

The background image shows a traditional Japanese interior. A large window with a grid of small panes, some of which are frosted, allows bright light into the room. Above the window, a modern air conditioner is mounted on the wall, and a traditional paper lantern hangs from the ceiling. The floor is covered in tatami mats. In the lower right, a small table with a white cloth and a cushion are visible.

AppSamurai
"Your App in the Spotlight"

8 Tips For Successful Pre-Launch App Marketing Strategy

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Launching an app is a very important moment for your success as a developer but all the marketing process must start in the moment when you are thinking to create the app not when you are ready to upload it on app store. Don't treat it lightly. If everything is done well your effort will be paid off. It is very hard to concentrate on developing an app and in the same time to stay focused on the marketing stages that your app has to pass through. But we can give you some key points to help you with all the steps you have to do in order to see your app in top of its category.

There are so many things to consider before launching an app but we can help you by elaborating a step by step plan for you to follow in order to prevent the most relevant issues that may appear when you will present your app in front of your users.

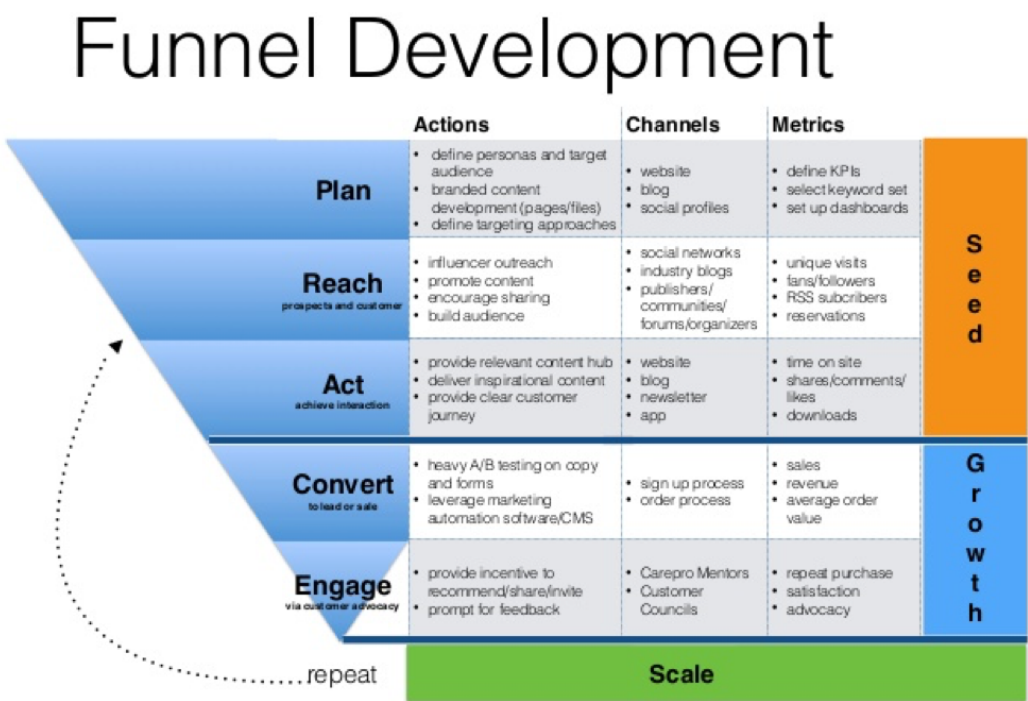


Image Source: <http://www.slideshare.net/somatek/digital-marketing-launch-strategy-for-honor-marketplace-for-inhome-care>

