MOBILE MARKETING GUIDE FOR APPS 2020

HOW TO ACQUIRE, ENGAGE AND RETAIN USERS

PRODUCED BY APPGAIN.IO

MOBILE APP GROWTH PLATFORM

APPGAIN.io
Mobile Marketing Cloud Solutions

WHO WE ARE?

Appgain is a Saas marketing solution to helps mobile marketers get more users and improve retention in one single platform

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INTRODUCTION

Mobile apps are not a "set-and-forget" thing, you don't just create it, and that's it! Building the app is your start line; it's when you start the game.

The real case here is to go through all the challenges you face until you reach the finish line successfully, and then go to the next level, so on and so forth.

Accordingly, we are providing you with what you need to win this mobile app marketing challenging game; "Appgain.io step-by-step guidelines in Mobile App Marketing and how to acquire, engage and retain app users.

Throughout this guide you are going to learn more about mobile app user journey, how you can trigger them in each phase of this journey, and how to successfully pass each phase till you reach the triumph!

Step 1: Know more about the game

Before taking any step forward in the game, you need to study its related facts and figures first. So here we go. Researchers found that "Four out of five smartphone users check their phones within 15 minutes of waking up, and 44% admit to sleeping with their phones beside their bed." Huge huh? And the ugly truth is that users don't even spend this time equally between different apps. A mobile app user has an average of 26 apps, but s/he uses only 5 of them for 80% of the time!

**THESE INSIGHTS WILL TELL YOU MORE ABOUT THAT**

What People Want from Apps in the Future

(1=Want the Most)

#1	#2(tie)	#2(tie)	#3
Provide more functionality (so I don't need to use so many different apps)	Seamlessly connect with my online and real-world experiences (e.g. home, car, travel, work, entertainment, shopping)	Present content that is personalized to my preferences / needs / location	Anticipate my preferences / needs / location

Localytics Localytics / Research Now Smartphone User Study, October 2015

Number of Times People Try New Apps Before Stopping

More Than 10x: 9%

6-10x: 9%

1x: 6%

2x: 20%

Average # of Times: 4.5

3-5x: 56%
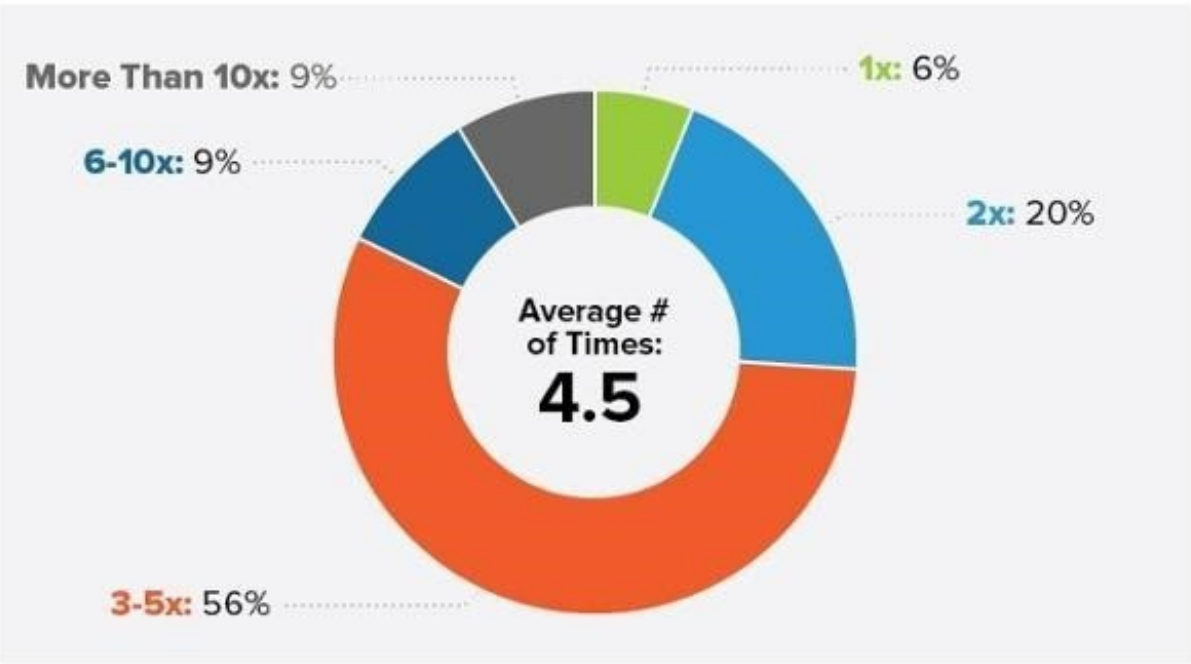
Localytics Localytics / Research Now Smartphone User Study, October 2015

Top 10 Mobile Apps by Penetration of App Audience
Source: comScore Mobile Metrix, U.S., Age 18+, June 2017

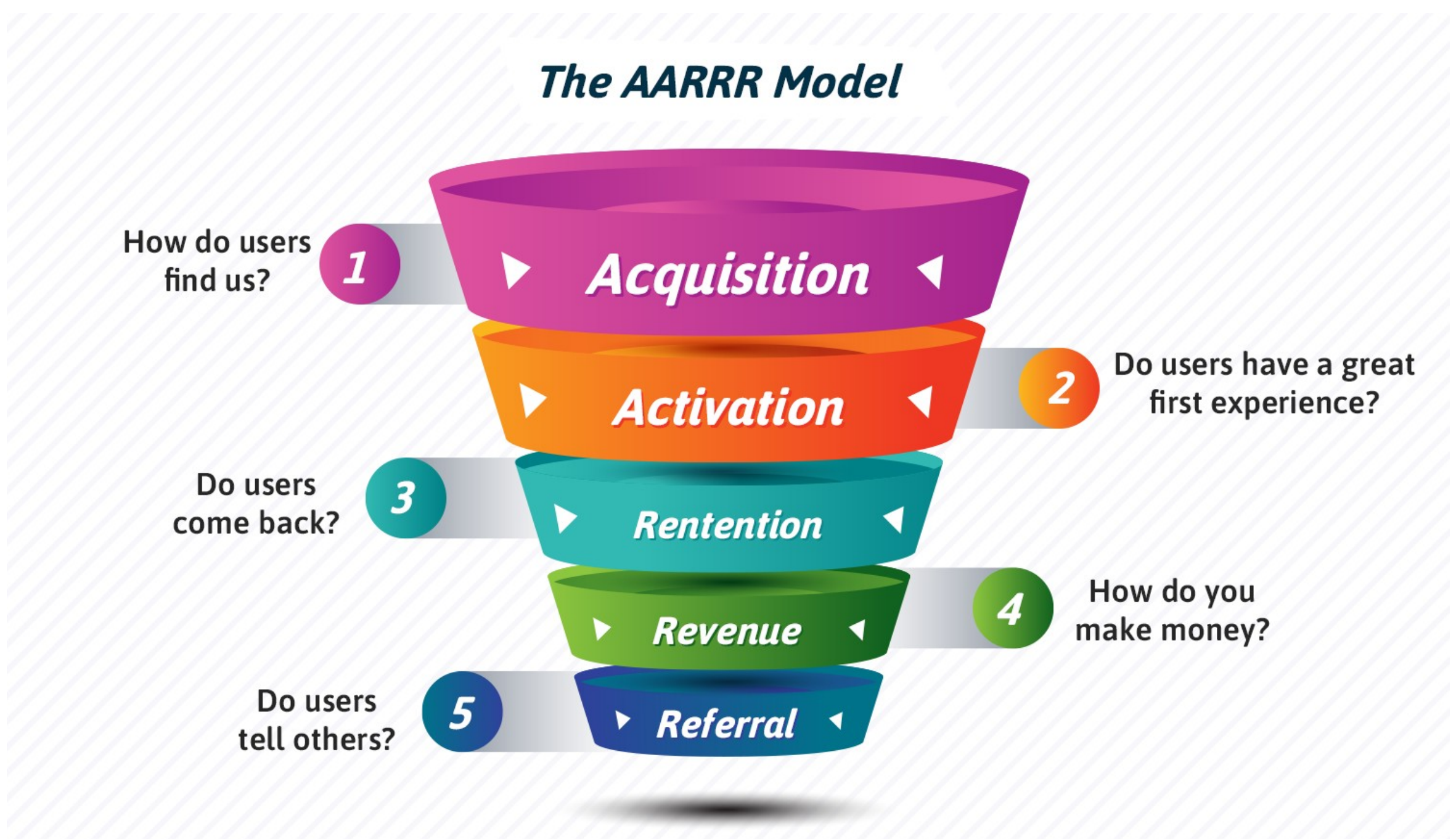| App	%
facebook	81%
YouTube	71%
FB Messenger	68%
Google Search	61%
Google Maps	57%
Instagram	50%
snapchat	50%
Google Play	47%
Gmail	44%
pandora	41%
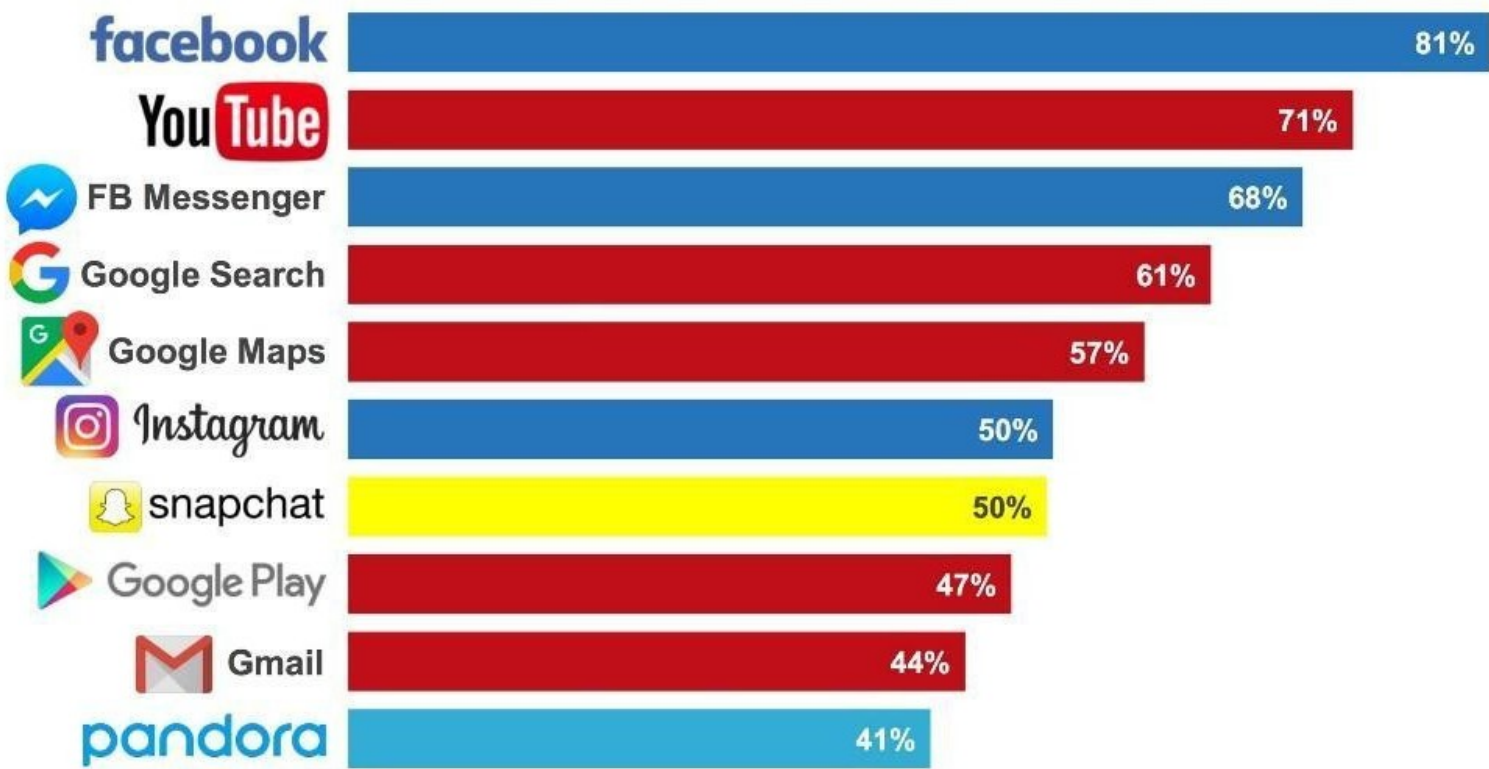
Step 2: Understand your user journey

