

A traditional Japanese room with a large window and tatami floor. The room is dimly lit, with light coming from the window. The window has a grid pattern and is divided into four panes. The floor is made of tatami mats. There is a small table and a chair in the corner. The ceiling has a light fixture and a framed picture.

AppSamurai
"Your App in the Spotlight"

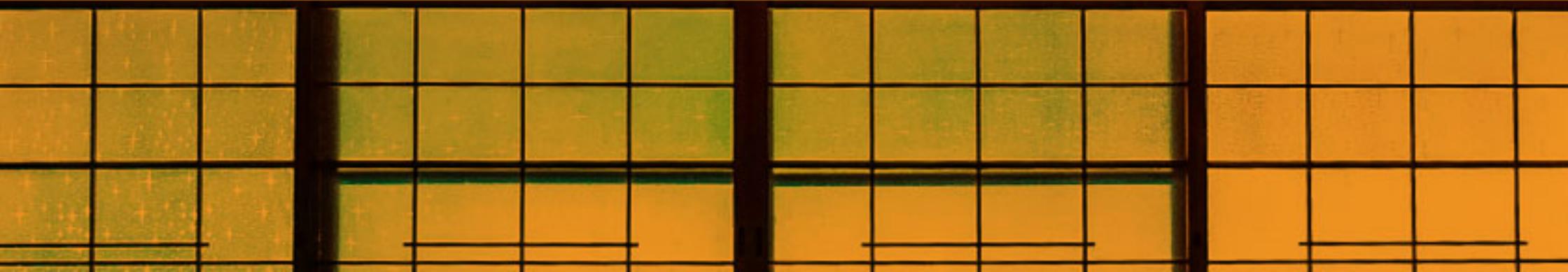
How to Get Your First 1000 App Users

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There comes a time in every developer's life when he believes that he will rock the world with his new idea. Are you the developer we are talking about? If your answer is "Yes" then, you understand that the app is not promoting itself, no matter how good it is. While you are creating the app you realize that you need to do something to convince, let's say 1000 people to download your app. But how can you do that? Where should you start? You need to be smart and do things in a proper way for fast results. For this, we will present you a step-by-step guide for acquiring your first 1000 users.

To help you see your dream coming true, follow these 10 effective steps that will send your app to 1000 or more, hearts. Your users are out there, you just need to open your eyes and see them. It is hard, but not impossible. If others did it, you will succeed, as well.

Let's start! 😊



"Be There" Every Time Your Users Need

Let's start with the most obvious one: Communicate with your users. Understand their problems and answer their questions. Before and after you launch your app, you will face many problems like bugs. Solve them and inform your users. Never ignore to send an email and keep your social media accounts open, maybe somebody have something to tell you. Make them understand that you are open to discussions. This way you will know the right move for your development process and, in the same time, they will receive a valuable app.

4 Places that You Should Be There

- 1. The Most Suitable Social Media Platforms:** You don't have to be active on all social media platforms available. Don't forget that the first thing you should be aware of is knowing your audience. Just pick the platforms they use and be active there.
- 2. In-App Channel:** Add a support channel inside your app to let them reach you while using your app. There are easy to use third party tools that you can consider to contact with your users every time they need.
- 3. Content and Feedback Platforms:** There are so many social content platforms that people write their feedbacks. You need to answer them also on the places that you are not actively using. To make this easier, you can consider online reputation monitoring tools. If you submit your app into feedback platforms, don't forget to check these accounts to make sure that your users left a feedback or not.
- 4. Email Support:** People mostly prefer to ask their questions via sending emails. Make sure that you have a support email. Then answer their mails as soon as possible.



Onboard Your Users Well

Next, look at your app. Now take another look carefully. Is it easy to work with? Does your user need a manual to get to a specific task? It is important to test your onboarding flow because this is the image you create in your users' eyes. A complicated app will make them go away and they will spread the word within seconds. Make the signup process as easier as possible. Maybe they will prefer to use their email address or they will choose one of their social accounts. If you obtain their email addresses, you can use those further for sending useful content. Discover more about **the best onboarding pattern** in our previous article. Show your professionalism and offer them a clean and simple app.