Start With Competitive Analysis And Define Your Buyer Persona

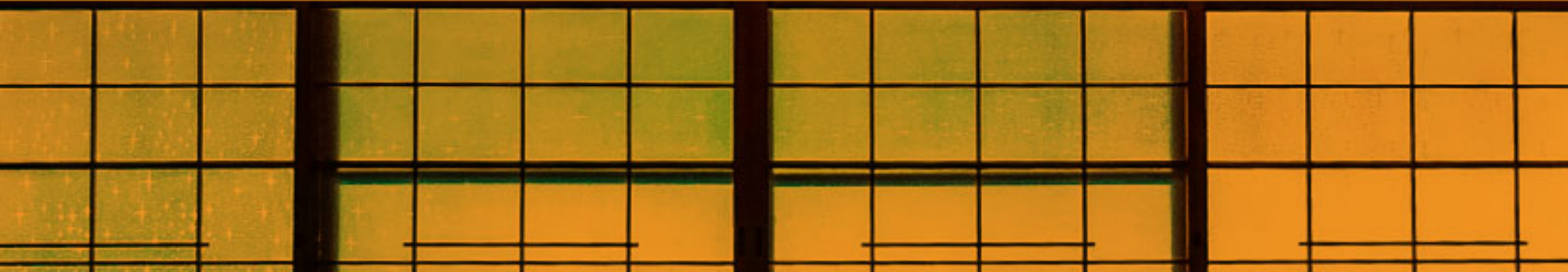
Every successful project starts with a complete analyze of the target audience and of metrics needed to track. In this moment you have to seriously study others' opinions, but don't rely only on your friends and family. Try to reach important persons in the industry related to your app and focus on your target customers. It all depends on category of the app and you have to interact with possible users that will benefit from it. Try to find common characteristics of people who are interested in your app like their favorite features, their behavior, their needs and even their language to figure out how to **localize** your app. Segment them according to their common characteristics. Here you can find out some best practices to segment your audience.

1- Set Clear Goals: If you want your message to reach the right groups of people you have to decide what are your objectives. First, try to understand why valuable users like your competitors' app and why they keep using it. What are their main characteristics? Then you can attract more users like them to download your app.

2- Find Your Audiences' Pain Points: This is very crucial to reach success after your app's launch. Don't forget that if you don't have a competitive advantage that meets the needs of your audience, you loose. This is why you should allocate effort to find out what bothers your audience in your competitors' app. You can do this by analyzing reviews and comments on social media accounts of your competitors.

Start with the Basics: Determine important attributes like gender or language. For example Zedge, a mobile customization leader improved its Push Notification strategy, after a User Segmentation based on language because marketers realized that their non - English users didn't understand the messages they received on their phones.

Don't Segment Too Much: Be careful not to go to the other extremity. Specialists advise that 3 attributes are a good way to get the fundamental of this process. More attributes can cause confusion which can drive to bad effects.



Start With Competitive Analysis And Define Your Buyer Persona

NOTE: After you launched your app, always test your strategy! If you are not satisfied with the results, change the attributes and try again. Remember that this is an ongoing work because users are so dynamic. They change their behavior and preferences as the time passes and you have to be alert not to skip some characteristics that may improve user engagement and can increase the number of downloads.

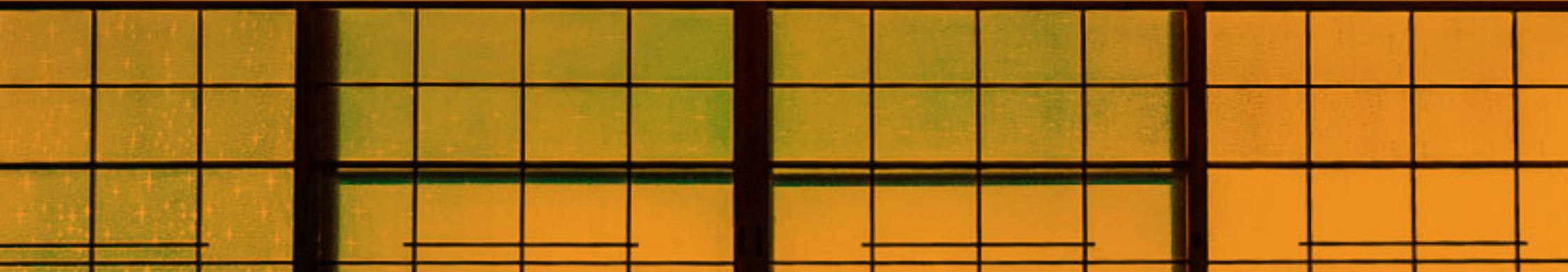
Another major thing that you need to do is to keep an eye on your competitors and to be a step ahead of them starting now. You have to examine both pluses and minuses of their app. Take a look at their features most appreciated by users and understand how to make yours better. Don't do the same mistakes they did when they launched it.



Jon Weening November 5, 2016



Great with a few quirks I love this app but I wish you could chose to only have budget categories that are part of my budget to show up in the list or at least have them highlighted or something.



Plan Your App Release Date

If you have your app ready then plan wisely the release date. Don't just throw it on app store hoping for the best. Allow users to understand what they will receive and increase the suspense for better results. Of course, you will have to deliver what you promised and be careful not to disappoint them.



