Class 14 – Marketing Strategies

Summer 2013

Accelerating Information Technology Innovation

Your challenge:

1220256 on the iTunes store

769653 on the Android store

100000 on the Blackberry store

99000 on the Windows store

Amongst these thousands of apps – how do you make yours discoverable?

Marketing begins way before your app gets to production

- **But I do not have budget for marketing**
  - Contrary to popular belief, most effective marketing strategies don't require any spending at all – just a lot of time and effort

- **Assign a VP of Marketing now!** It is never too early to start marketing your app and building inbound marketing attention
  - You will need a well-thought-out marketing strategy

> You will spend ~10x more time on marketing activities than programming activities in the first six months

1. Make a press kit that 'pops'

A press kit is a set of documents ready to provide to press, use in marketing material, etc

■ **Key components include:**

- A high-resolution logo
- Sample design screens of your app
- A high resolution app icon
- A standard press release template
- A perfected app description
  - The first paragraph of the app description should be your selling pitch

- A microsite website
- A promotional or teaser video
- A brochure design
- High resolution photos of the founders
- A brief three to four sentence bio of the founders
- App store screenshots – these should be customized to attract your customer.

1.1 Choose an influencing name and app icon and logo

- ■ Choose an influencing or catchy name

  - • A fantastic name and icon should be catchy and connects with the audience instantly.

- ■ Get a great app logo and icon design

Good Logo Designs

The challenge:

Designing an app icon poses a big marketing challenge. The logo must be creative enough to stand out from the crowd, yet clearly convey its function on the phones diminutive screen. It also has to tie into a brand's Web site and other marketing collateral. All this in a thumbnail's worth of space.
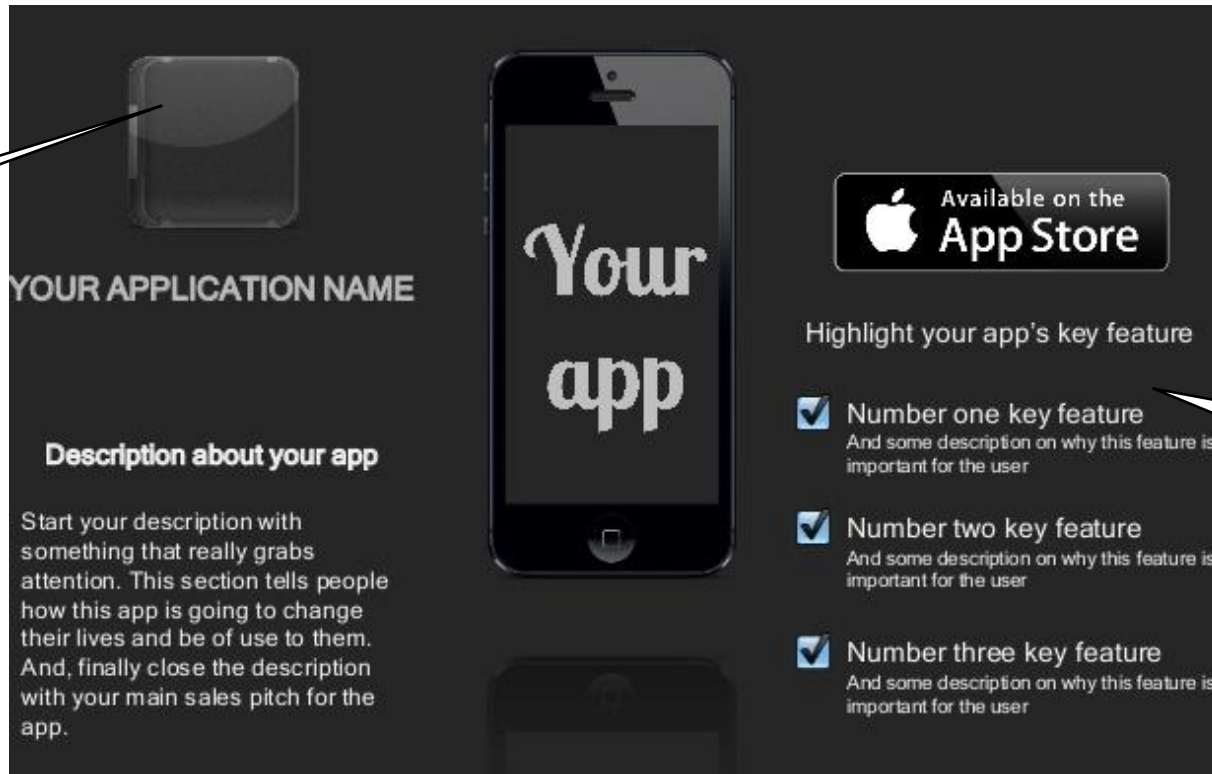
The icon is the first thing the user will see

App Icon Designs

1.2 App store screenshots

– these should be customized to attract your customer.