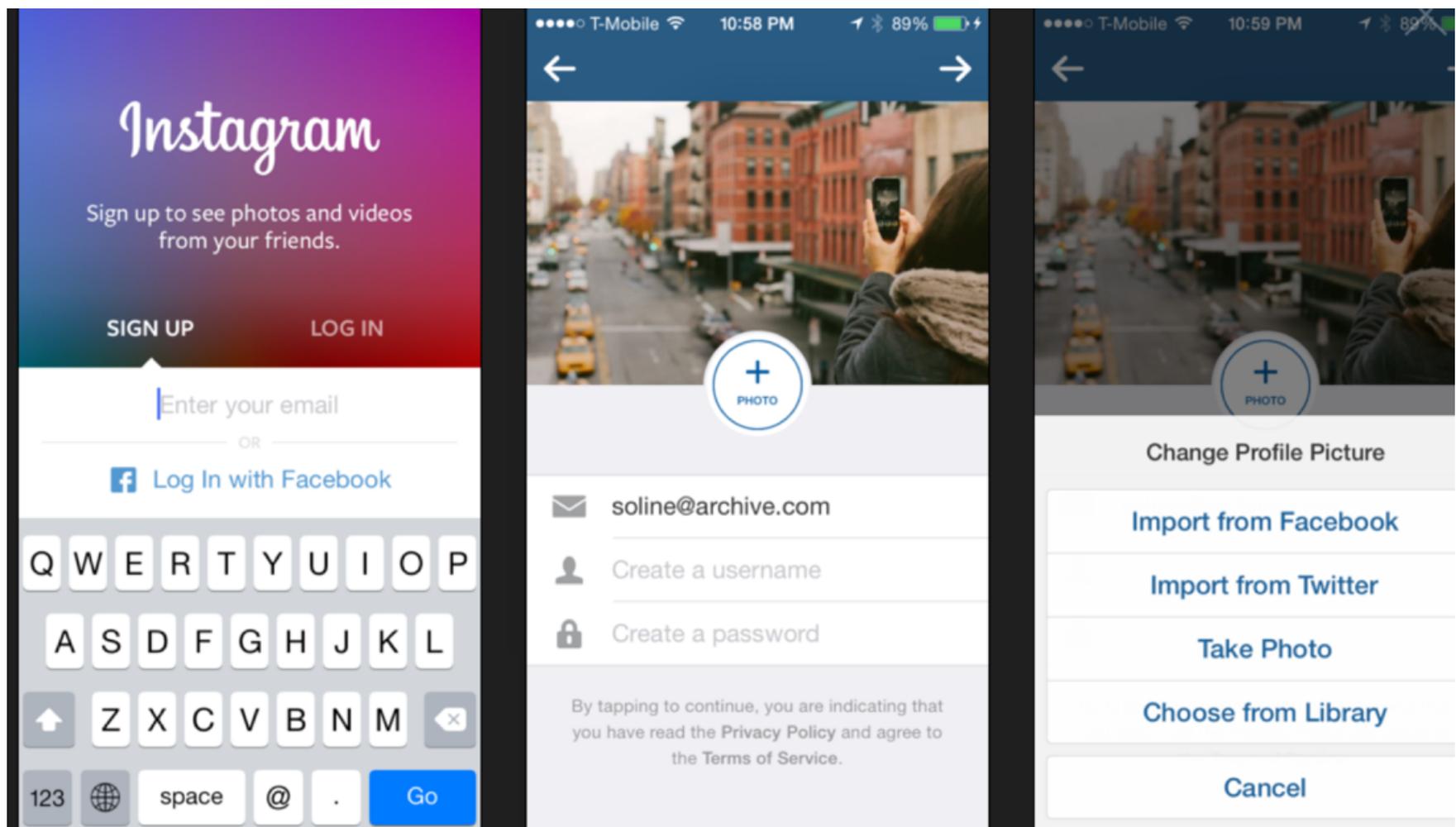