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 ❤️



Kissmetrics gives a good examples from a virtual pet app, Hatch to show the importance of app release date: "The app was announced almost a year ahead of its release date in November 2013. The preview website displayed a video with an option to sign up to "adopt" a pet, a great way to generate curiosity around the app and get the early adopters to sign up. The app looked extremely polished even back in 2012, which ensured that it garnered a lot of great reviews from top review websites like The Verge, TechCrunch, and Forbes, something that is crucial in a crowded App Store."

Optimize Your App Store Page

If there is one thing that weights the most in your promotion strategy is ASO (App Store Optimization). It is crucial to invest time and attention in this step because here is the place where people can become your users or not. If they aren't impressed by your app store page everything is lost. Start searching the most relevant keywords and use them in app name and app description but invest in the same time in descriptive icons, impressive screenshots and high quality videos.

App Name

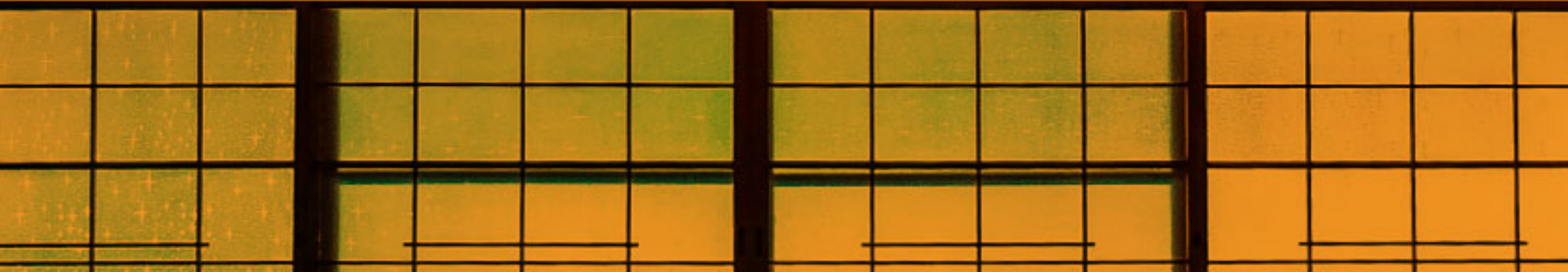
The usual practice is to create a combination between your brand and the most significant feature of your app. App Store and Google Play have different rules and restrictions for app names. Be aware of these differences to have a compelling app name. Choose a unique and simple app name and use only relevant keywords by considering character limits on Google Play and App Store.

App Description

Here you can tell the story of your app to attract your users. Use your keywords smartly and keep it relevant and intriguing.

In App Store, the search algorithm doesn't take into account the app description, so there is no effect on ASO (App Store Optimization). But that doesn't mean you should ignore description in iTunes. Remember that app descriptions serve as a landing page in app stores and it has a crucial part for ending the deal. So do not underestimate the power of a description.

Unlike App Store, in Google Play app description has a considerable effect on their search algorithm, so you must optimize your description with impacting and least competitive keywords as much as possible to rank higher in app stores searches. But you must be careful when optimizing. You have 4000 characters limit to include your keywords so don't pass over your keywords.

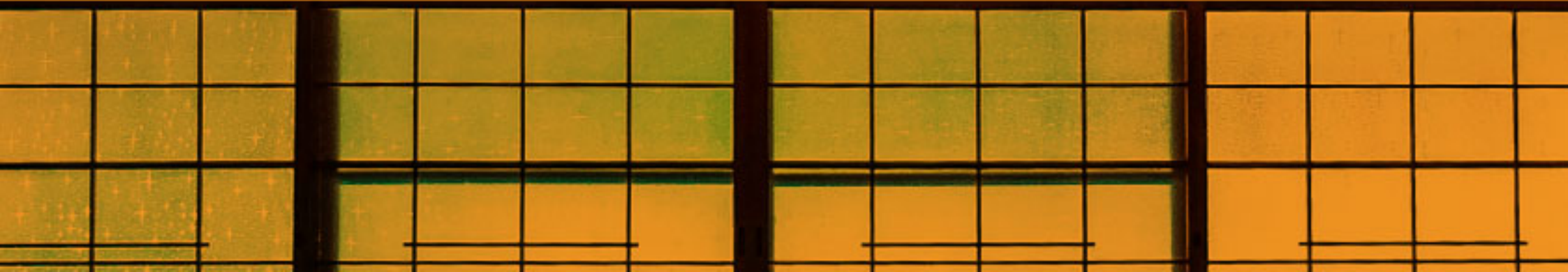


Optimize Your App Store Page

Keyword Optimization

The first thing you need to perform ASO is finding the right keywords that people use to find your app. Here are a few tips for how to find them.