To win users' attention and to stand out despite all of the above challenges, you need to know your users' life-cycle starting from the minute they hold their digital device and start navigating…

Growth framework "AARRR" is your best enlightenment model for that aspect. Invented by Dave McClure back in 2007, AARRR was and still is the simple and clear way to illustrate the way the users act. This method allows you to know exactly how your users move from one phase to another and get you one step closer to fully understanding their behavior. AARRR states that mobile app users go through 5 stages; acquisition, activation, retention, revenue, and referral, as shown in the diagram.

Step 3: Utilizing the AARRR Model in your mobile app marketing plan

Your task now is to master every single stage of these; to understand how to encounter each one, to know the best strategies to use, and to discover the suitable tools to analyze and manage your plan… Let's dig deeper!

The AARRR Model

How do users find us? 1 ▶ **Acquisition** ◀

Activation ◀ 2 Do users have a great first experience?

Do users come back? 3 ▶ **Rentention** ◀

▶ **Revenue** ◀ 4 How do you make money?

Do users tell others? 5 ▶ **Referral** ◀

I- ACQUISITION

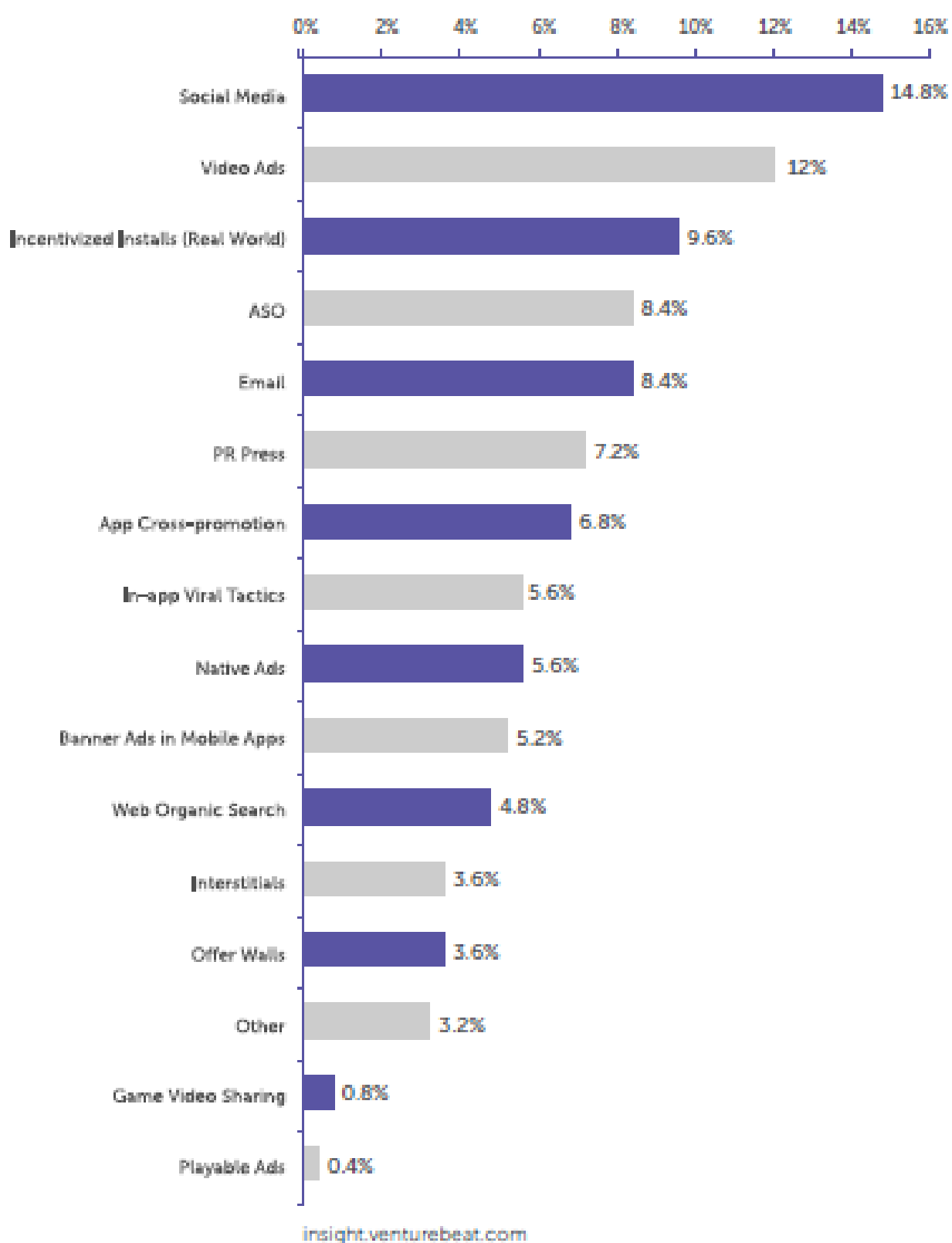## HOW DO USERS FIND YOUR APP? (YOUR APP DISCOVERY)

Having more than 1.2 million apps in app stores, your mobile app acquisition process is not such an easy task to accomplish. After double-checking on your users' persona and segmentation, and making sure that you are targeting the exact right audience for your app, you need to start researching where exactly to hunt these audiences. And the question here is "From where can you start?" The answer is right in this insight!

In addition, a comprehensive proposal includes a list of the key participants.

These are the most effective mobile user acquisition strategies and channels. After thoroughly checking it, you need to do the following:

- Determine which channels of these you are using the most.
- Determine how common/successful it is according to the graph
- Check out your app acquisition insights (aka mobile attribution) from each channel and document all the findings
- Compare between the insights of each channel you analyze and determine which ones work for you the most.

After doing this exercise, you will definitely find out that the most effective channels/strategies on your list is one of these: social media, video ads and ASO. These three are the top channels to acquire audience, but do we know how to approach them correctly? Let's see…

Most Effective User Acquisition Strategies

Strategy	Percentage
Social Media	14.8%
Video Ads	12%
Incentivized Installs (Real World)	9.6%
ASO	8.4%
Email	8.4%
PR Press	7.2%
App Cross-promotion	6.8%
In-app Viral Tactics	5.6%
Native Ads	5.6%
Banner Ads in Mobile Apps	5.2%
Web Organic Search	4.8%
Interstitials	3.6%
Offer Walls	3.6%
Other	3.2%
Game Video Sharing	0.8%
Playable Ads	0.4%

insight.venturebeat.com

1. Social Media

Social Media is ranked No.1 on the "most effective channels" list for a reason; it's a magical channel if you just used it right! Evolution of social media throughout the years is impressive. Nowadays it is marketers' no.1 channel to reach and acquire the largest possible base of audiences, and to network with them as well!

The Do's

Create a worth spreading app content
Want your mobile app go viral? Then listen to this. The fastest and most effective way to spread your latest news/updates about your app is to get people to share it. The easiest way for people to share these news/updates is to find them right there on their timeline. So create that shareable and engaging app content and let your audiences do the rest! It can be a written post, a GIF or a video.

Interact
Think of social media platforms as your online PR. Reply to your audience's comment or engage them through a game that is related to your app, and most importantly, act like a human being, not like a robot! Collaborate with influencers: Social media influencers are talking marketing by storm, forget the old school strategy of focusing all your budget on paid ads, save some to the right influencer who is in the same field of your app and collaborate to advertise for your mobile app.

Hashtags
Watch the most used hashtags closely on each platform you're posting regularly on. Choose what is suitable for you and use them wisely.

The Don'ts

© marketoonist.com

Tools that can assist you:

Socedo: Automate Social Media Lead Generation Machine.