Logo

Design a layout for both iTunes and Android stores

Highlight your apps key features

One of the most under-rated, but highly effective strategies is app store marketing. Because a lot of people browse with keyword searches, select your keywords wisely by researching successful competitors.

2. Social Media is King when getting started!

- **Everyone is connected and Social Marketing is a great idea
  If done correctly, it is free (or mostly free …. It takes a lot of time)**

- Make a Facebook page for your app
- Make a Twitter page for your app
- Make a Linkedin page for your app
- Make a Google+ page for your app

- You may also want to consider the
  following social media sites:
  - Pinterest
  - MySpace
  - Tumblr
  - WhatsApp
  - Digg; Stumbleupon

- Or more African centric sites:
  - AfricanZone

- Get all your friends to like your app on facebook, etc
- Get all your friends to share your app on their facebook walls

- Regularly post interesting comments, content, relevant links, etc

3. Make a funny or informative Video that promotes your app

• **Make a great video**

• **Test the video with your friends before you share it .**.. Get honest feedback. A bad video can do a lot of damage!

• **Make it tasteful** – no swear words or adult content. Do not use jokes that could be interpreted as racist, sexist. Do not use political jokes. Use your common sense!

• **Post your video on utube**

Have all your friends watch it, like it, and share it with their friends on facebook!

• Consider posting to other video sharing platforms:

  o Vimeo, GoogleVideo, etc

4. Build a teaser, giveaway, promotion, competition, etc

- Build a teaser or giveaway offer into your microsite and invite people to share their email address to stay updated on when your app launches.

- This helps build a database of people interested in your app.