- The first and most obvious method is brainstorming about the keywords that people use to find your app. For example; if you need a PDF reader for your smart phone, what would you type to find it? Maybe you type "download free PDF reader" or "PDF reader free" to find the app you need. You should also enlist the help of your family and friends for more suggestions.
- You can always use free tools like Google Keyword Planner tool, Ubersuggest and WordTracker to get some keyword ideas. All you need to do is enter the subject and they'll generate the short and long tails keywords you need.
- When doing your keyword research, you can always look at your competitors' keywords to get a few ideas. You can use tools like Mobile Action to get the job done.
- Lastly, you can always look at major review sites like App Advice, Appy Zilla and TechCrunch for more keyword ideas. You can find all kinds of apps and reviews about them on these sites. If you know how to describe the app and its features, you can find the words that people use to find it. These sites are valuable keyword caches, but only if you know how to mine them.

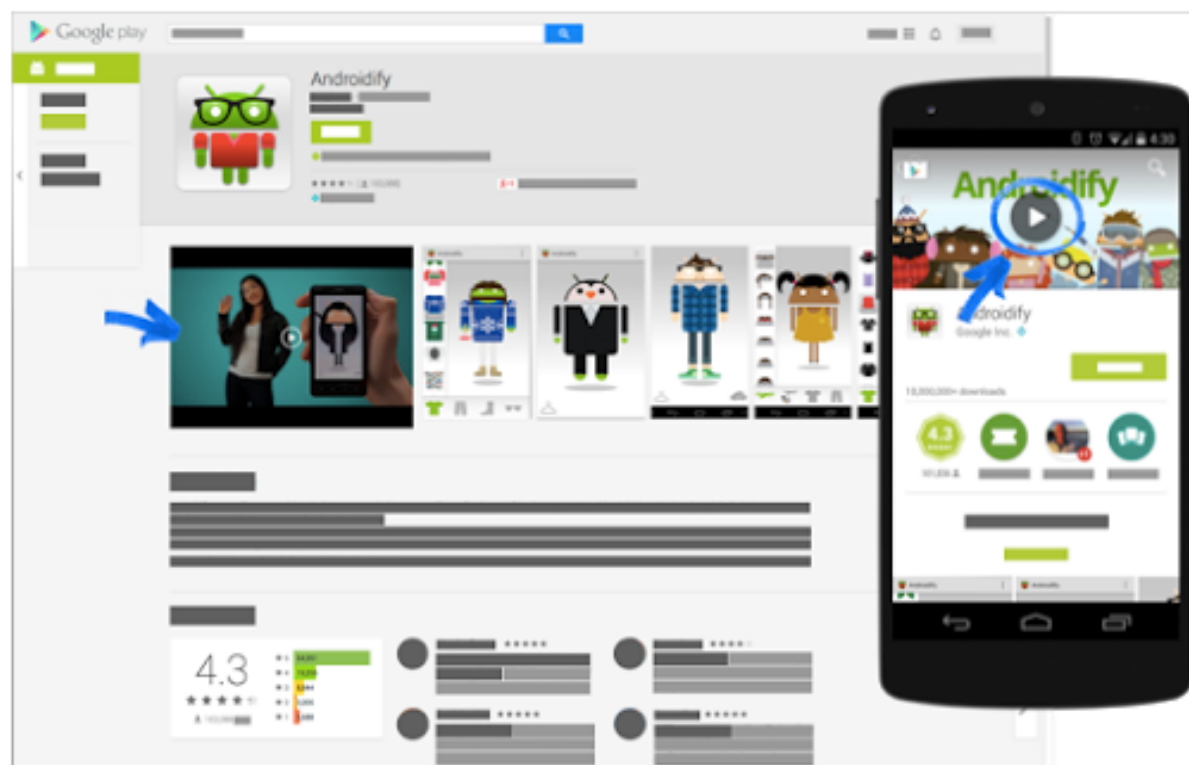
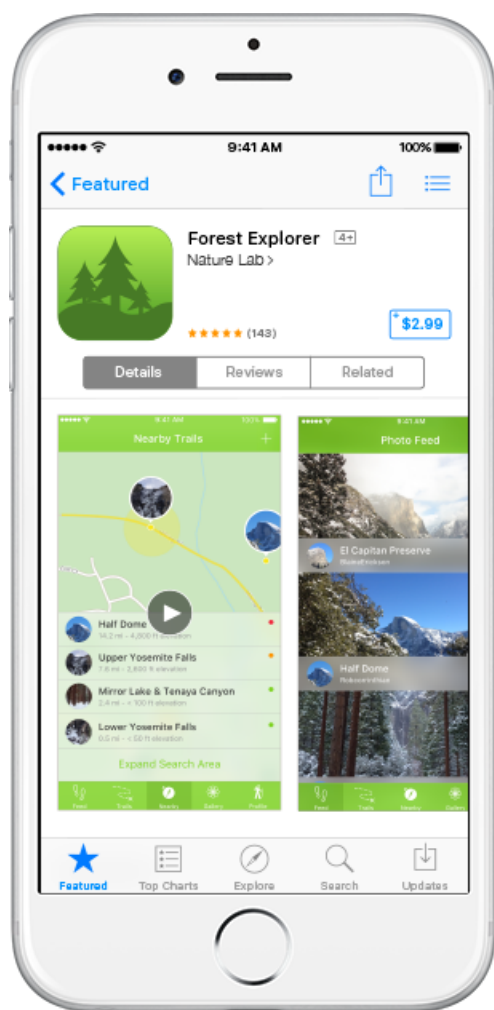


