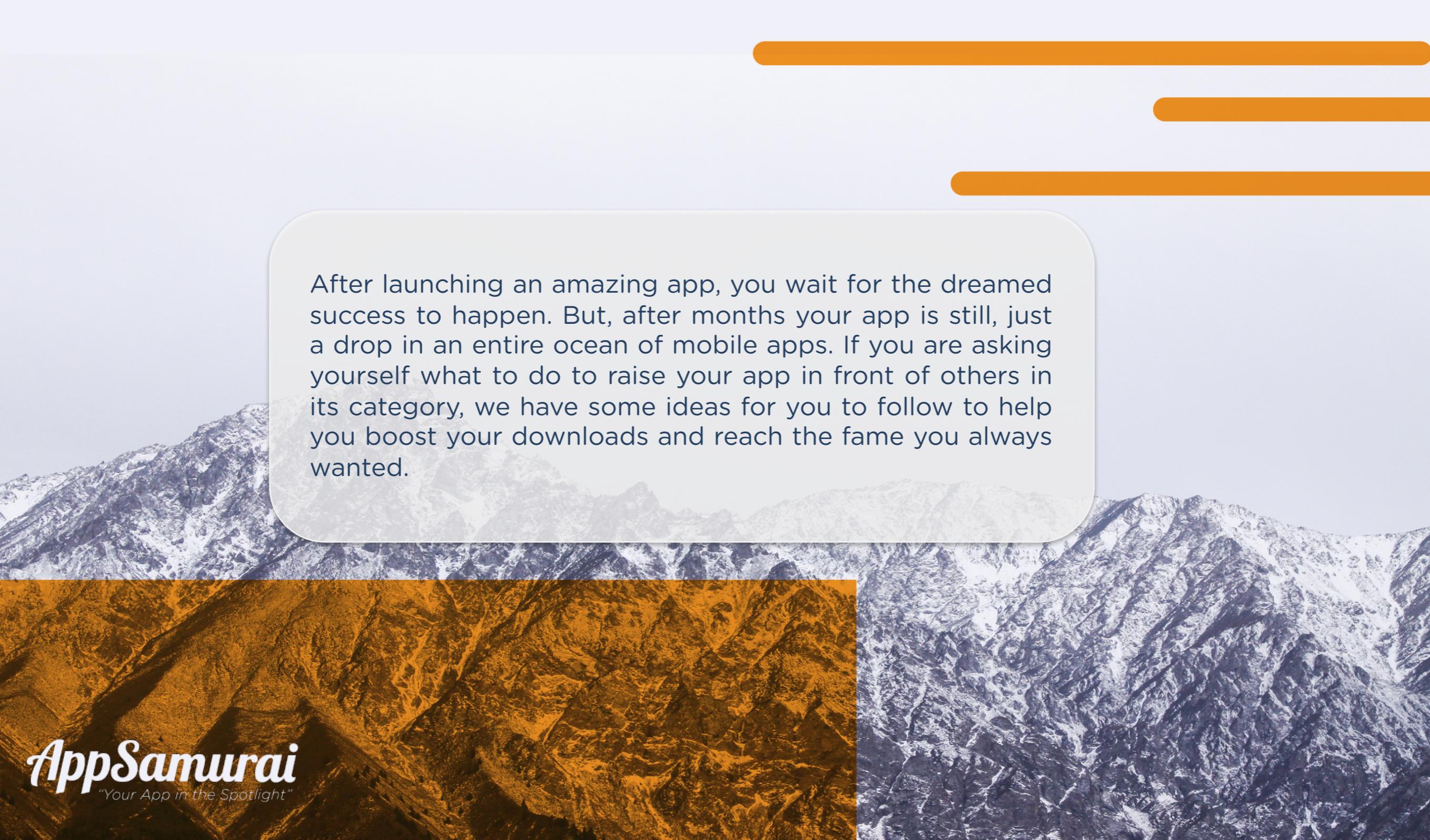




5 Strategies to Revive a Dying App



After launching an amazing app, you wait for the dreamed success to happen. But, after months your app is still, just a drop in an entire ocean of mobile apps. If you are asking yourself what to do to raise your app in front of others in its category, we have some ideas for you to follow to help you boost your downloads and reach the fame you always wanted.



