

# 4 VITAL COMPONENTS FOR SUCCESSFUL MOBILE APP MARKETING





## Table of Content

Introduction	03
1. Email Marketing	03
• Why Email Marketing?	04
• Make A Clear Interpretation Of Email Strategy And Modulate Your List	04
• Incorporate Mobile Friendly User Interface For Seamless Digital Experience	05
• Make Every Module And Parameter Observable	06
• Plan Newsletters And Tap On The Shoulder Reminders To Engage Subscribers	06
• Do Away With Intuition-Based Decision Making For Data Driven Approach	06
• Implement, Observe, Calibrate, And Repeat	06
2. Mobile Ads and AdWord	07
• Application Promotions	07
• Application Engagement Promotions	07
• The Follow-up Experience After The Advertisement	08
• Leveraging Data To Improve AdWords	08
3. Social Media Marketing	08
• Pre-Launch Marketing Strategy	09
4. Content Marketing	11
• The Definition of Content Marketing	11
• Science of App Discovery	11
• Taking Content To Mobile Users	12
About InfoClutch	13



### Introduction

If you are all set to launch a mobile App, you may have taken care of the keywords, analytics, and all essential whatnots. But, a well planned digital marketing strategy takes the cake.

The key aspect of a plan is to make the App and its utilities easily visible to respective audiences and ushering freshly arriving prospects to install and acquaint with its functions. The customer acquisition apps are not meant to be a one-off package. The App development itself must be phased out addressing both current and long-term challenges. Remember to look up the whole life cycle from optimization to digital marketing.

Here are 4 creative ways of promoting your marketing App with all new and existing audience:



1 | Email Marketing



2 | Mobile Ads & Adwords



3 | Social Media Marketing



4 | Content Marketing



### Email Marketing

Your app may be slated for launch, but if you cannot influence users to click, you couldn't be alone. Many marketers face the hurdle where they can't elicit expected response from app users. The desirability of the app depends upon its optimization capability.

Hasty marketers often negate the importance of optimization and invest exclusively on product launches and development expenses. Tending to key performance indicators can thereby bring enormous progress in the reception.

Marketing the apps and making monetary gains from isn't hard to achieve. Here's how you can successfully market your apps using email marketing.

Here's how you can successfully market your apps using email marketing:

### Why Email Marketing?

Email isn't dead. It's an oldest surviving marketing channel that still has loyal consumers from across the world. Having said that, it is unlikely to meet demise any sooner. The ongoing developments in personalization, segmentations, and presentational aspects make it market-ready for combating any present day challenges. Perhaps, it still continues to enjoy mass approval due to reliability, cost efficiency, and dependability.

Email automation is the next wave of change affecting the digital marketing, where upgrades are made in areas that focus on capturing and nurturing app users who have likely disabled the push notifications.

Populating the subscriber's mailbox with links to interactive apps is simply the answer for enhancing the reach and contriving strategic value to any marketing offerings. Emails have authoritative prowess to reactivate old clients and to engage newer ones. Optimizing these 6 aspects could make email marketing favourable to your marketing strategy.

- Make a clear interpretation of email strategy and modulate your list
- Incorporate mobile friendly user interface for seamless digital experience
- Make every module and parameter observable
- Plan newsletters and tap on the shoulder reminders to engage subscribers
- Do away with intuition based decision making for data driven approach
- Implement, observe, calibrate, and repeat.

### Make A Clear Interpretation Of Email Strategy And Modulate Your List

If you have a master database, analyze how many emails you will be sending and the frequency of each distribution. The automation can further assist in systematically ordering the flow of task.

Using email automation, you can program your mailing schedule by setting up a trigger for the distribution. For instance, you can program the automation system to send a follow-up after the user responds via sign up. It may entice the user to send feedback.

Segment the list based on the email address of the recipients. Assess the data quality before assembling a personalized message.

Customizing the particular fields can enhance the result in the specific areas. When a sender tailors the subject line, the open rate performance increases while the personalized email messages could improve the click-through up to 14% and subsequent conversions by up to 10%.

Plan your email marketing by considering the specific factors that work up on the consumer mindsets. Ask yourself, would you read a cringe-worthy email with puny title and lacking value within its body? Users find deleting inconsistent message more convenient than engaging them. Hence, serving your subscribers a much desirable content at planned intervals could reinforce the engagement. A deeper answer could be found while using analytic tool that explicitly throws up the performance indicators such as the time of engagement, the most active hour of the day, and so on.