Optimize Your App Store Page

App Visuals (App Icons, Screenshots, Preview Video)

Your app icon and screenshots should be informative. Each screenshot should show a specific benefit/feature of the app. You should use supplemental text on screenshots. App icon needs to be eye-catching, well-designed, and most importantly it should explain what the app is about.

In your preview video, focus on the key features of your app and give users a realistic idea of your app's experience. You can put 30 sec. length video in the App Store and 2 min. length video in Google Play.



Get Feedbacks With Beta Invite

Is your app ready to be published?

It is one of the most common mistakes that indie developers or app owners do to publish the app without testing the app. It is very normal for you to think that your app is awesome but the real decision mechanism to say that if it is worth to use or not is end users. This is why a successful mobile marketing and users acquisition strategy starts with the app itself so you should develop a strategy for testing your app.

If you are looking for the right and the most effective places to test your app, here is the list of 10 places to find beta users.

- 1. Ubertesters
- 2. Betalist
- 3. Killerstartups
- 4. Reddit
- 5. TestFairy
- 6. UserTesting
- 7. Mobtest
- 8. Betabound
- 9. PreApps
- 10. Beta Family

| Prerelease Pricing In-App Purchases Game Center Reviews Newsstand More ▾ | | | | | |
|--------------------------------------------------------------------------------------|--------------|-----------------------|----------------------------|---------------------------------------------------------------|--|
| Internal Testers External Testers | | | | | |
| .0.0 ? | | | | TestFlight Beta Testing ? <input checked="" type="checkbox"/> | |
| id | Upload Date | Internal ? | External ? | Installations | |
| | Jul 08, 2015 | Active (18 days left) | Submit for Beta App Review | 5 | |
| | Jun 30, 2015 | Inactive | Send Invites | 4 | |
| | Jun 22, 2015 | Inactive | Inactive | 2 | |
| | Jun 19, 2015 | Inactive | Inactive | 1 | |
| | Jun 19, 2015 | Inactive | Inactive | 4 | |
| | Jun 19, 2015 | Inactive | Inactive | 3 | |
| | Jun 18, 2015 | Inactive | Inactive | 4 | |
| | Jun 16, 2015 | Inactive | Inactive | 2 | |