- For example, at the end of the video say: 'visit our microsite with the message: "Sign up and you'll be the first to know when …. launches!" -- a clever way to gather potential customers early.
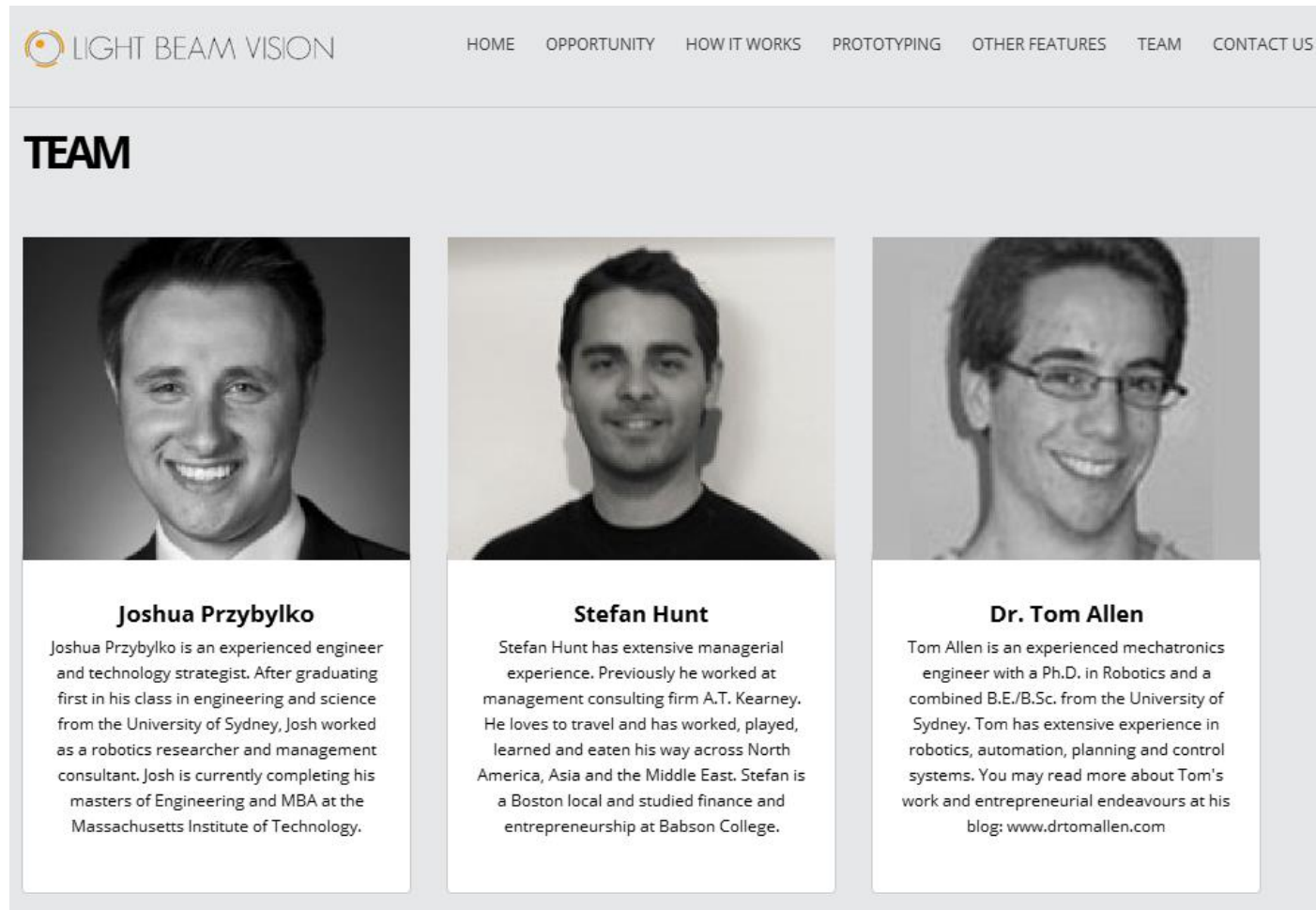
Built an enticing micro-website

- **Build an enticing microsite**.

- This **two to three page website** aggregates all the information about the product. While a lot of downloads will come directly through app stores, a huge amount of traffic is driven through the web.

- For example, the Path app's microsite homepage greets visitors with the tagline: "Private messaging and sharing with friends and family" directly above a sign-up prompt at the top of the page. This is designed to hook new user as soon as they hit the landing page, before they've gotten all the information they need on the app.