Create A Boost Campaign To See Its Potential

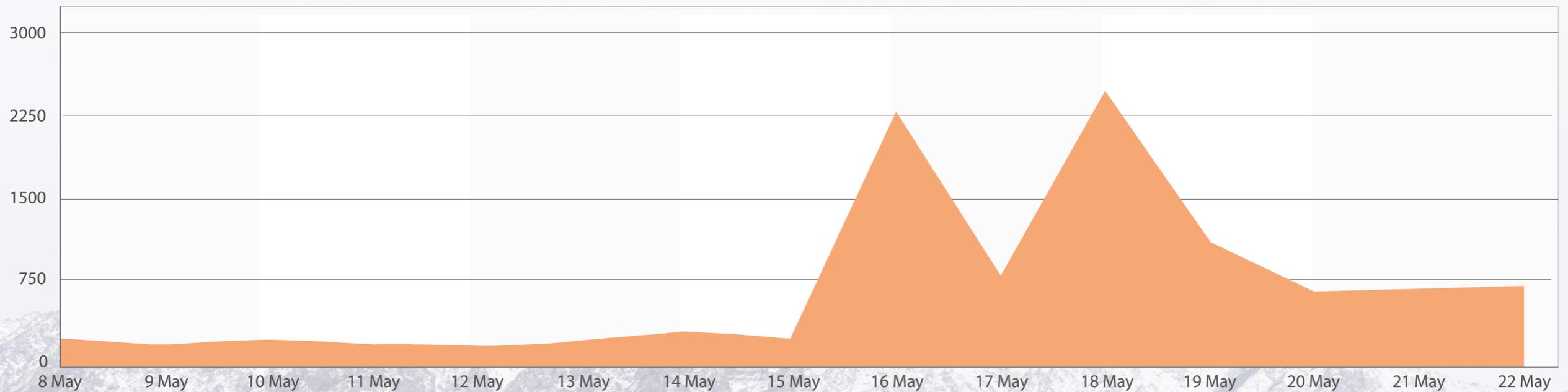


Creating a boost campaign is a good method to make a difference on app market. That way, your app will rank higher in its category in a short period of time, since you waited so long for this moment.

The best part is that after the campaign, the increasing visibility of the app will determine an organic uplift. Of course, your app should be good enough to impress organic users.

An example in this area is a leading travel company in Turkey for which a boost campaign has tripled its organic downloads. During the burst campaign, their daily installs reached to 1197 from 203! After the campaign, daily organic installs increased to 600 from 203! And that means 295% increase in daily downloads.

Download History





It will help you to see your app's potential because you will see what your real users think about your app. If they continue to use it, it means there is a chance to make it a popular app among competitors.

[Here is a detailed article](#) if you want to learn more about burst campaigns.



Optimize App Store Page & Find The Best Keywords

Nowadays an app doesn't have a chance on the market without a perfect ASO. Every single detail counts. Think about investing in amazing screenshots, breathtaking videos and mind blowing icons. An example for the importance of the icon is Richard Wagstaff, a developer who doubled his app's downloads after he changed only the icon in app store.

Let's look at what you should consider in terms of ASO in order to revive your dying app.



Image Source: www.apptamin.com



1. Category, Competitive, and Review Analysis

You need to know everything your competitors did and everything your users think. This is why you should start with analysis. Even if you did it before, this time take it seriously and do it again. Analyze reviews to see what your users think. Do this for your competitors too in order to find some great points to add your app. Analyze the app category and your competitors to create blue ocean for your app.

2. Keyword Analysis

This is the most important part of your ASO operations. First, remember that keyword analysis is not a one time job. Do it regularly analyze the result of your efforts to get benefit from it. You can use tools like Sensor Tower or Search Man for this. Track the performance of each keyword and find the easy-to-rank keywords for your app.



3. Icon, Screenshots, and Video Optimizations

Visuals have a perfect impact on people. Keep them simple and effective. Learn the best practices of each in order to increase your visibility and downloads.

4. Optimize Title & Description

Use your most important and most relevant keywords wisely to increase the chance of ranking higher. Don't do keyword stuffing. Be simple and explain what you do. Don't forget that App Store and Google Play have different requirements for each. By the way, remember that App Store updated its algorithm and app names will now be limited to no longer than 50 characters.



Create Word Of Mouth via Social Media



In today's world social media is everywhere. You don't exist if you are not active on social networks. The best part is that it can help you a lot with the whole process of reviving your app, whether you have a big or a small budget.

1- Rewarding Campaigns

If other marketing strategies didn't work to attract users, a rewarding campaign will sure do. According to [Vibes](#), 77% of smartphone users said that mobile offers, like rewards or surprise points, exclusive content and even special birthday messaging have a positive or very positive impact on their brand loyalty. Create rewarding campaigns to increase both word of mouth and your downloads.



2- Facebook And LinkedIn Groups

If you don't have a budget to promote your app you can take advantage of your Facebook and LinkedIn Groups. Of course, you have to be active there before you realize you have an app to revive. But, if you already developed a great community, it's very easy to convince them to share insights of your app.