Create A Content Marketing Strategy

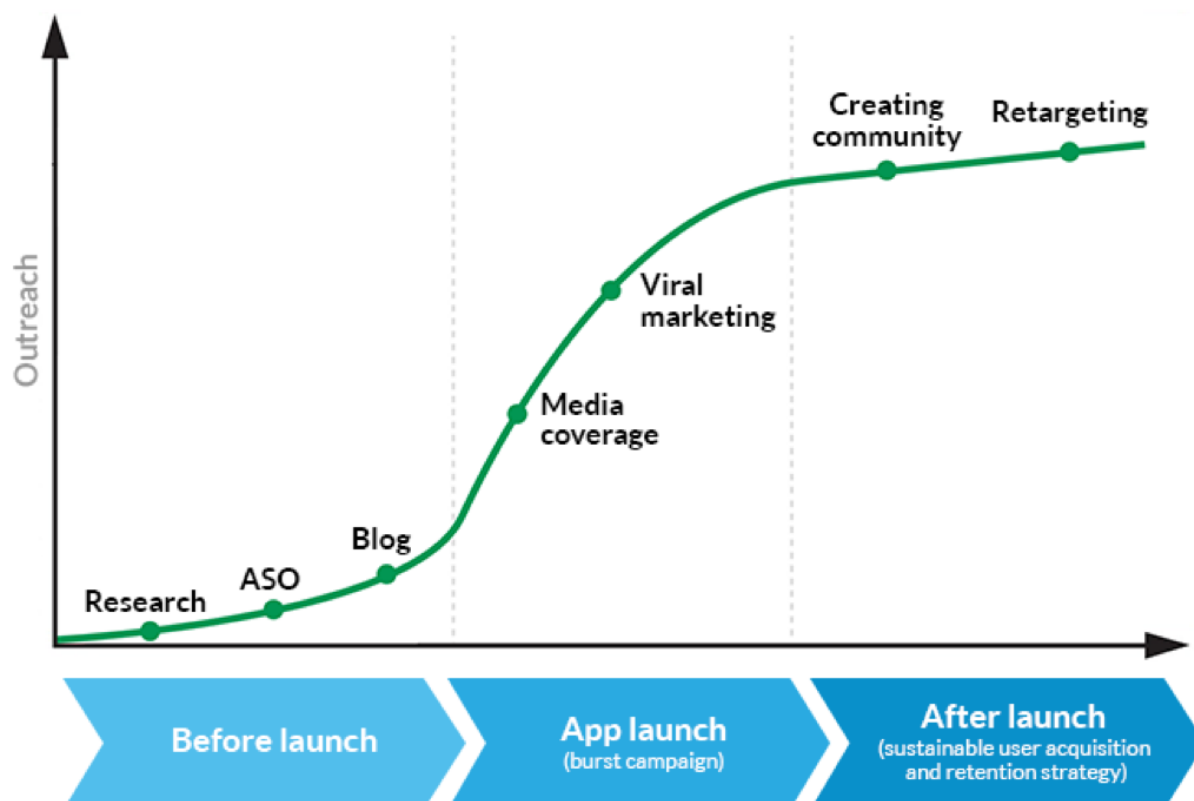
If you want to spread the word about your app you have to create your own domain and to invite people to join your community. Attract them with rich content and make them be part of the whole experience after you create a website and a blog.

1- Build A Website With A Subscription Form

A website is very handy when it comes to connect with your potential users. Design it in a very interesting manner adding images and information about your app. Add a subscription form offering your viewers the possibility to be the first who can download your amazing app and other advantages. It is crucial to make your site SEO friendly to make it visible in search list.

2- Start A Blog

Content Strategy for Mobile App Launch



If you want to share opinions and to delight your users with insights of your app a blog is all you need. And the best part is that you don't have to be an expert to design it. There are so many Content Management Systems, like WordPress or Joomla!, with hundreds of free templates that will give you the opportunity to have a professional looking blog in less than an hour.

Create Your Social Presence

While creating your own content for the app you need to connect with social platforms to promote your app. Add value to opened discussions with interesting comments and when you get the chance introduce your app to the community. Knowing your target audience will make easier for you to choose the specific social networks, like Quora or Reddit. That will help you share thoughts with your potential customers. You can also, search for groups related to your domain on Facebook or LinkedIn.

Quora

Q Search for questions, people, and topics

Sign In

What do you think a mobile app is about when it's called CarCar?

Elliot Ball — It is too vague to even guess, it could be anything car related. A lot of brands don't have names that match their products though so don't be put off. e.g. The taxi app Ub... [\(more\)](#)

What do you think about a mobile app dedicated to buying and renting drones?

Answer 1 of 4 · View All

Paul Keck, I help people build apps and launch startups - <http://getboundless.com> — I think it's a great idea, and you're not the only one working on it. There are some existing apps out there now that do it too (search on demand drones). Find your own tar... [\(more\)](#)

What do you think of my idea for a mobile app?