Example- microsite for android app: path

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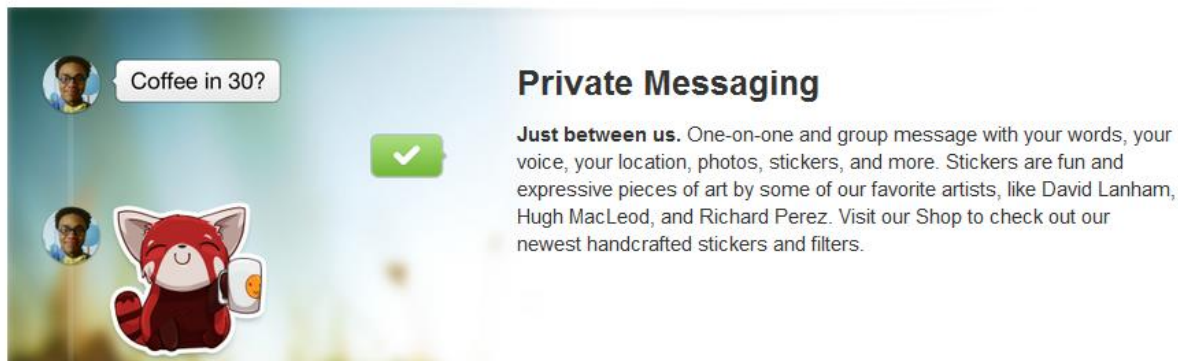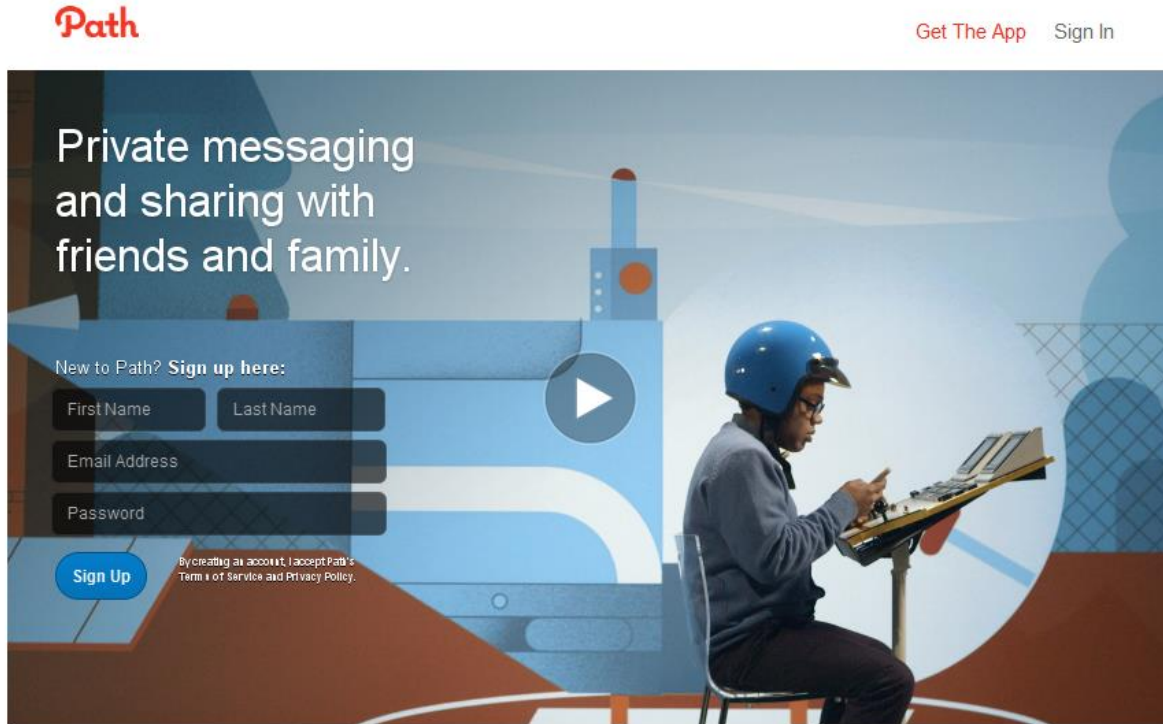
Write a little about your team on your microsite – but remain modest

3. Create a Content to post to your microsite and social platforms

Types of Content:

- Blogs – linked to microsite

- Whitepapers, Presentations

- Photographs

- Interviews are great
  - with celebrities, newspapers, other entrepreneurs

- Keeping your content fresh will drive a lot of inbound traffic to your website.

- You can also make your presence cohesive on social media platforms like Twitter, Facebook, Linkedin, and Digg by sharing your blog posts with an active audience.

- Always think about how your content can be of value to a follower. For example, Angry Birds' social media strategy includes sneak peeks of new game levels and versions, special offers and real-life examples of people enjoying the game.

- This is important because blog posts are indexed by Google. Keeping your content fresh will drive a lot of inbound traffic to your website

Keep your content fresh!!

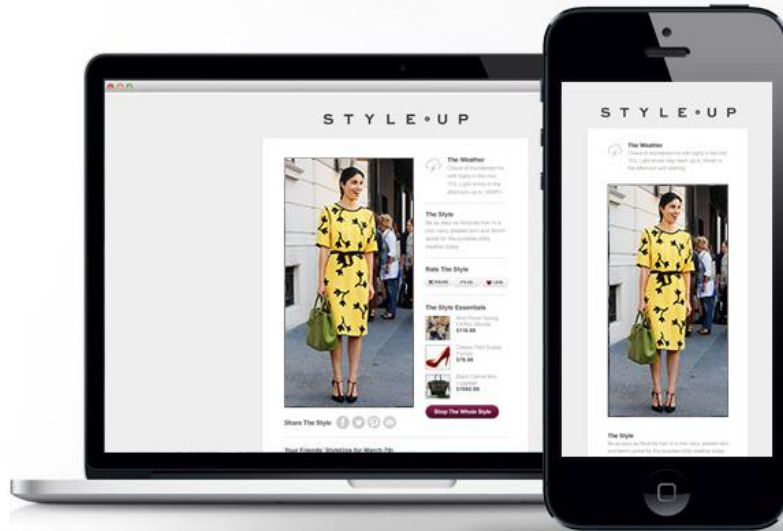**Continue to update it weekly or even faster**

Example – Styleup (1/2)

Can like directly on page. Increases status on google search and play store

Integrated blog which is pushed to scoail media sites. Interesting content, interviews etc

List major press releases, successes stories.