### Incorporate Mobile Friendly User Interface For Seamless Digital Experience

The mobile platform is gradually becoming part and parcel of a modern email marketing strategy. With over 70% users preferring to view their emails on smartphones, the compatibility of email to offer a mobile friendly experience becomes the talking point. If your marketing is based on mobile apps, the quality of user experience becomes a dominating factor in keeping users connected.

Every part of the email must entice the users to take decisive action. One such improvement can be achieved by including just one powerful Call to Action (CTA) throughout the email. Having more CTA can be overwhelming and distracting making users to not preferring to engage any further.



The recipients are likely viewing the emails while shuttling between multiple tasks. Addition CTA can become taxing and might even affect the engagement rate. At the bottom of the email, it is mandatory to include a footer with the details assisting disinterested users to unsubscribe and company information. Skirting around this aspect could conflict with the CAN-SPAM laws with an increased risk of all mailing activities being barricaded by ISP.

### Make Every Module And Parameter Observable

Traceability is a primary factor in any email marketing programs. A flickable data is the centerpiece of marketing strategy. Emails with the traceable node will help analytics pick up the parameters that result in the outcome (positive or negative). The marketing data is vital to understand if the efforts have reached the right audience. The actionable data is responsible for driving optimization of the mobile app features.

### Plan Newsletters And Tap On The Shoulder Reminders To Engage Subscribers

The advantage of having an excellent template is that it allows seamless adaptability and improved delivery of content. Whether you choose to send newsletters or a reminder to check new product feature, the model streamlines the ability by assembling the content in a user-friendly package.



### Do Away With Intuition-Based Decision Making For Data Driven Approach

App marketers have the ultimate leverage in the email marketing. With the vast assortment of user data available on tap, you will feel less constricted while creating targeted campaigns. You may simultaneously observe the open and click through rates, skim the list of unsubscribes and other nitty gritty. Hence, a data-driven app marketing approach is more favorable than predictive strategies.

### Implement, Observe, Calibrate, And Repeat

The tractable nature of the email marketing is one of the primary reason it continues to be an all-time favorite. You can break down campaigns, manipulate various features, and test them in action. The marketers tend to face the dilemma while initiating tests, not knowing where to begin. The test must be queued up and synchronized to generate succinct to detect any anomalies. Incorporate email in your app marketing strategy for ideal results. Get in touch with InfoClutch, so we can tell you how to grow your email list through mobile marketing.



### Mobile Ads and AdWord

You may have an astonishingly agile mobile app, but that alone can't form the basis for successful user engagement and downloads. Projecting growth is possible if and only if the whole app lifecycle is taken into consideration. The description for the apps from the store to all keywords and other visual department needs optimization. The joint and progressive development is imperative for the app's discovery. Marketing the apps require careful thought into social media, content, and email marketing features.

Adwords are critical for digital marketing. It cuts the overall cost involved in making the app-based marketing features visible to the oblivious audience. The Pay-Per-Click (PPC) adverting is a rewarding concept that boosts the download volume and bolsters the viability at short notice. Google AdWord-based marketing is aimed for two reasons, one is to engage new app users, and the other is aimed at existing app users.

### Application Promotions

Google AdWords are specifically meant to overcome the typical acquisition challenges faced by marketers. It helps you stay aligned on getting people on board to explore and download the app. The AdWords contribute to identifying potential app users irrespective of their location or the device they use. With the flexibility in the advertising formats, it is the most promising method of promoting apps within user's community.

As more users are likely to use the apps on smartphones, it is ideal for targeting using the AdWords. If you have already integrated the AdWords for business, it could also be extended for the promotion of Ads with links. Ad extension can increase the overall score and improve the campaign performance.

### Application Engagement Promotions

Many marketers face the dilemma where they are unsure how to manage the existing app users. The problem isn't rare where marketers have to cope with inactive app users. It is vital to prod users to repeatedly engage with the app to make sense of successful marketing.

Try the engagement campaigns on AdWords that prompts an app user to engage an app driving its demand in surplus repeatedly. It is vital to steer users back into apps for completing an abandoned activity. Remarketing your app is a sure shot way to achieve accomplished results.