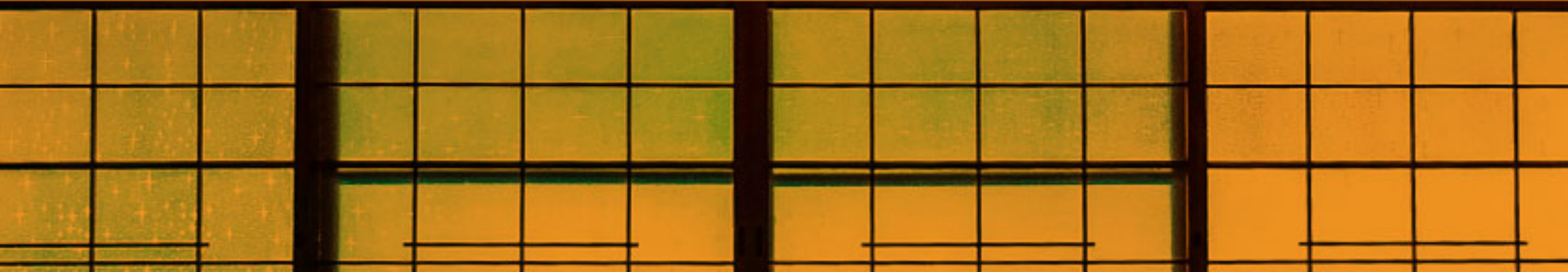
Answer 1 of 2 · View All

Che Hammond — If you're taking this on because of the challenge of it and the ability to bring into existence something that you've been thinking about and something that you would use, ... [\(more\)](#)

What do you think about a hotel reservation and room for rent mobile app?

Answer 1 of 2 · View All

Tanechka Topal — I think anyway that's a great idea to create some app, but Derek is right, your app should differ and contribute value for your customers. ... For example you have an app tha... [\(more\)](#)



Increase Brand Awareness with Email Marketing

Want to shoot, edit, and publish videos on your iPhone?

lucyl@buzzfeed.com

Want to shoot, edit, and publish videos on your iPhone?

Hi Lucy,

I'm writing to let you know about the release of our new app, VideoCreate, which lets users shoot, edit and publisher videos on their iPhones. It's coming out this week on Apple's AppStore and Google Play and is totally free. Would you be interested in covering it?

Send

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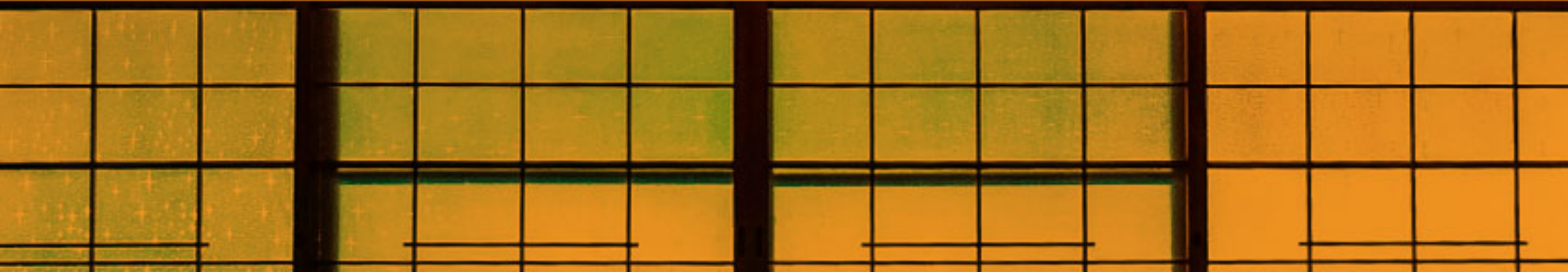
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▼

For the ones who don't know where and how to start mobile marketing to increase awareness before launch, here are the best practices of email marketing for app developers.

1. You need to start with a strategy that includes how to collect email addresses of your audience and how to segment your email list to increase conversion.
2. Make the content simple and to-the-point and don't forget to add a call to action.
3. Not only promote your app but also plan for an email marketing strategy that includes useful content.
4. Conduct A/B testing to increase open rate and conversions.
5. Track every single metric to make sure that your efforts are worthy.



Work On Your Budget For Mobile Ad Campaigns

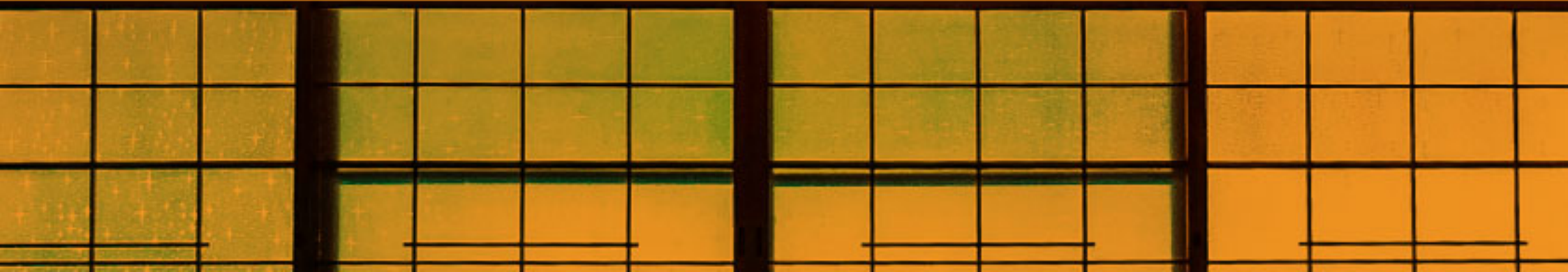
Paid user acquisition provides 3 opportunities in brief: Budget Management, Growth Hacking, and Loyal Users.