This helps build credibility

STYLE•UP

HOME   HOW IT WORKS   ABOUT US   BLOG   LOG IN

Weather-appropriate fashion advice tailored to your life and style, every day.

Sign Up For Free

Get started in less than 60 seconds.

📷 Fashion Email

One complete outfit per day that suits your weather and taste, along with tips on how to re-create it.

🏷 Shop The Style

Update your wardrobe with new pieces inspired by your daily outfit suggestions.

💬 Inspiration

See what outfits others are loving, and join in the conversation.

RACKED   DAILY CANDY   Fashionista   The Boston Globe

ASHESI

Example – Styleup (2/2)

STYLE•UP

HOME   HOW IT WORKS   ABOUT US

Saturday, July 13, 2013
Who Are This Week's Top Fashion Critics?

Every night, we comb through the comments you guys write about the StyleUp suggestions. Every weekend, we'll round up our favorite fashion critiques. Get creative and your fashion review might appear next week.

Kerry

"Gorgeous! I love stripes, and a nice floaty skirt is exactly what this weather needs."

Mary

"Quirky. works even with the scal-loped hem on skirt, just kinda awesome

Diane

"Love navy and black! Loose top, dressy pants, ban-gles and classic heels are effortless.

| #4dudes #2filters #swfanvan
Like · Comment · Share · 8 hours ago via mobile ·
RJ Andrews and Sean Bonawitz like this.
Write a comment...

Kendall Herbst rated a style on The StyleUp.

Kendall's StyleUp for July
Pair a black ... with ...
sandals. | www...

Like · Comment · Share · 15 hours ago ·

STYL

StyleUp brings eff
getting dressed w
appropriate advice
your life and style. It's your shortcut
to chic.

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      Chic Nail Polish Colors to Wear With Your Favorite...
      What To Wear To A Wedding: Va-Va-Voom On A Vineyar...
      Modern Icon: Blogger Allison Teng
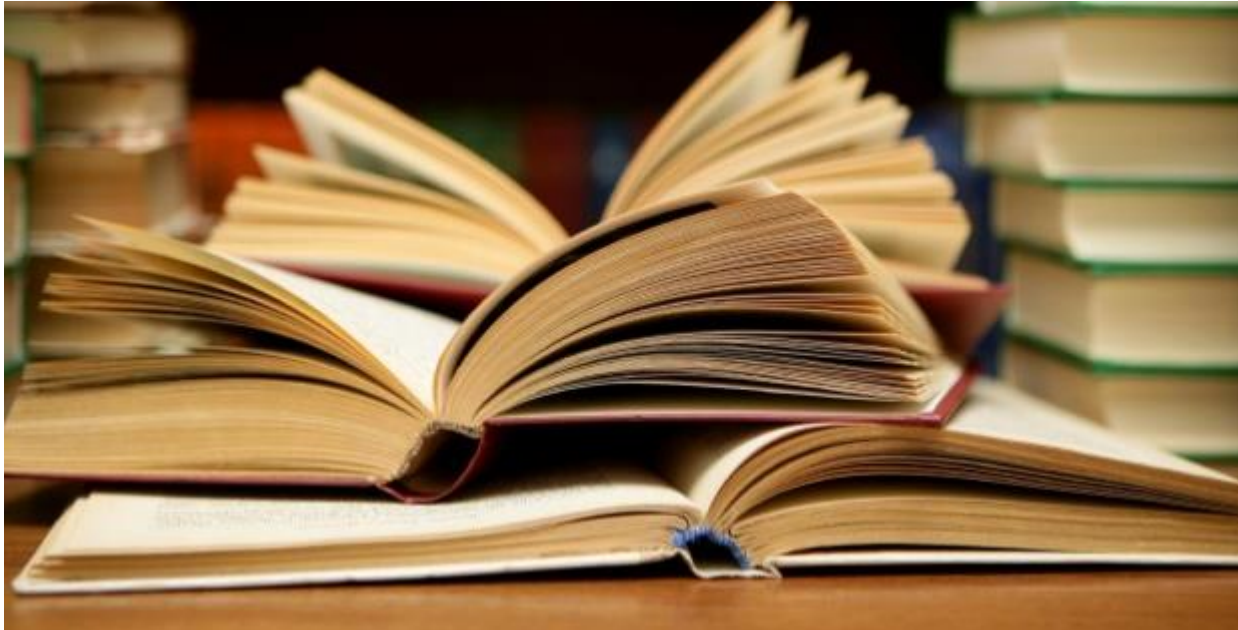   Trending Wednesday: Sleeveless Button Downs