### The Follow-up Experience After The Advertisement

It may be easier to get people to pay attention to the Ads, but it is important to nurture this response ahead through dependable user experience. Thus, onboarding becomes a can't do away feature of mobile marketing.



### Leveraging Data To Improve AdWords

You can test various campaign features by using the AdWords, but data is at the heart of the assessment making the results more meaningful. Planning future Ad campaigns must be based on surefooted data analyzed from campaigns. It is a practice we have been implementing at InfoClutch. Data crunching is part and parcel of our activities, and we are highly passionate about it. We look past AdWords into other parameters such as analytic and big data.

Get a glimpse of our services on our site and let us help bring clients that matter to you.



### Social Media Marketing

Getting noticed in the competitive conditions may seem a daunting task, the development of the app is one part of the app life-cycle. It can be a prodigious challenge if you have no roadmap to goals. Marketers may lack the knowledge on what type of digital marketing to be included in the app marketing tactics. Building the ideal strategy ground up can be strenuously testing.

You may choose a mobile marketing plan or a social media approach, but irrespective of choices, social media plays a vital role in your app life cycle. You need to understand that the social media has always been an unmatched platform for providing the most immersive levels of promotion. It could also be because social media enjoys the highest rate of engagement on a mobile device and it is a favorite medium of spreading awareness and finding critical success through prospective audience and engagement.

The three stages of promoting mobile marketing app on social media are Pre-launch, Launch, and Post-launch.



### Pre-Launch Marketing Strategy

#### Why Social Media?

The choice of social media platform is critical for the performance of every campaign. The performance of the campaign varies mainly due to the nature of audience present on each platform. The Facebook and Twitter are the platforms where apps are well received by targeted audience. If you are into b2b marketing, LinkedIn may have plush opportunities to find prospects. In case, you have made your presence widely known on social media; you might assess the prelaunch engagements and ensure the profile is updated.

The social media engagement before launch will help to anticipate the response. Marketers often use the data to perform adjustments and upgrades to campaigns before launching the app. You can feature a sign-up option so that interested users can be updated on app development progress, and it helps to generate the buzz to increase the follower. Improvise the promotions by including the CTA so users can get notified regularly. It can also boost the organic growth of email marketing list.

Increase the headcount who are likely to download the app by collaborating with social media influencers. Such collaboration is useful for swaying a larger pool of audience in your way. It also gives an assurance, that the app is downloaded immediately once they are launched. A limited time giveaway is an attractive scheme that is highly welcoming and can add to the competitive stance of your brand.

#### Monitoring The Competitors Camp

Peek into your competitor's enclosure to understand the type of promotions utilized by them, their engagement hierarchy, etc. A well-informed marketer can dwarf the threat of competing parties with compelling campaigns. It isn't ethically wrong to observe the progress in your competitor's camp using listening tools.

#### Launching Content Strategy

Content is pivotal in wooing the audience. It has incentivized several social media campaigns providing the leverage to sustain engagement. However, a successful content plan requires a content plan and well-planned schedule. Having a blog adjoining an app will provide a window of opportunity to speak about the features, benefits, and other engaging discussions that will drive the conversation on social media. The content strategy gains mileage with the timely assistance of Search Engine Optimization (SEO). Also, it is easier to automate content posting using smart tools such as Hootsuite while marketers can focus on other important tasks.

### Launching on Social Media

#### Engaging The Right Away

Social media may allow marketers to stay in touch with their followers. But, too many times the platform has been underutilized when marketers pour irrelevant content burdening followers. It is important to say more than a “hello” to keep the followers connected. Content should be posted with the user in perspective. The message must be conveyed with humanistic qualities and must contain valuable information that is beneficial to the readers.

Marketers may have the tendency to become unconditionally dependent on automated posting tools; they ignore the need for spontaneity while responding to followers. Do not get tempted to plan every message responses with automatic response. App users vent out their frustration on social media where it could require tremendous efforts undoing the blemish to reputation. Hence, respond to clients concerns with recommendations, bits of advice, and factual support. The Facebook regularly analyzes your response while grading your campaigns and it greatly reflects in online brand positioning.