1. Localization test, pre-investment projection, and decreasing user acquisition costs help you to manage and use your budget smartly. You can also find the key metrics, like ROI, for prospective investors.
2. Viral growth and increase in category ranking and organic downloads help your app reach the target audience.
3. Because you give a chance to your app to be found in app stores, your new organic users become an amazing source to improve your app, and this brings loyal users with higher retention rate.

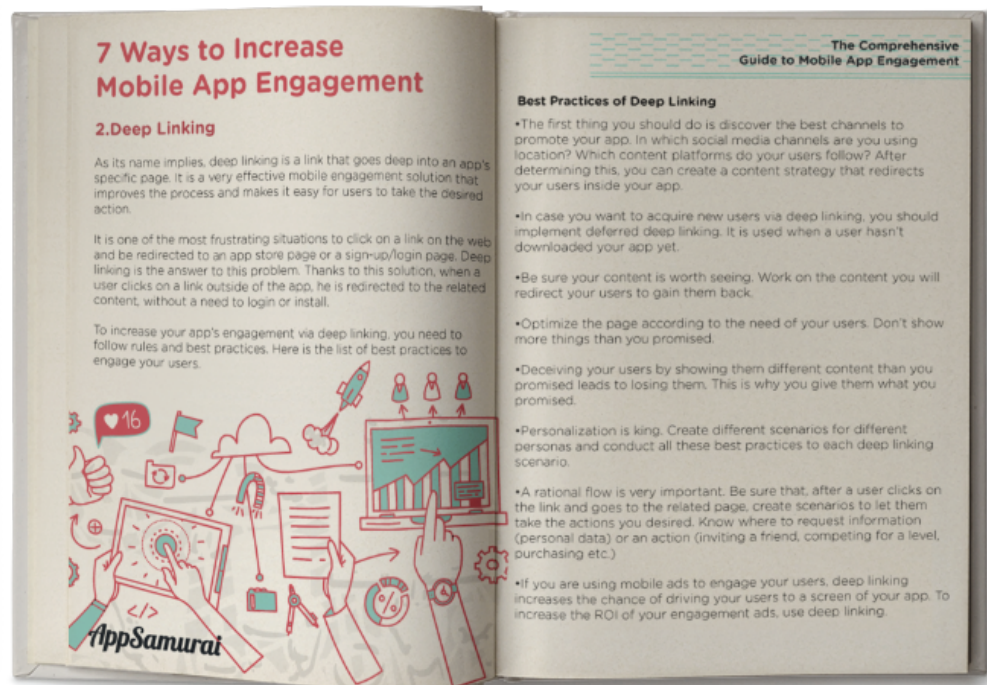
According to Gartner, through 2018, only 0.01% of mobile apps will be financially successful! This means 99.9% of mobile apps will not reach success, because they are not visible in their category. Being in this 0.01% needs a smart effort, besides time allocation.

These are some of the reasons for why you should invest in mobile ad campaigns after launching your lovely app. Now let's look at ad types that you can consider to include in your budget plan.

1. Social Media Ads (Facebook, YouTube, Twitter, Vine, Snapchat, Instagram)
2. Boost Campaigns
3. Interstitial Ads
4. Native Ads
5. Playable Ads (If you have a game app)
6. Video Ads
7. In-App Advertising



The Comprehensive Guide to Mobile App Engagement



Gartner, Inc. predicts that, through 2018, less than 0.01 percent of consumer mobile apps will be considered a financial success by their developers!

So, without a strict and smart plan, you don't have a chance to reach your goals, and the most important pillar of your plan should cover mobile app engagement. Even if mobile user acquisition is an important part of any mobile strategy, you need to remember that the first thing you need to work on should be mobile engagement.

In this eBook, you will find out:

- 7 ways to increase mobile app engagement
- Mobile app engagement ads
- 5 metrics you need to track for mobile engagement
- 3 main mobile engagement mistakes to avoid

**The Comprehensive Guide to
Mobile App Engagement**

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