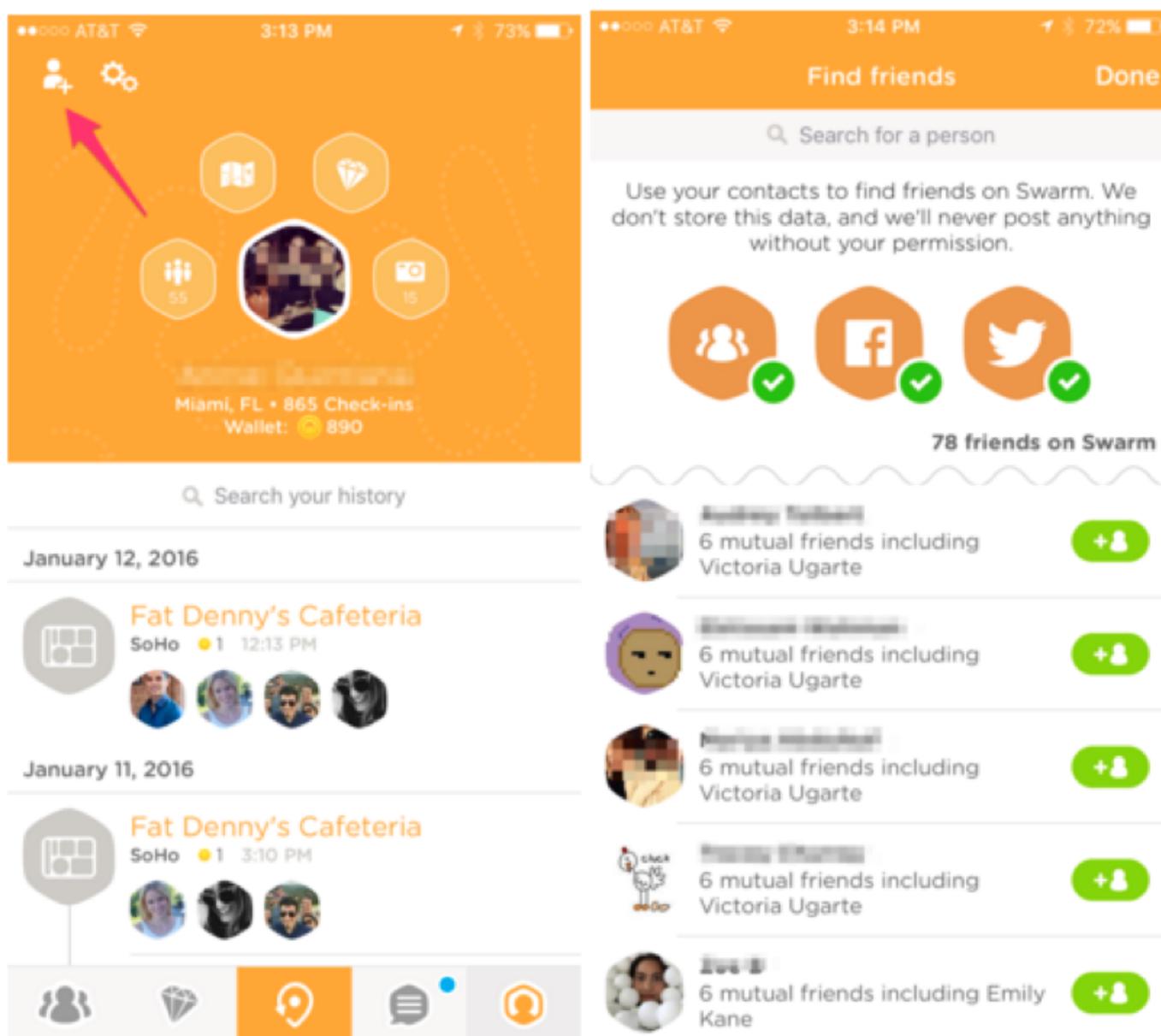