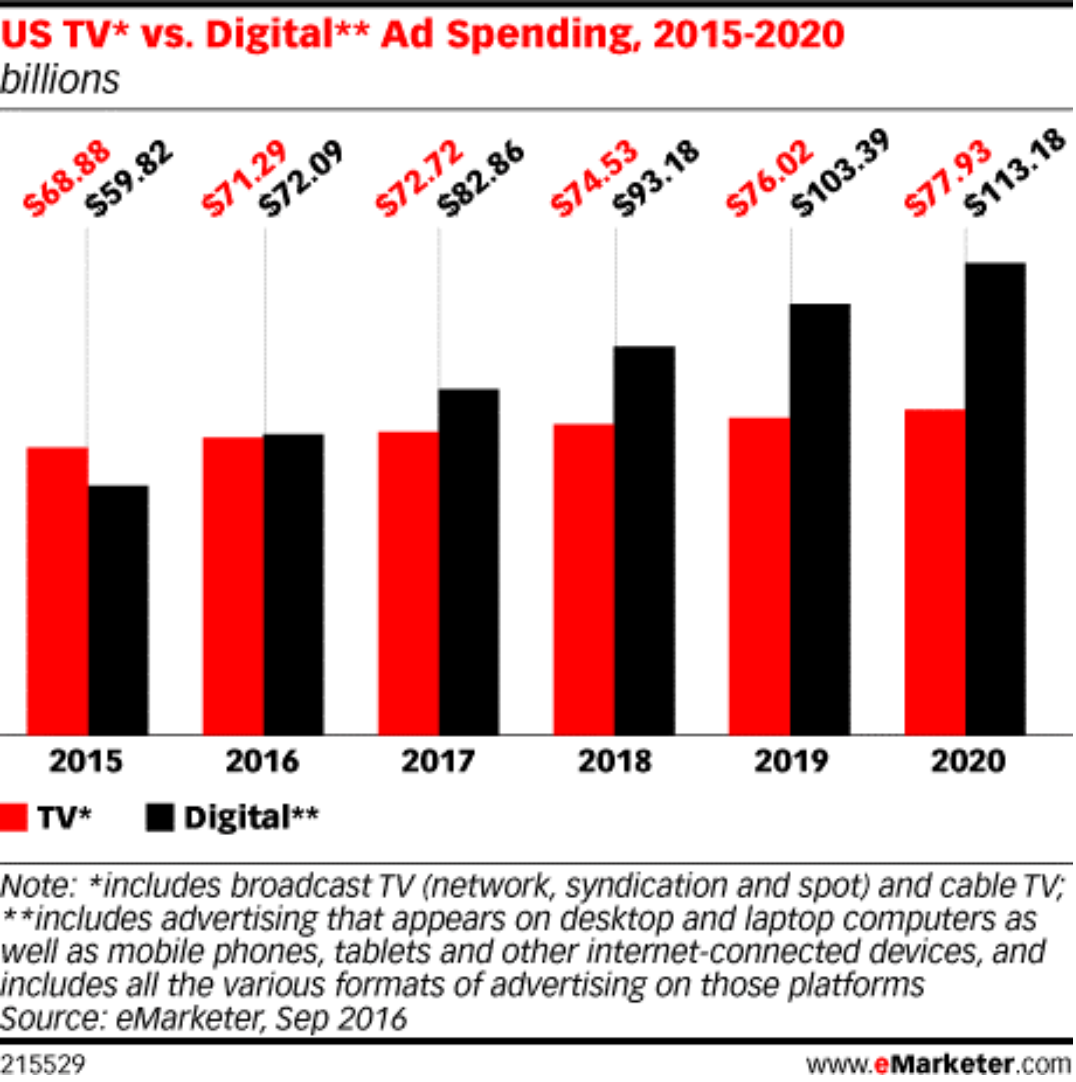**Hashtagify**: Find and Analyze Top hashtags.

Hootsuite: Manage Multiple Networks and Measure your campaign results.

Crowdfire: Grows your audience and build up the brand.

2. Video Ads

"Digital advertising is not only pulling dollars from traditional media, but it's also creating new advertising opportunities at the local and national level." Stated eMarketer forecasting analyst Martín Utreras.

According to marketers statistics, "Mobile video consumption is increasing 100% every year, and 30-second mobile video ads have an 88.3% completion rate."So if you don't include video ads in your mobile app marketing strategy yet, you need to reconsider!

US TV* vs. Digital** Ad Spending, 2015-2020, billions

Note: *includes broadcast TV (network, syndication and spot) and cable TV; **includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms
Source: eMarketer, Sep 2016

The Do's

CTA
Never create app video ads without a clear call-to-action! You are here to sell, whether it's a direct or indirect sales strategy, so always give your audience something to purchase after watching your ad. It could be a subscription, your website link or a landing page.

Be Authentic
Which app video ads do you remember? The one with a repeated idea or the one that blows your mind with its uniqueness? Before producing the concept written for your app, determine to which of the two above categories does it belong.

Tell Stories
You can use your client's stories, success stories about your app or your app brand story. Sharing this with your audiences' will create more mobile growth and will enhance your mobile app marketing rates.

The don'ts

Poor Quality
What is a super creative app video ad with fantastic content but with low quality? Don't waste your effort by doing a poor quality production.

Don't Be Outdated
Don't use old elements, old ideas or old presentations. We are in a fast growing era where a new trend is being born every day; be up-to-date.

Loooong Ad
People have no time, they lose interest quickly. Even if your ad is super attractive, people will not watch an extended advertisement. Mention the most important information about your app in the first 30 seconds and make sure it didn't exceed a 1-minute maximum.

Tools that can assist you:

Facebook Premium Video Ad Service: Use Facebook's Apps and Services to Advertise your App Videos.
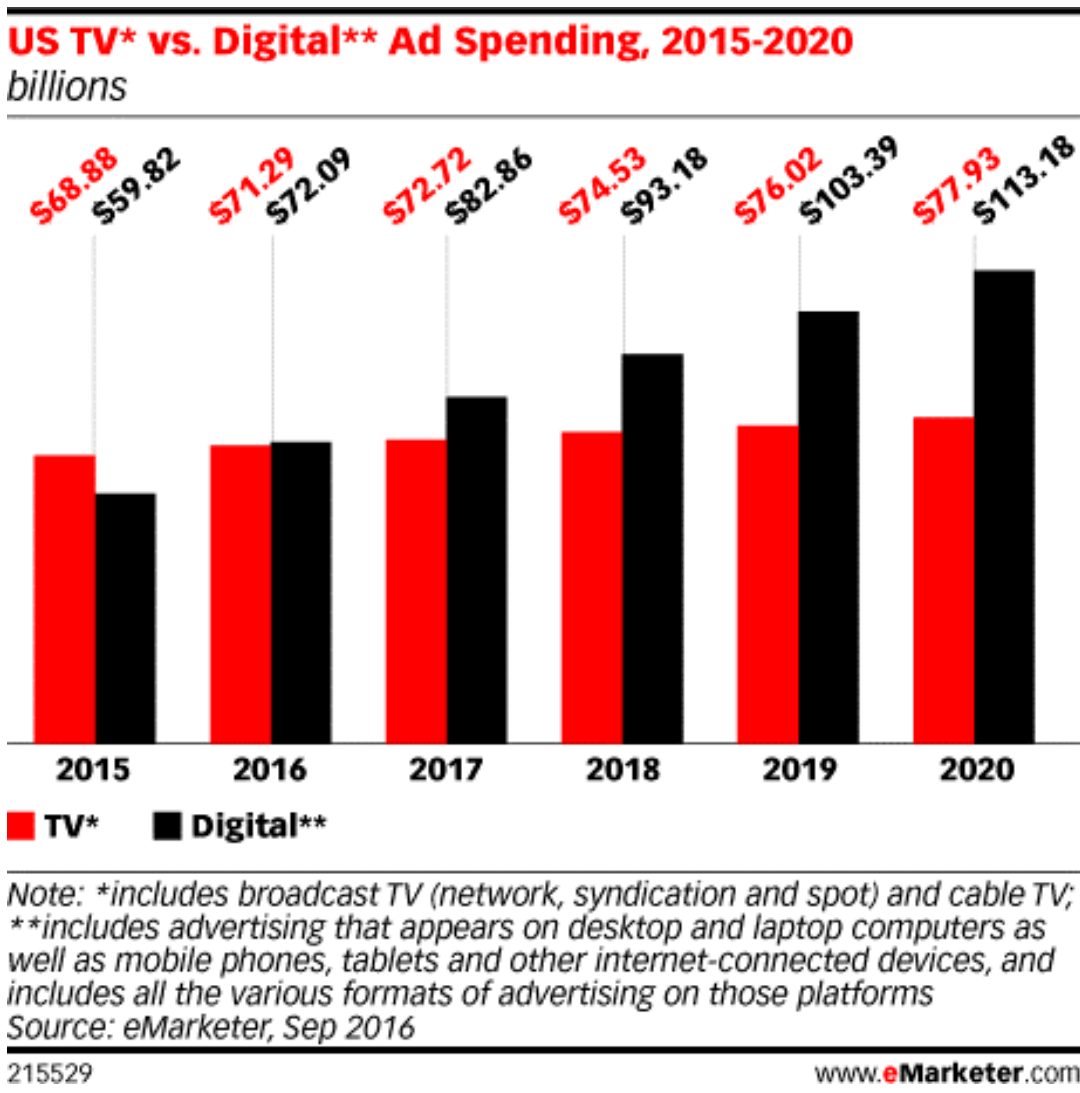
YouTube Mobile Video Ads: Reach Potential Customers When They Watch or Search for Videos on YouTube.

Interactive: Developing a Next Generation Platform for the Programmatic Trading of Mobile Video Ads.

Nanigans: Ad Automation Software To Manage Our Large, Complex Social And Mobile Ad Campaigns.

3. ASO (App Store Optimization)

Stated by Forrester, "63% of apps are discovered through app store searches, it is the most used method by users for finding and downloading new apps." you can't reach high rates of mobile user acquisition without powerful App Store Optimization strategy, and to be found in the real trick in here, if you manage to utilize ASO discovery strategies, then you got the key to win the game.

US TV* vs. Digital Ad Spending, 2015-2020**
billions

Year	TV*	Digital**
2015	$68.88	$59.82
2016	$71.29	$72.09
2017	$72.72	$82.86
2018	$74.53	$93.18
2019	$76.02	$103.39
2020	$77.93	$113.18

■ TV* ■ Digital**

*Note: *includes broadcast TV (network, syndication and spot) and cable TV; **includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms*
Source: eMarketer, Sep 2016
215529
www.eMarketer.com

The Do's

Stuffed Title
Your title should achieve the heaviest search traffic, insert your most discoverable keywords in your title. But make sure you are not overdoing it and that your title is still attractive enough.