Information pushed to Facebook on regularly basis

Link to Bloglovin

Hundreds of Blog entries created in only 1.5 years

Interesting content that resonates with target customers. Not a two bit effort

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List the app on app directories

When ready to launch build hype

- **Get in touch with tech blogs and publications likely to write about your product**.

- Personalize your email with links to the press kit and microsite.

- If you haven't heard from the press in a week, send a reminder. If they did not cover your product initially, reach out again after your launch with download statistics and customer testimonials.

- Some popular sites like **148 Apps**, **App Advice** and **Macworld** can help spread the word about your app

- After it launches, write to them for a review of your app. There's a large audience that reads recommendations online when deciding what to download.

Ask customers for feedback

■ The more positive the ratings are for your app, the better chance it has of being downloaded

■ Build design features (code it) to ask users for feedback –

■ Rankings look at: **#downloads** and **#user ranks** and **#ave rating of user rankings**

■ Make sure to include contact information at the end of your app description or use a software development kit such as Appsfire to let people send feedback from a notification inbox

■ You can then reach out to unhappy users, resolve their issues and ask them to leave a rating on the app store if they were satisfied. Converting unhappy users to happy ones will improve your ratings.

The main investment in these tactics is your time, persistence and creativity. Armed with these three qualities, you can get over a million eyeballs for your app in a very short time.

Difference between inbound and outbound marketing

Outbound marketing:

Outbound marketing consists of the familiar types of traditional advertising that have been used for years, such as:

• Billboards,

•Ads in the Yellow Pages and other print mediums,

•Telemarketing

•TV

•GoogleAdwords (this is just a modern billboard)

Inbound Marketing

Inbound marketing involves attracting potential clients such that they now perform their own online research to find the company that best suits their needs, and ultimately choose a business based on their personal preferences and research rather than a flashy ad campaign.

Those companies which utilize effective inbound marketing tips won't have to search for clientele.

Other considerations

- Google Adwords

- Entrepreneurship Competitions

- Business plan competitions

- Hackathons

- Kickstarter

- Flyers if target market is small

(i.e. handouts to students)

- Fundraising campaign

- Kickstarter

- Good webhosting (A slow website can be a big detraction)

Kickstarter is a great way to market your product and raise funds

Kickstarter is even being used for a project in Ghana

Promotional video

Target fundraising

Description of product

Pictures of product, etc

4
backers

$50.00
pledged of $12,000 goal

21
days to go

Back This Project
$1 minimum pledge

This project will only be funded if at least $12 is pledged by Thursday Aug 8, 1:08p

your name on our Facebook page as an honored donor!!

Estimated delivery: Sep 2013
Add $2 to ship outside the US

f Share   Tweet   <> Embed

Arts4Heart promotes the importa
countries, international art comm
children's art skills.

We (Albert Johnson of Ghana and Elaine Ginn of
program for artists to share their talent and work
Arts4Heart. Our goal is to bring artists from all ov
children in schools there, tell their personal storie
it means to them, and encourage the children to develop their own artistic skills. And we
want them to meet the artists here and they can all share their stories with each other

Pledge $25 or more

1 backer

A set of three original art greeting cards designed by Albert Johnson Amoah, Project Director, of Ghana, Africa. We also send our personal note of profound appreciation and AND list your name on our Facebook page as an honored donor!!!

Estimated delivery: Aug 2013

See full bio

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