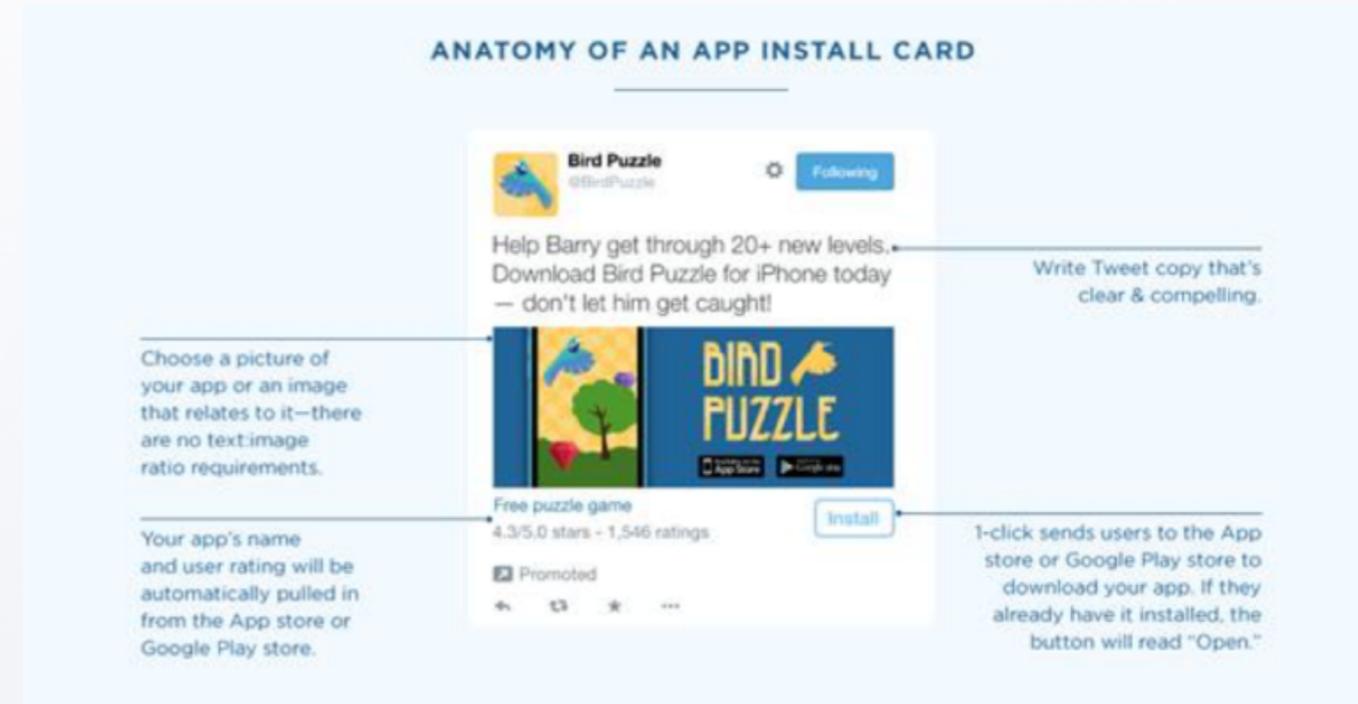
There are thousands of Facebook and LinkedIn groups that you can join and share your contents and app. Find the relevant groups and get engage in these groups. Don't only share your app but upload your blog posts or video contents if there are any.

3- Social Media Ads (Facebook, Instagram, Twitter)

If you have a small budget, an effective way to generate noise about your forgotten app is using Social Media Ads.

Twitter has a limit of 140 characters and a maximum of three hashtags per tweet so you have to be short and concise. Make sure to include a link to your app.

Use a compelling visual and add relevant and mostly used hashtags. Take your time to do the segmentation right before create your ad.