Analysis
Always keep an eye on your app store analytics. Frequently analyze your mobile growth insights and outcome, analyze your competitor's activities, analyze your benchmark's latest strategies. That will always keep you on the right track.

The don'ts

Generic Keywords
 Inserting Generic keywords will lower your discoverability chances and will not allow your app to be rated as it should be. Always go for specific keywords that relate the most to your app.

Vague App Description
 Do not waste your description space in writing something vague about what your app is offering. Your mobile app content description reflects your identity. So make it clear, straight to the point, catchy and informative.

Tools that can assist you:

AppAnnie: The Standard In-App Analytics And App Market Data

Appcodes: Perform App Store Seo, Track Your Competitors"

sensorTower: Store Intelligence Products That Improve Visibility, Performance, And Roi.

 App Store Dashboard: Makes It Simple For Users To Discover, Purchase, And Download Your Apps

4. Emails

Most of us neglect using email marketing as a major mobile app user acquisition channel, believing that it is not that effective. But you know what? Emails are the most accessible channel in the workplace that can bring you huge user growth rates with an average cost per install
… and effectiveness rate 8.4%! Plus it is the cheapest of them all. All that you need to do here is to create an email campaign that is attractive enough for users to purchase. For that purpose, find below a chart with with the top tips concerning mobile app marketing tactics when using emails to acquire users, followed by our do and don't.

Most Effective Email Marketing Tactics Used

Tactic	%
Message personalization	50%
Meaningful call-to-action	38%
List data segmentation	37%
Testing and optimization	35%
Social sharing	33%
Mobile responsive design	28%
Automated campaigns	27%

Published on MarketingCharts.com in September 2017 | Data Source: Ascend2 and its Research Partners
Based on a survey fielded among 260 respondents from a global panel of marketing influencers and research subscribers, 78% of whom are from companies with at least 50 employees. Almost half (48%) of the respondents are B2B-focused, while 34% target consumers and 18% are both B2B and B2C equally.

The Do's

Leave a good first impression
 user's email inbox is stuffed with lots of advertisements and pitching mails where everybody is trying to sell them something. So you need to create an email template that can stand out. How?

First of all, you need to use a very attractive subject for your email marketing campaign – that is not cheesy.

Example

 it's the new year, and your app is offering a sort of celebration to generate more user growth rates. Instead of a "happy new year" kind of a subject, what about using "wait for a second! 2018 is not over yet"?

You will need to take a good care of your email body.

Hint: An attractive, up-to-date design with short yet informative one paragraph following with bullet points and a call to action is more than perfect.

The Don'ts

False promises
it's not about how attractive the subject or CTA teaser of your email is, it's all about how much they are trustworthy!

Hint
 don't just type an email title or a teaser where you are promising your app users with the biggest hits in the market when they download your musical app and then disappoint them with very typical old albums! if you aim for boosting your mobile app user acquisition rates, you will need to keep your promises!

Tools that can boost your email marketing campaigns:

Mail Chimp: Marketing automation for e-commerce apps that send well-designed emails and connect users with your stores.

Constant Content: Send great-looking emails that drive big user growth results.

Appgain.io: Boosting email campaigns ROI through deep links that shorten the path from email to in-app content and acquire the highest users profiles.

5- App Cross promotion

"The power of collaboration" this is exactly what is being utilized in here! App cross promotions are all about two or more apps/platforms that collaborate together in promoting and selling each other's products.

What makes it one of the cheapest mobile app user acquisition channels is that instead of paying, you to go for an exchange. You can exchange the audience, functions, and networks. Moreover, it brings you organic reach.

So, for this time, we will replace the do and don't with the app cross-promotion types.

Types of App Cross Promotion:

1. **Me-Me Cross Promotions**

It's when you use your own multi apps to sell for one another. Just like the below example, many companies own more than one app and the smartest mobile app marketing strategy for those companies to do is to cross-promoting them all.

Paper Glider Crazy Copter → *Promoting* → Pro Baseball Catcher → *Promoting* → Paper Glider Bomber

2. **Me-Others Cross Promotions**
On the contrary, Me-Others cross-promotions is when you collaborate with other parties to multi generate higher mobile app user acquisition rates. That other party could be a competitor, or it could be in a totally different zone.

Example

Cross promotion campaign was done by Positionly and Brand24, The first is an SEO tool and the second one is a tool for monitoring performance over the web. They collaborate together and came up with the following newsletter.
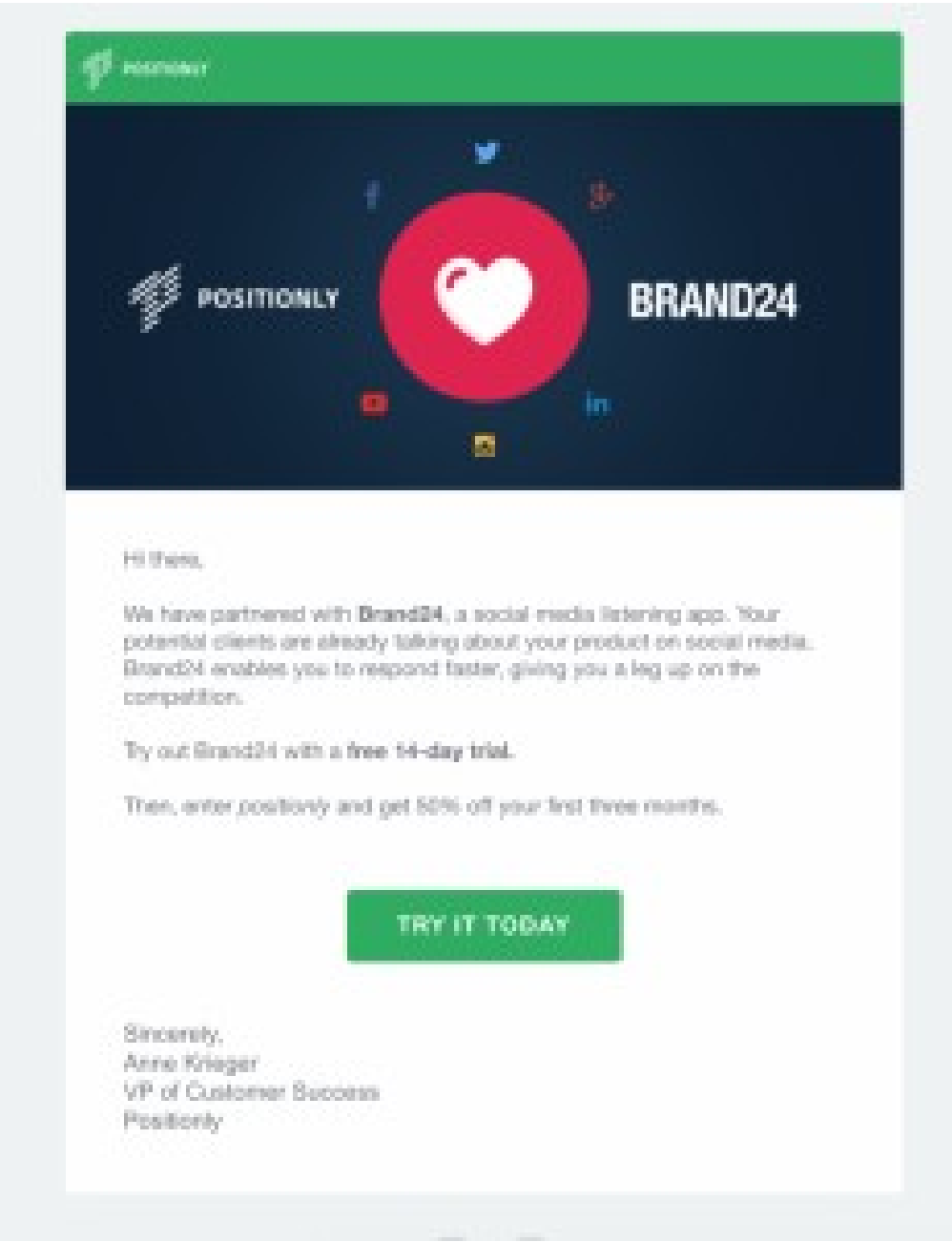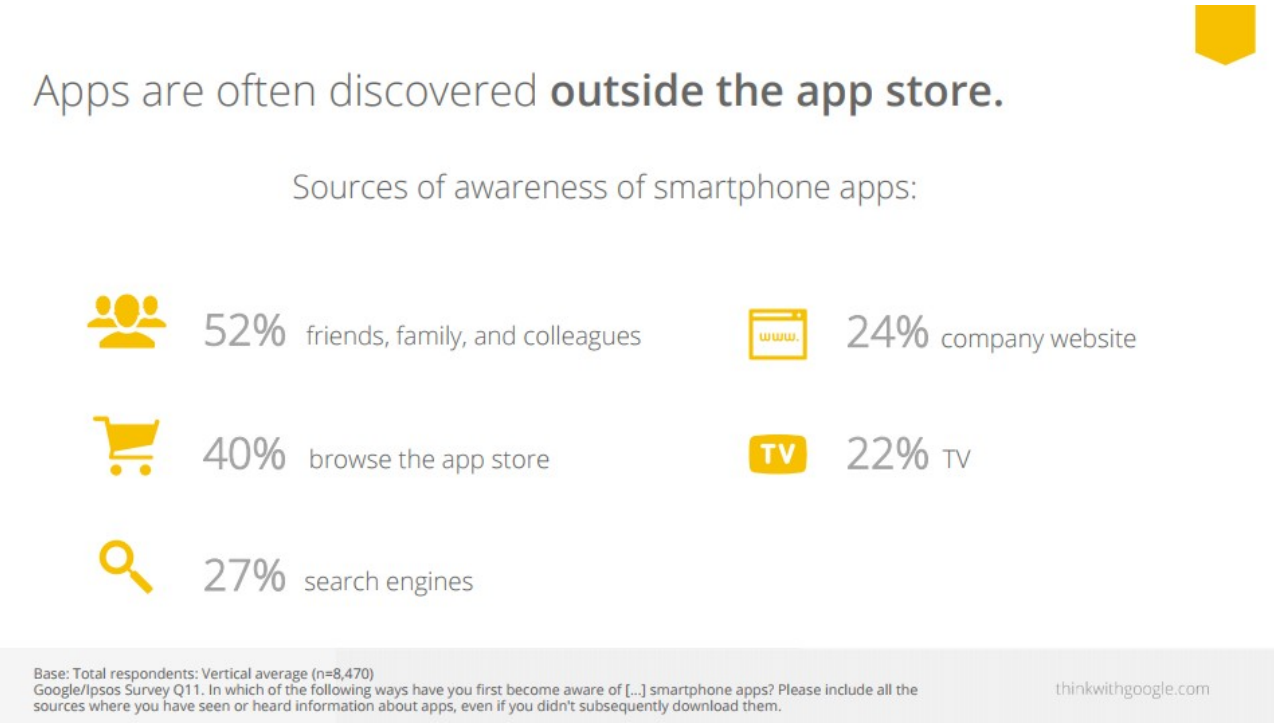
Tools that can assist you:

Tapdaq
Grow apps' user acquisition rates by trading installs with other apps or by cross-promoting their own network.