#### Social Share Increases Visibility And Reliability

Brand advocacy is an absolute essential for urging users to share the apps for attractive incentives. The reward programs will get the users to engage with apps and simultaneously welcome more members into the acquisition list.

#### App Marketing After The Launch

Optimization must never take a back seat. In digital marketing, the optimization must be incorporated as a routine part of the cycle rather than a one-time process. To sustain growth, the optimization must be performed from ground up.

#### Analytics And Number Crunching

The scheduling tool such as Hootsuite will enable analyzing the productiveness of the content on a particular date of engagement. The app analytics will suffice for gauging the social media campaigns. If the apps are available for download on the landing page, you can quickly analyze the markers using the client acquisition report.

An ambitious marketer must always be involved in testing the components to ensure flawless operation. Perhaps the data will serve as a guiding agent in the upcoming campaigns.

Most social media engagement depends on the multichannel tactics and is not stand alone method. Many a time, there is a good correlation between SEO, PR, and Social Media. Hence, configuring a social media strategy must never be weighed over strategies.



## Content Marketing

Content is the heart of any App marketing venture. The list of supporting content such as image, video, reviews, etc., collectively coordinate to invigorate the values derived from using the App. The content must be planned in advance so that the reception of the launch could be made a grand affair. Upright, the content marketing may seem a little too grueling. But, in fact, it is a fundamental process of aligning the content for better results. A well-defined content may give marketers an authoritative voice.

The content marketing blueprint may be part of bigger digital marketing strategy. A typical marketer focuses on 4 components of digital marketing such as AdWords, email marketing, content, and social media marketing.

### The Definition of Content Marketing

Content marketing is serving the content to app users and potential clients for knowledge enhancement. The content as a central component promotes the value and brings the audience within arm's reach. Additionally, users who are convinced your apps can bring resolve to a particular set of problems, the content will play a vital part in clarifying their understanding and driving the engagement through rationale.

When referring to content, it gives a general impression of a text-based representation of words and phrases banded together in a stream. However, in the digital marketing realm, content is a combination of audio, video, infographics, whitepapers, eBooks, podcasts, slides and much more. These resources are stitched together in right combinations to supplement the consumer with a representation of ideal solution. The content listed above is encouraged to be shared among peers and the greater audience for their support and approval. All the reviews add up to a convincing package encouraging more involvement from the audience.

### Science of App Discovery

App marketers are substantially involved in the exploring new users to earn their patronage and adding them into client list. Promoting the app must be done by including a link in the content that will bring the consumer into landing pages or app store. A well-planned content will help identify the specific audience qualified to receive the marketing message.

### Taking Content To Mobile Users

In Mobile marketing, content must be optimized for easy viewing on mobile gadgets. You may have queued content awaiting distribution, but if they take too long to load, it may make the consumer look elsewhere. A lighter content will entice users to click and download the content on their smartphones. Also, the choice of the distribution channel is critical for marketing success.

The content is modulated appropriately to enrich the user experience across multichannel whether it is Email, AdWords, or Social Media.

### Content For Email Marketing

The email marketing content is expected to be interactive, less cumbersome, and with media such as blogs, articles, tip videos, reviews, audio book, etc.

The initial email must be entirely relevant to the audience so they would interact with the message. Since the chance is greater for an email to be opened in the mobile gadget, the marketer's template must be cross platform compatible and capable of supporting an array of devices used by the audience. Independent research has shown that the video market has seen growth up to 30% and still on the surge.

### Content For AdWords

While using the AdWords, the focus is on the content of the Ads and landing page. The CTA placed on the landing page is highly critical for sales conversion. Intuitive design and quality content can multiply the chances of a consumer staying longer. The campaign content can be tested using the AdWords, and the data can be analyzed for the acquisition of mobile users.

A data-driven approach will help planning succeeding content. Splurging on expenses without a well planned strategy is needless.

### Continuous Optimization

The most pressing need for successful marketing effort is the ongoing optimization of mobile friendly apps, and campaigns before an official launch.

When content is made publicly available, the feedback from the initial wave alone can tell if the campaign efforts have attained desired results. The knowledge can be rostered for future optimization. Once the strategy is implemented, you will receive the feedback that can be studied for further improvements in the distribution channel. The content needs regular optimization for improving the downloads every month.



### About InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand had taken center stage from its inception two years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

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