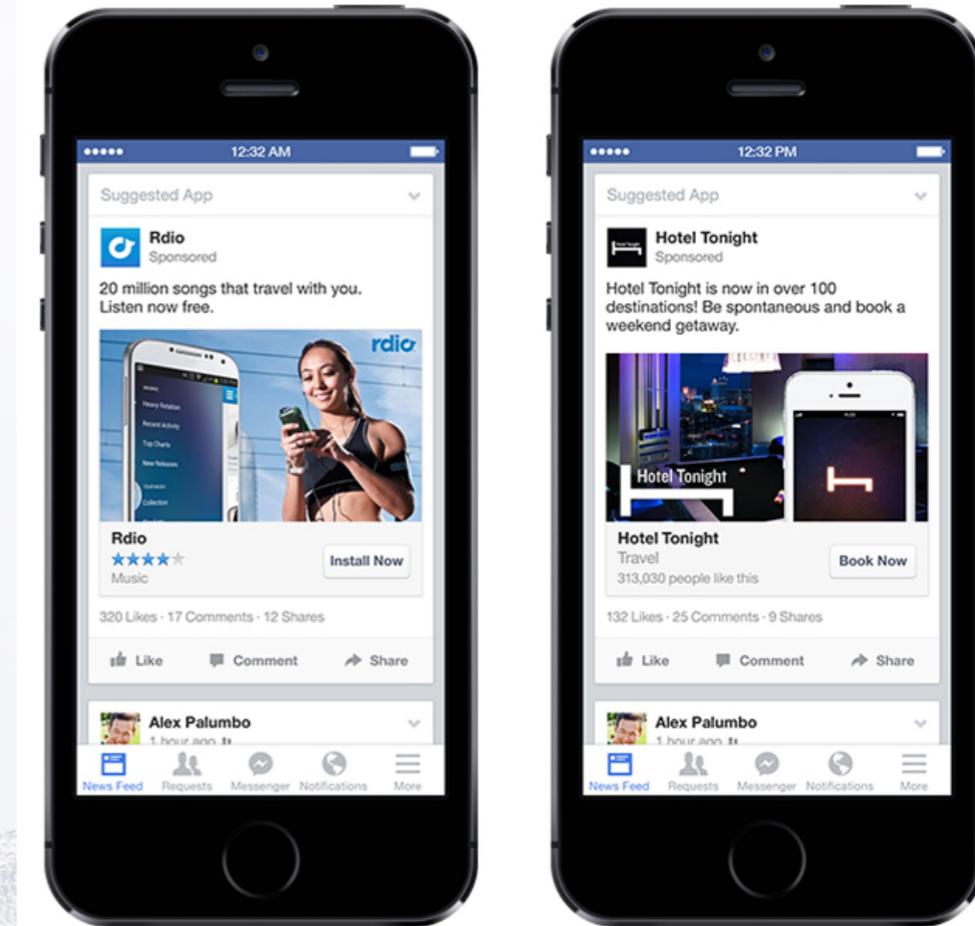


3- Social Media Ads (Facebook, Instagram, Twitter)

Facebook is the biggest community in the world. If you post your ad here you will have success in no time because of the great target audience. You can easily find your target here and create your ad. The budgets are lower than Twitter.

Use the numbers and stats in your ad. Use image(s) that include a mobile device. Make the placement right and test your ad with different versions to increase the chance of downloads.

Instagram is a great channel to promote your app since 2014. It's easier to attract potential users because you can show your app in pictures more than words. As in Facebook, you can create your segments thanks to the amazing targeting options.





Improve UX & UI and Update When Needed



It goes without saying that your app should excel in all the areas, especially in presentation. After you get the attention of your users, it is intolerable to disappoint them with a weak application. Investing in user interface and user experience is one of the most important stages in the process of development. This is your chance to increase user retention. User interface is the way your app looks like. Usually, users judge an app by its interface. If it looks good it will convince users to give it a try after the first installation because, let's face it, we all judge a book by its cover. The keyword here is simplicity. You have to eliminate useless text decorations, colors and icons. Make it intuitive to decrease its complexity.

Onboarding is very important for an app in order to increase retention and engagement. Don't forget that engagement is very important for user acquisition too. Make your onboarding process smart, personalized, informative, fun, and simple. It'll affect how your users see your app.



Include social sharing inside your app. This will both increase engagement and user acquisition. When people share their experience inside your app, new people will discover it.

Deep linking is another important think to save your app. The most frustrating situation is when an app announces a giveaway and, for that, you just have to install that app or, if you already have the app, you just have to click a button to open the app. But, instead of a layout with the promised gift the user is sent to the homepage of the app with no clue for the prize. The answer for this issue is that the app must have deep linking and, after the click, it should open a page with instructions for user's benefit. This is an essential feature for a long-term relationship between apps and users. Consider it while adding new features to your app in order to revive your dying app.



Use Freemium Model



The Freemium Model, like its name states, is a combination between free and premium. The user downloads the app for free and after he gets used with free and basic features he has to pay for more advanced ones, like extra lives or characters in a game or more facilities in a time management app. If you want to revive your app you can consider to invest some money into this process and a good way to increase the budget is to use the Freemium Model. It is based on the affinity developed by the user in the free part of the app and his desire for more even with a cost. According to [App Annie](#), the Freemium Model is the most successful one when it comes to number of apps and monetization.



FINAL THOUGHTS

It is hard to make an app to stand out of the crowd but don't give up! As you can see above, there are some ways to make it shine through millions of apps. Do what you need to do and give another chance to your app to reach your dreams!

AppSamurai

"Your App in the Spotlight"

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