Tappax
Increase your app users base by exchanging ads with other developers in our community.

Appgain.io
Cross-promote your app with up-to-date deep links, retain the information required to create personalized onboarding and use special MAT platform for mobile app user acquisition channel tracking.

6- Web Organic Search (App SEO)

According to Google's reports, 27% of an app's users discover it through search engines. Accordingly, knowing that the acquiring process is likely to be done away from the app store, your mobile app marketing strategy should pay special attention to organic web search.

Nowadays it's no more about how strong your ASO mobile app user acquisition strategy is, it's more into your SEO strategy as well. SEO tips are somehow similar to ASO ones. So, besides taking care of the keywords, app title, description and so on, there are some extra tips and tools for organic web search.

Apps are often discovered **outside the app store.**

Sources of awareness of smartphone apps:

52% friends, family, and colleagues   **24%** company website

40% browse the app store   **22%** TV

27% search engines

Base: Total respondents: Vertical average (n=8,470)
Google/Ipsos Survey Q11. In which of the following ways have you first become aware of [...] smartphone apps? Please include all the sources where you have seen or heard information about apps, even if you didn't subsequently download them.   thinkwithgoogle.com

The Do's

Use High-quality back-links
High-quality back-links are your own affiliate marketers. It's when you use a link that talks about your app, whether it is your app landing page or your app download page. They are a must when it comes to SEO mobile app marketing. If you need to boost your mobile user acquisition rates through google search engine using back-links, all that you have to do is to add a URL to your app download page and go spread this URL throughout the web! Here are some tips concerning that:

1. Influence other websites to talk about your app. Make sure that they are all using that same URL.

2. Cross promote your download URL, or you can add it in your own app website header.

3. Bear in mind that the more qualified and trusted links used for a given URL, the more ranks this URL will get. Therefore, it's positioning will be better in accordance with the quality of links used.

4.

Make sure that your app deep linking is friendly regarding both ios and android systems.

5. Build an SEO friendly website for your app; this link will guide you through this: https://www.wikihow.com/Design-a-Website-for-SEO

6. You will also need to study more about app indexing: https://searchengineland.com/library/mobile-marketing/app-indexing-deep-links

The Don'ts

ASO and SEO are not that similar

Yes ASO and SEO guidelines are somehow similar, but not all the way long!

For instance, when users search on an app store, they tend to search with very short inquiries such as app category or name. But when it comes to search engine, users use longer phrases, such as questions or conversational inquiries or even use voice search through Apple Siri or others. So when it comes to choosing keywords to get discovered you need to be aware that app store users search behavior is different from that of the search engine.

SEO Tools that can assist you:

Moz: Improve Search Rankings. Drive Traffic. Get Customers.

Deepcrawl: Make your web presence accessible, relevant and effective.

Ahrefs: Tools to grow your search traffic, research your competitors and monitor your niche.

Appgain.io: Automatically bring your app content to web world without building a website, compatible with landing pages technologies for app boosting, content feasibility and App SEO highest ranks.

And that was our follow-stop for the first pillar of the AARRR model; mobile user acquisition. Now you know where to find your audience, what the channels to acquire them, what is costly and what is less costly, what mobile app marketing strategies to encounter and what not to, and finally a collection of helpful tools that will definitely help you!

II. ACTIVATION (ENGAGE)

DO USERS HAVE A GREAT FIRST EXPERIENCE?

"Despite the rise in mobile, the majority of users stop using apps after the first 30 days!" Stated emarketer when researching on mobile apps' engagement. More shockingly, "23% of mobile app users worldwide gave up on an app after using it JUST ONCE" According to Localytics. And the statistics go on and on, proving one thing: Engaging your app users' definitely needs you to stand out with a super mobile app user activation strategy!

Performance Metrics on Day 1 vs. Day 30 for iOS App Installs Worldwide, by App Category, Q1 2016

[1] **Retention rate**   [3] **Time spent per session (seconds)**
[2] **Sessions per user**

	Day 1			Day 30		
	[1]	[2]	[3]	[1]	[2]	[3]
Books & magazines	26.1%	1.75	487.0	4.4%	1.55	265.0
Education	26.5%	1.77	513.5	6.0%	1.57	334.0
Entertainment	26.4%	1.86	509.0	5.1%	1.62	361.0
Finance & business	26.3%	1.74	411.5	6.9%	1.65	287.0
Food & drink	26.0%	1.81	555.0	5.1%	1.55	318.0
Games	27.1%	1.84	566.0	4.5%	1.57	348.0
Hobbies	29.7%	1.93	646.0	5.5%	1.63	403.0
Lifestyle	26.7%	1.94	637.0	5.2%	1.58	373.0
Social & communication	24.6%	1.82	531.0	5.8%	1.67	299.0
Travel & transport	25.9%	1.80	501.0	5.9%	1.70	310.5
Utilities	25.8%	1.84	551.0	5.2%	1.65	372.5

Note: represents activity on adjust's platform, broader industry metrics may vary; all values represent median; app classification based on categories used by Apple App Store
Source: adjust, "Mobile Benchmarks Q1 2016," May 17, 2016

211330   www.**eMarketer**.com

From where to start?
We have two words for you, **User Experience.**

This is what is it all about actually. If you don't create a one-of-a-kind user first experience once they login into your mobile app, then you will lose them, and believe me, you will have to do ENORMOUS work to retain them once more. So if you ever faced that problem "users didn't come back after their first login to my app," then you need to fix your user experience strategy IMMEDIATELY!

Mobile App User Activation checklist for your upcoming mobile app marketing strategy

1- Plan your users' life cycle thoroughly (Plan. Every. Single. Step.)

- Map out many scenarios starting from, the very first-moment users log in, leaving with a great first impression.

- Make every step users' take inside your app enjoyable and worth your users' time.

- Don't forget to make it as creative as possible!

These are not a checklist point for this phase only; you must map your users' journey in every phase of your mobile app marketing plan. So you might need to consider applying this to acquisition and retention phases as well.

Tools to utilize when planning your app users lifecycle:

gliffy
Online diagram editor for creating and sharing network diagrams, floor plans, user interface designs and more.

Lucidchart
Your Flowchart Maker, From brainstorming to project management.

2- Go extra mile

The less boring procedures you force on your users, the more comfortable they feel while navigating in your mobile app and result in higher activation rates. you'll generate. You can try the following:
- Don't ask for unnecessary extra data.

- Pre-fill their forms using their social media accounts or their registered email.

- Automatically get them back to the same spot they left from, without having to do all the elementary steps again.

Tools to support your users:

Zendesk: builds software for better customer relationships and allow businesses to be more reliable, flexible, and scalable.

Stackify: Improve application performance by combining monitoring, errors, logs, and metrics.

3- Never skip the onboarding tutorial

How would you feel when you enter a completely foreign place for the first time, and you found no one waiting over there to welcome you and to offer some tour guiding? Unwelcomed and a bit lost? This is exactly what your users feel like without your onboarding tutorial. Offer users an orientation on how to use your app; give them a tour to discover the options available and a showcase to what makes it unique.

Onboarding Tutorials Tools:

Appcue: Walkthroughs & in-app messages to drive engagement, habit creation and boost user growth rates

Appgain.io: Smart deep links that deliver personalized user experience for your app and guarantee boosting your mobile app user activation rates by 78% in just a week.
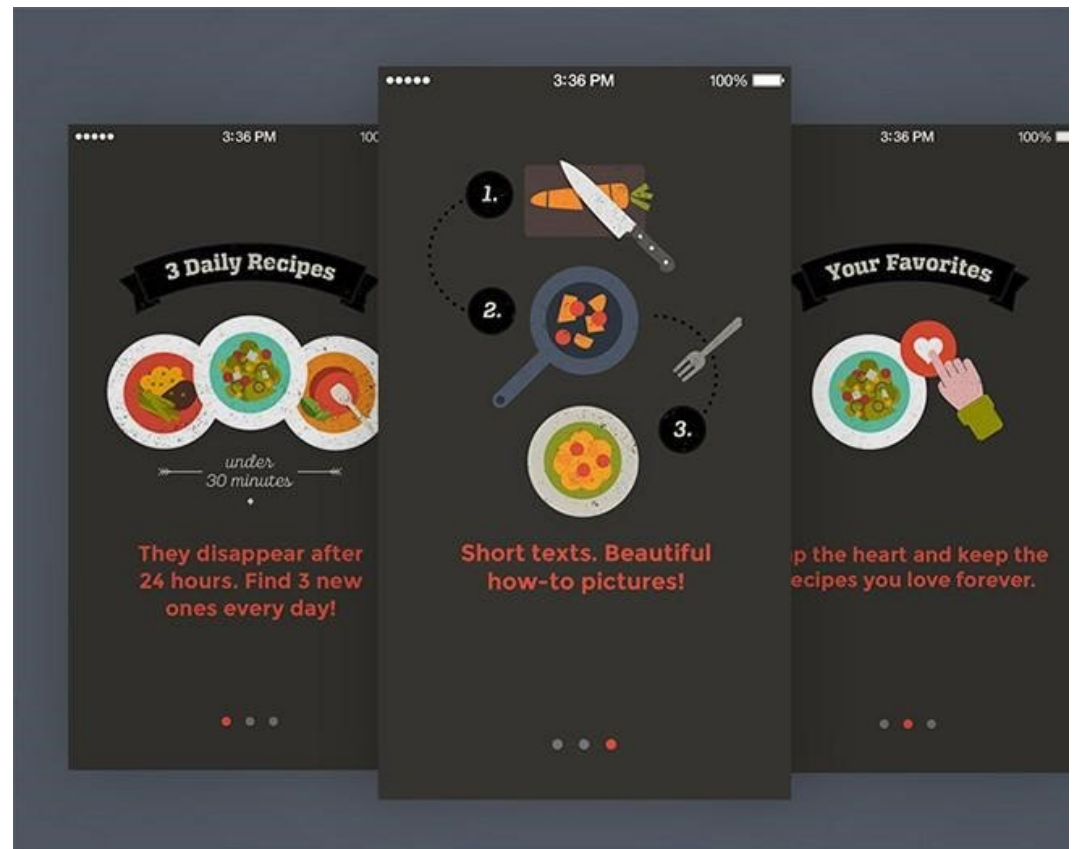
4- User-Friendly Navigation system (UI/UX)

Make it flow smoothly. Making your app easy to is being one step closer to the success of your mobile app user activation plan.