Image Source: UX Archive

Don't Let Your Users Feel Lonely

What is more delightful than sharing moments from an app with your friends? Because people don't have time anymore to meet everybody they know in real life, using the same app and communicating through it, will give them almost the same satisfaction like they were drinking a coffee with the persons near them. And if you add location - based suggestions maybe they will end up drinking that coffee, eventually. Another way to look at your app is to observe how efficient becomes a user when he knows he has a competitor. Offer him that and move your app forward in its path for getting 1000 users.



Add Competitive Advantage

If we are in the moment of improving the app, take a peek at your competitors. Add a useful feature they don't have and then brag about that. You can't pretend to have a viral app if you are not ready to invest a huge amount of effort. Creating an app like the rest of its category gives you no chance to attract few users. Not to mention 1000. It is very hard to make your app unique but, if you remember, we started from the point you have a great idea. Show it to people interested in it and you will be above all other app owners.

Use Mobile Advertising Channels

The moment when you uploaded your fresh, new app on app stores has come. After it is approved, you realize that the downloading flow is not working the way you were dreaming. But, luckily, not everything is lost. You can consider a **boost campaign** which in a few days it will provide more users than the milestone you fixed for your plan. On the other hand, you can choose non - incentivized ads which are more expensive but with better lifetime value. If your budget gives you the opportunity, you can advertise your app using **native ads**, which are not intrusive. Their main advantage is to make viewers aware of the benefits of your app.



Ask for Review In The Most Proper Way

If you completed the steps above so far, now is the moment to ask your users to review your app, because you know the effects of **Word Of Mouth**. Add a feature to make all the process easier and faster for them. Of course, you can't show that alert as soon as they open the app and definitely you can't be aggressive and say: "Give me 5 stars, or else...". The secret is to find the right timing and to be polite. After your app helped a user or it offered him a wonderful time in a stressful day, you can show a discreet message, like: "We need your help to make the best app, ever! Can you please give us your feedback? Thank you". If you find the right moment and the adequate language, you will have better results.



Join Facebook Groups And Submit Your App

Facebook is your big chance to promote your app. The main benefit is that you have access to your target audience in a free manner, but you need to invest a lot of time in creating a connection with the other members of those groups. You need to do that before you present them your app. Maybe this will give you the opportunity to discover their preferences and in the meantime, you can add new features to your app that they will appreciate. There are different opinions from all kind of people and you have to choose the most relevant for your app. The good news is that a great part of those members can become your users if you select the groups carefully.

Encourage Users to Share Their Experiences in Social Media

We keep telling you the benefits of new technologies that can bring new people in your app without you spending a lot of money. Discover the moment of the highest engagement for your actual users and invite them to share your app with their friends using special buttons implemented inside your app. Another great situation that can generate new users is when you choose **deep linking** for helping them to reach the desired activity within your app. You need to invest some effort in implementing these strategies at first, but after that everything becomes easier.



Submit Your App to Proper Content Platforms

Again, content is the key. With wise messages, you will win more users. There are platforms like Product Hunt or HackerNews that can help you promote your app. If you reach some users that consider your app appropriate for them, then other adepts will come and you will gather 1000 users in no time. If you add UTM source, your plan will be more efficient. If you don't know how, there are many **guides** available that can help you with all the procedure.

This is the original link



https://brandvee.com/blog/18-easy-ways-to-find-high-quality-content-to-share/?utm_source=facebook&utm_medium=18toolsarticle&utm_campaign=contentpromotion



These are the UTM parameters



Don't Forget Optimizing Your App Store Page (ASO)

This is an ongoing process. You must take care permanently of your app page. The rules and algorithms keep changing and you need to modify all the elements that present your app, accordingly. Start simple and test your ideas. If something is not working as it should then move on and try other options. You need to choose quality when it comes to screenshots and videos and to listen for all the feedback you are receiving for a relevant app name. Select the right keywords and include them in app name and in **app description**.

Final Thoughts

This is it. Did you complete the 10 steps in order to count your first 1000 users? Those stages contain two main ideas: to make your app better than your competitors in every possible way and to communicate all the time with people that can use your app. After that, you just needed to connect those persons with your amazing app and your goal is reached. Congratulations on your first 1000 users!



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Want to reach your audience and
increase your app downloads?

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