Use tools and technologies that can guarantee to move quickly from one window to the other one.

Let them move through clear and short steps

Utilize call to actions that quickly respond to any order given by the user.

Bear in mind that a slow app will cause an accordingly prolonged process of user growth rate generation

UI/IX Designing Tools:

UX-App: Interaction and User Interface Design Software.

5- Personalize your app

A user is navigating among many apps at the same time, and then he got a message from your app calling him with his name and mentioning something special cooked for him, what is the normal reaction for that? Of course, checking out the app!

Personalizing your messages will always grab users attention and boost your mobile app user activation rates. Use your users' location, personal information and purchasing behaviors to make it feel like it's tailor-made to fit every single user. And just like marketing automation tools, you must apply this technique in your acquisition and retention phases.

Tools to customize your mobile app:

Intercom: Modern products for sales, marketing and support to connect with customers and help you boost your mobile user activation rates faster.

Braze (formerly Appboy): unite data, teams, and technology to create brilliant brand messaging experiences for customers everywhere.

6- One last tip: always Respect your users' will

Do not impose too many steps to your users, let them feel free while being on your app. Ask for permissions first before proceeding with any action like rating the app or filling a form. for an Example: if it is a gaming app, then offer free icons or gift when evaluating and reviewing the app for the first time.
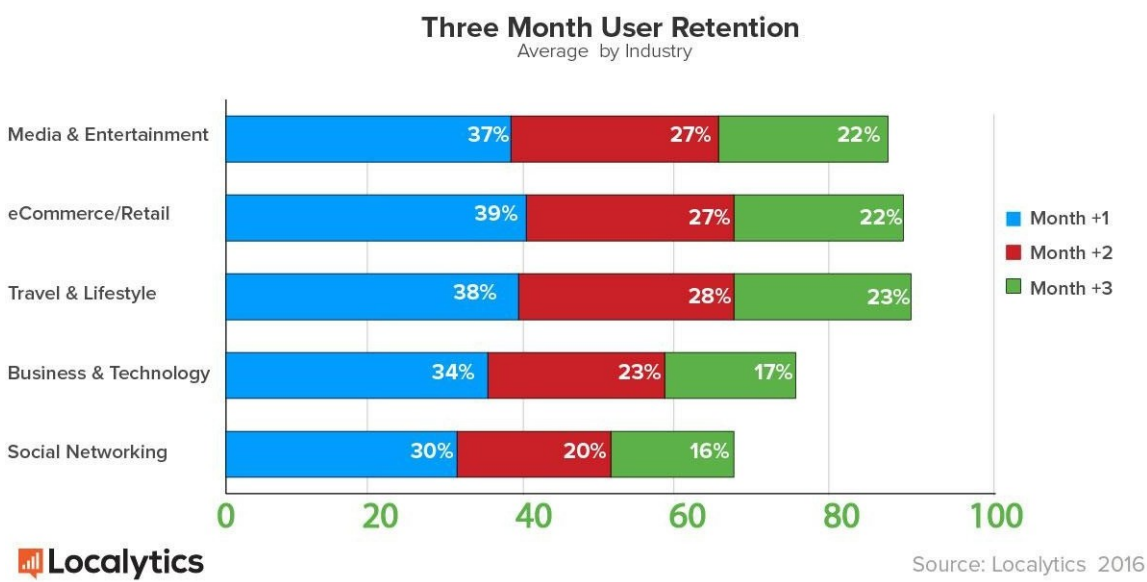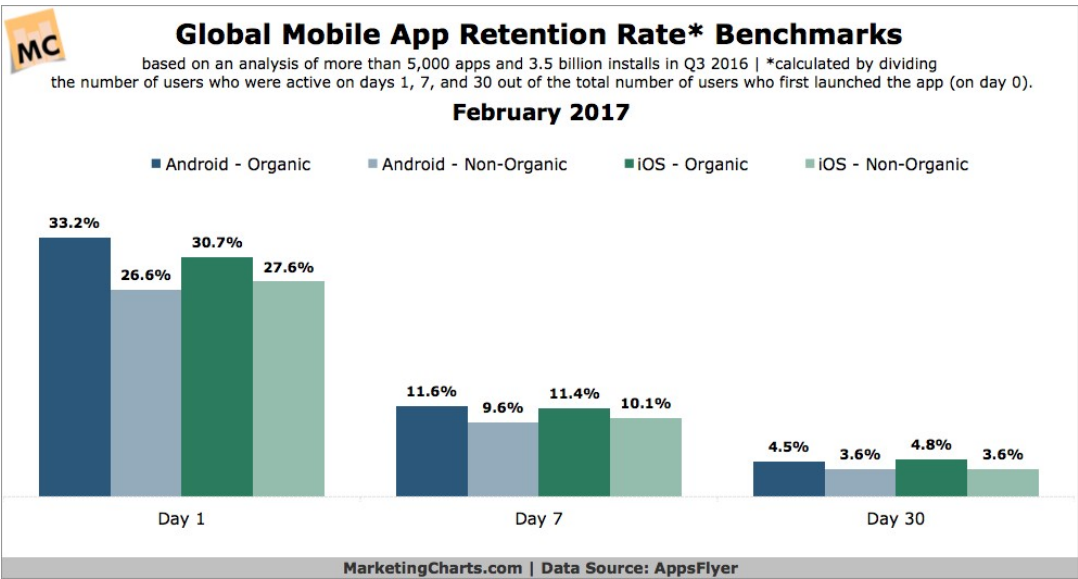
And of course, publishing an app that offers nothing will never users or boost your user growth rates, even if you mastered all the points mentioned above! Just make sure that there is a real added value in your app, utilize the above points accordingly, and then enjoy having some happy and loyal users for your mobile app.
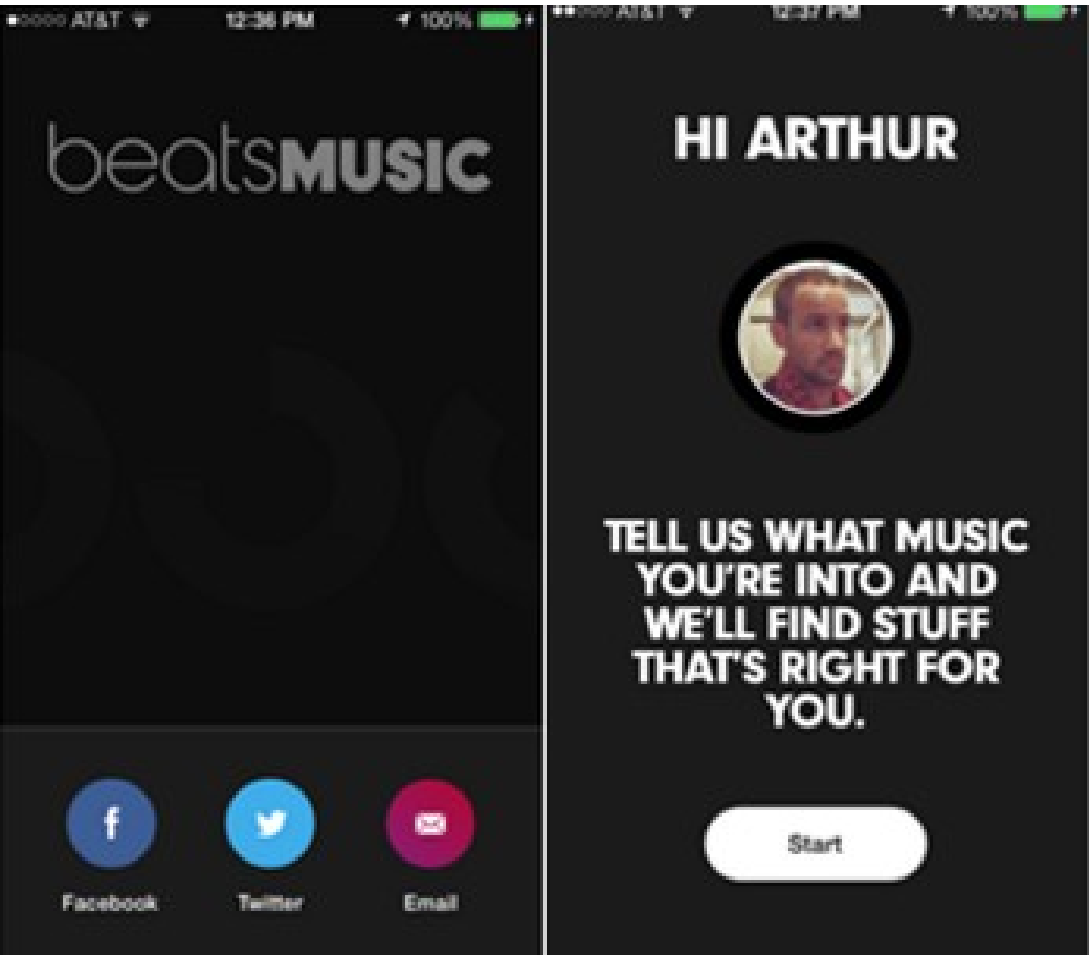
III. RETENTION

DO USERS REVISIT YOUR APP?

Getting discovered, downloaded, and leaving a good first impression is one thing, and keeping your retention records up is a whole other thing. Statistics about mobile app user retention rates have stated that after three months of publishing your mobile app, an average of 75% to 80% of your users will stop using your app, and worst, some will delete it.

Global Mobile App Retention Rate* Benchmarks
based on an analysis of more than 5,000 apps and 3.5 billion installs in Q3 2016 | *calculated by dividing the number of users who were active on days 1, 7, and 30 out of the total number of users who first launched the app (on day 0).

February 2017

MarketingCharts.com | Data Source: AppsFlyer

Three Month User Retention
Average by Industry

Source: Localytics 2016

Terrifying facts that need a smart solution to rescue your app users rates from deflation and that's what we are offering in here!

The key solution to win the challenge of reducing that churn is: turn your users to a group of loyal customers who are constantly engaging with your app until they become your app advocates! Let's learn some tricks on how to do so.

1- Give them the incentive!

What are the motives you offer for users to constantly revisit your app? Think thoroughly about this question; the answer will guide you through the retention phase

Hint: Always offer rewards, promotions, coupons and other stuff like these to engage your users and motivate them to revisit your app constantly.

Tools to assist you in this:

Tapjoy: Drives peak performance for the world's top brands and highest-grossing app developers.

Amplitude: Mobile App User Retention analytics for stopping churn in its tracks.

2- Launch re-engaging campaigns

If you have to choose between launching a campaign to acquire more users or to apply a mobile app user retention plan to the current ones, definitely go with retaining!

Always create re-engaging campaigns that include competitions, awareness about the new update or offers made especially for old users.

Continuously utilize your users' data (their behavior, their history using your app, their names, etc.) to create an effectively personalized reengaging campaign that aims to retain your old users.

Tools to assist you in this:

Optimove: Drive measurable mobile app user retention rates through your existing customers.

MoEngage: The most advanced user engagement platform for web, mobile & across devices.
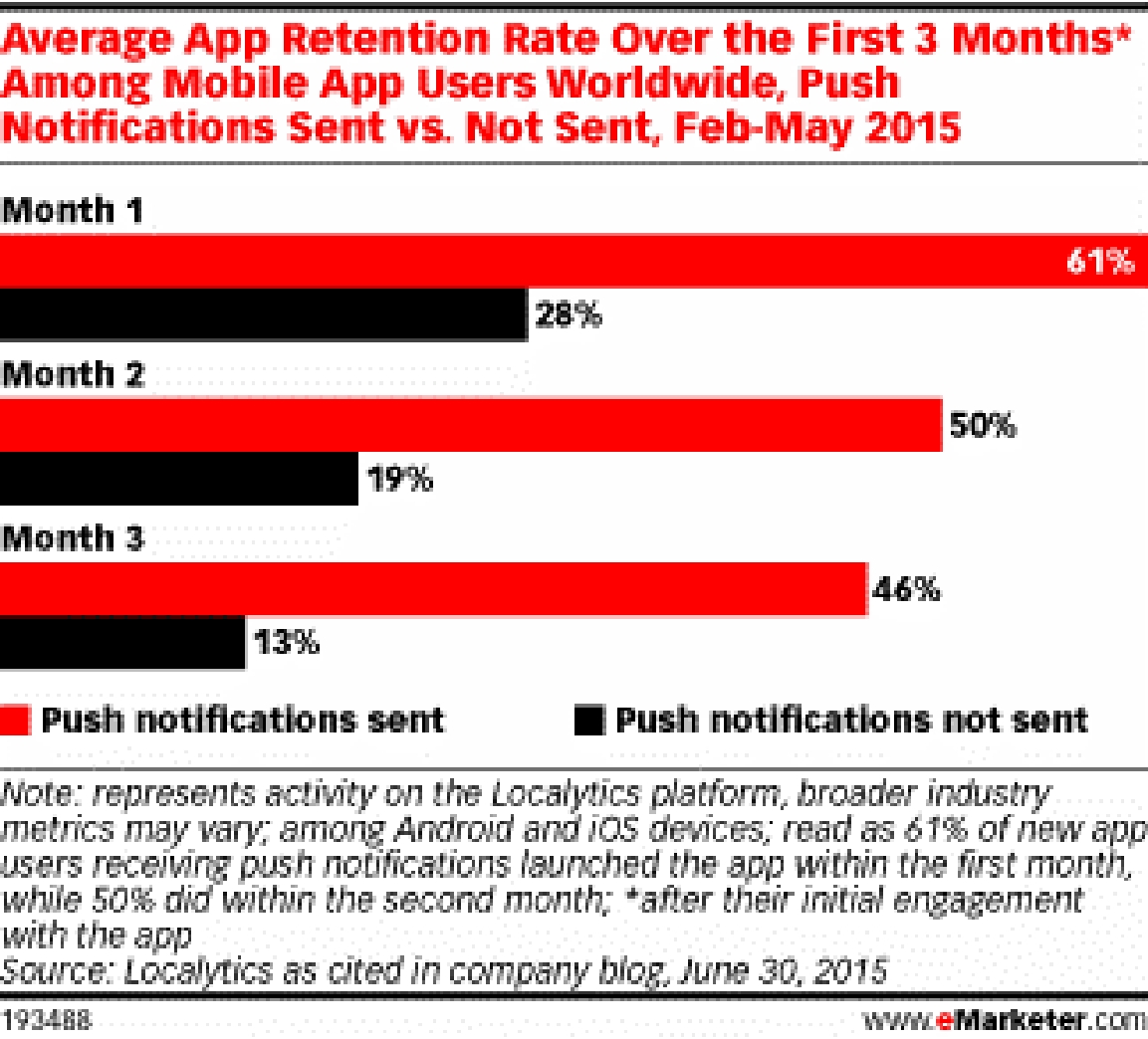
3- Push Notifications

When using push notifications, the churn rate would be minimized to the third! It would be a powerful tool especially if you used it in good timing, to the right audience, and with some powerful words.

We have gone through push notifications in detail in some previous articles, and we highly recommend that one for you: Web Push Notification and how it is significant for Digital Marketers?

Tools to assist you in this:

Appgain.io: A cross-platform push notifications tool that sends to your mobile app users retention messages on desktop or android mobile even if they removed your app.

Pushbots: a free push notifications service for mobile apps native and hybrid.

Average App Retention Rate Over the First 3 Months* Among Mobile App Users Worldwide, Push Notifications Sent vs. Not Sent, Feb-May 2015

Month 1
61%
28%

Month 2
50%
19%

Month 3
46%
13%

■ Push notifications sent   ■ Push notifications not sent

Note: represents activity on the Localytics platform, broader industry metrics may vary; among Android and iOS devices; read as 61% of new app users receiving push notifications launched the app within the first month, while 50% did within the second month; *after their initial engagement with the app
Source: Localytics as cited in company blog, June 30, 2015
193488   www.**eMarketer**.com

4- Deep links

Deep Links are a great way not only to retain users but also to make their journey back to the app more amusing and less boring.

Instead of waiting for users to navigate all over your app to find these items out, cut it short by inserting deep links that move them directly to these important items.

You can use deep links inside the app itself, or you can use them in push notifications, sponsored ads, emails, websites or SMS.

Tools to assist you in this:

Appgain.io: Increase your app conversion, mobile app user retention, and user engagement through mobile attribution and deep linking.

Branch: Bring users to the correct page in your app even through an install.
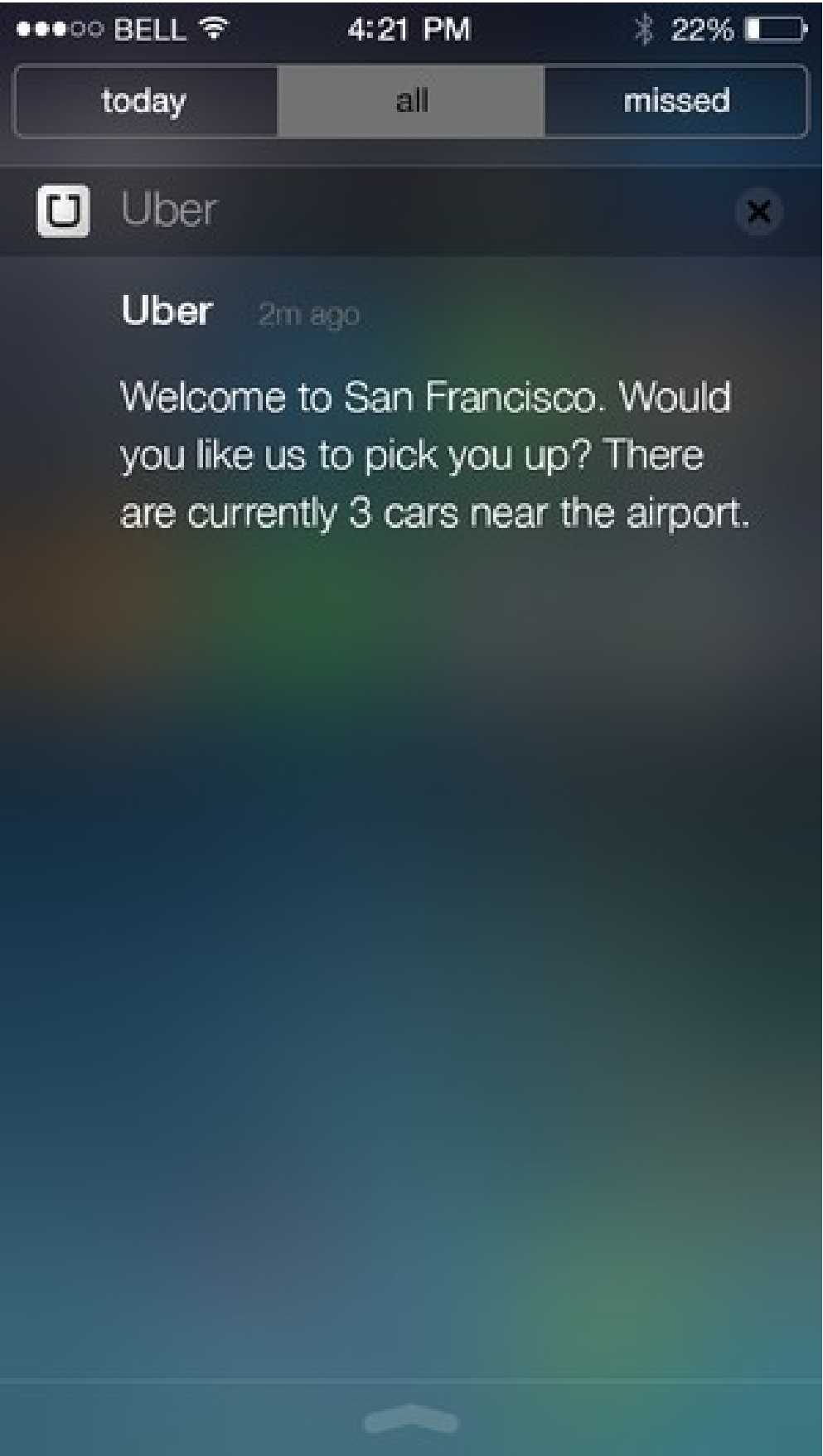
5- Geo-Fenced Notifications

You know that instant when you are walking in the street, and you got a message from your app telling that its offline store is two blocks away? Or when you have just arrived in that new city, and you find Uber texting, you are offering a ride?

This is how geo-fenced notifications work. It's a location-based mobile app marketing tool that gives you the privilege of engaging and retaining the right users, at the right time, in the right place.

Tools to assist you in this:

Microsoft Azure: Create intelligent apps using powerful data and artificial intelligence services.
Proximi.io: a developer platform offering you all the positioning technologies and Build apps that react to the physical world.

Tools to assist you in this:

HelpScout: Make every customer service interaction a more human one through excellent customer service achievable for companies of all sizes.

Zendesk: Cloud-based help desk solution used by more than 200000 organizations worldwide.

7- Don't be boring!

Users may like you at first, and you may think "oh yeah I did it," and then you stop developing your app. A FATAL MISTAKE. If you are not offering something new now and then, your users will find something more entertaining for them to pursue and you will lose all the new mobile app user retention achievements you have worked hard to reach.
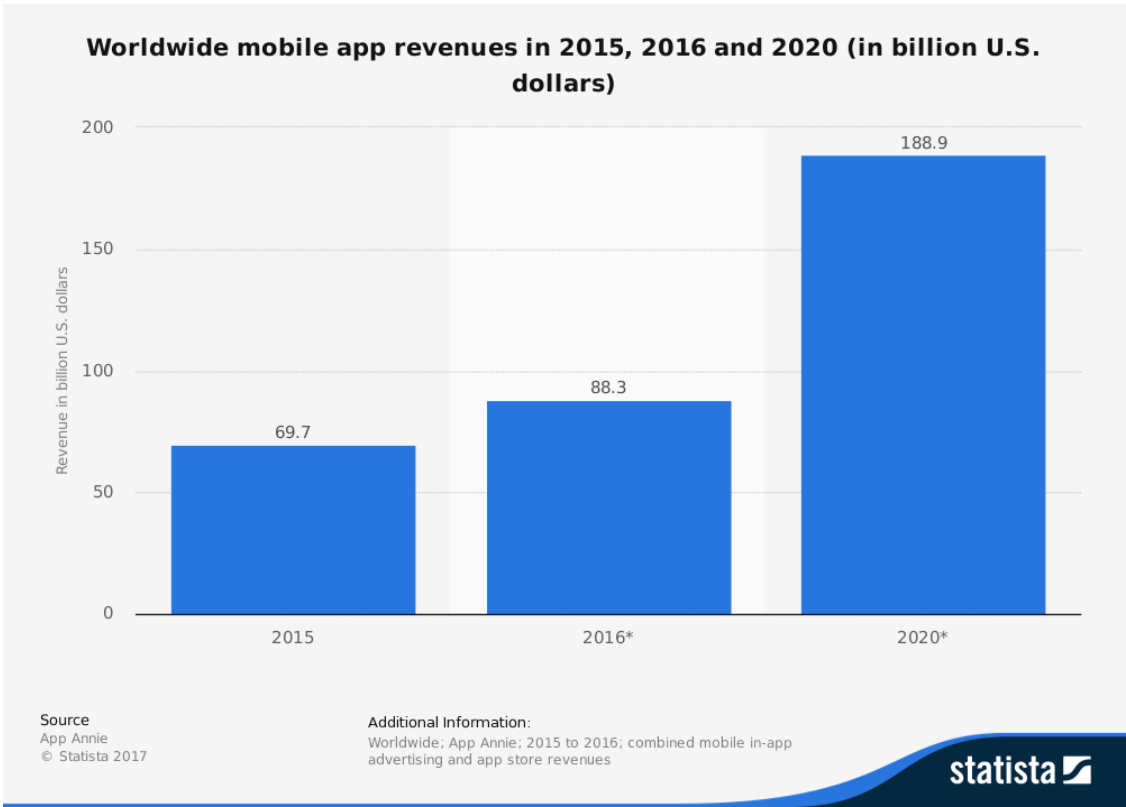
8- Put yourself in your mobile app user's shoes

"What makes me give up on an app although I liked it at the beginning?" Ask yourself this question while working on your mobile app marketing plan and whatever the answer is, make sure that you are not repeating the same mistake in your app.

Always treat your users like they have just joined your app, cherish them with special offers and always present the newest stuff you could ever create; that's when you can triumph the mobile app user retention challenge.

6- Be Reachable!

One of the reasons app users may abandon your app is the inability to contact or reach you. So while upgrading your mobile app marketing plan, make sure that you did the following:

Created a space for developing a "contact us" information

Inserted an FQA tap

Provided space for users to directly in-message you without having to leave the app

That way users will always be able to keep in touch with you and accordingly to be continuously retained.

IV. REVENUE

HOW TO GET MONEY FROM THE MOBILE APP?

"By 2020, mobile apps are forecast to generate around 189 billion U.S. dollars in mobile app revenues via app stores and in-app advertising." Stated Statisa in one of its thoroughly conducted mobile app marketing researches, proving that apps can drive you colossal revenue and raising the urge to earn money for your app as well!
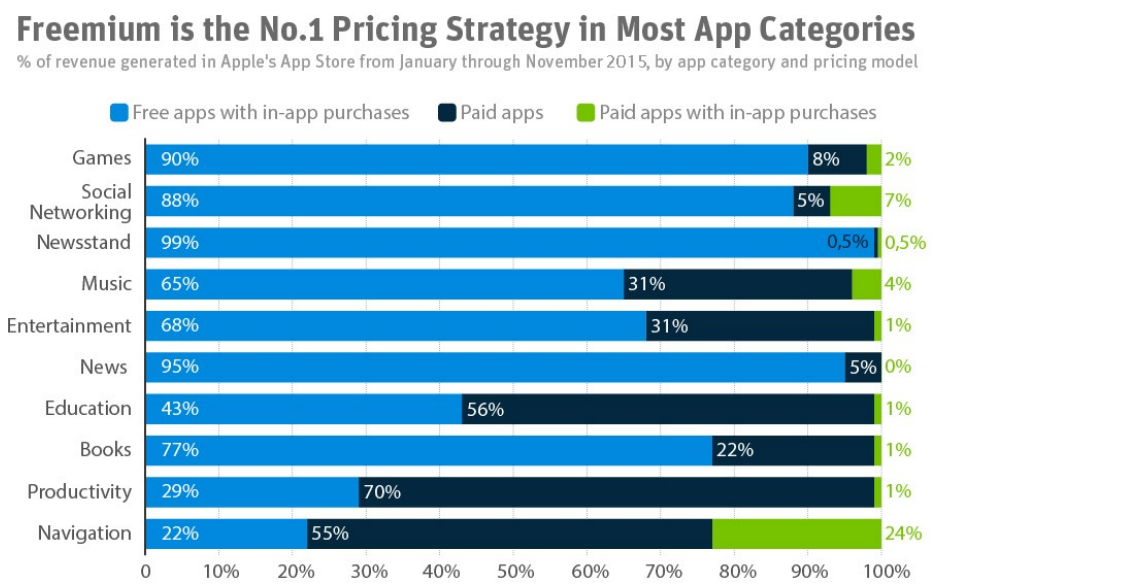

Worldwide mobile app revenues in 2015, 2016 and 2020 (in billion U.S. dollars)

Source: App Annie © Statista 2017

Additional Information: Worldwide; App Annie; 2015 to 2016; combined mobile in-app advertising and app store revenues

For that mission, we have collected the most useful app monetization models that can help you figure out your options when it comes to earning money from apps.

Explore your app monetization options for generating the highest mobile app revenue:

I - Freemium

Free apps are the top and the most useful app monetization model among them all. Whatever your app is offering to users, being offered for free is the always-working teaser that turns possible purchasers into actual app users.

Freemium is the No.1 Pricing Strategy in Most App Categories
% of revenue generated in Apple's App Store from January through November 2015, by app category and pricing model

Freemium model functions as:

A "Trying before paying" strategy
Users can download fermium app with no charges at all, and they can enjoy some of your features for free as well. However, at some point, their free trial will end, and you will need to make them pay for unlocking more features or viewing app hidden partitions.

A teaser campaign.
It's all about getting your users to feel and live the real user experience you are offering in here. Your job is to make them fall in love with it; get them attached and then they will never stop asking for more!

Both ways, you will need to follow the below tips to make sure that you are playing it smart enough to generate actual app revenue out of your freemium model.

The Do's

Turn them into your app advocates
yes they don't pay actual money, but they can unconsciously work as your marketing team.

Hint: offer to unlock them a new feature when 5 of their friends download the app, or when they achieve a certain number of shares for your app on their social media accounts.

Hint: Always ask for their data and for accessing their data and their friends/email lists, then you can keep push marketing messages to them all

Give them something to look forward to: People love mysteries and surprises.

Telling employees that there will be a surprise by the end of the month and watch how curious they will be. Do the same for your app users.

Try to withhold a particular feature or section in your app that would unlock with paying and watch how dynamic they will be.

2- Paid Apps

Unlike freemium ones, this app monetization model is about getting paid per each download. It's a "pay first, play second" strategy. Paid apps are the most direct sales generator model yet the hardest one. As we all know, getting users to pay is not the easiest thing to do. So you will need to follow the following:

Do's

Mind-blowing added value: you need to offer something unique, something free apps don't afford to provide.

Hint: use all of your weapons to show the added value you got! Showcase five stars rating, offer video tutorials, present screenshots, etc. Just let people see the real value they will get.

The precise targeting: the three segments you need to target are:
1. experienced mobile holders
2. users who are addicted to your app category
3. those who already downloaded a paid app before.

These categories of users are the ones who are having the mindset of paying for an app, so customize your marketing strategy to fit them perfectly.

Don'ts

Make them feel that they are getting double what they paid for:
they do pay, and now they are on your app. But they are finding nothing! Too few features that it isn't unique. Don't be stingy when it comes to the features of your paid app, be the opposite.

High pricing:
free apps are all over the place. So when you decide to launch a new one, it should be as cheap as you can. Users will not pay much money on something they didn't try first.
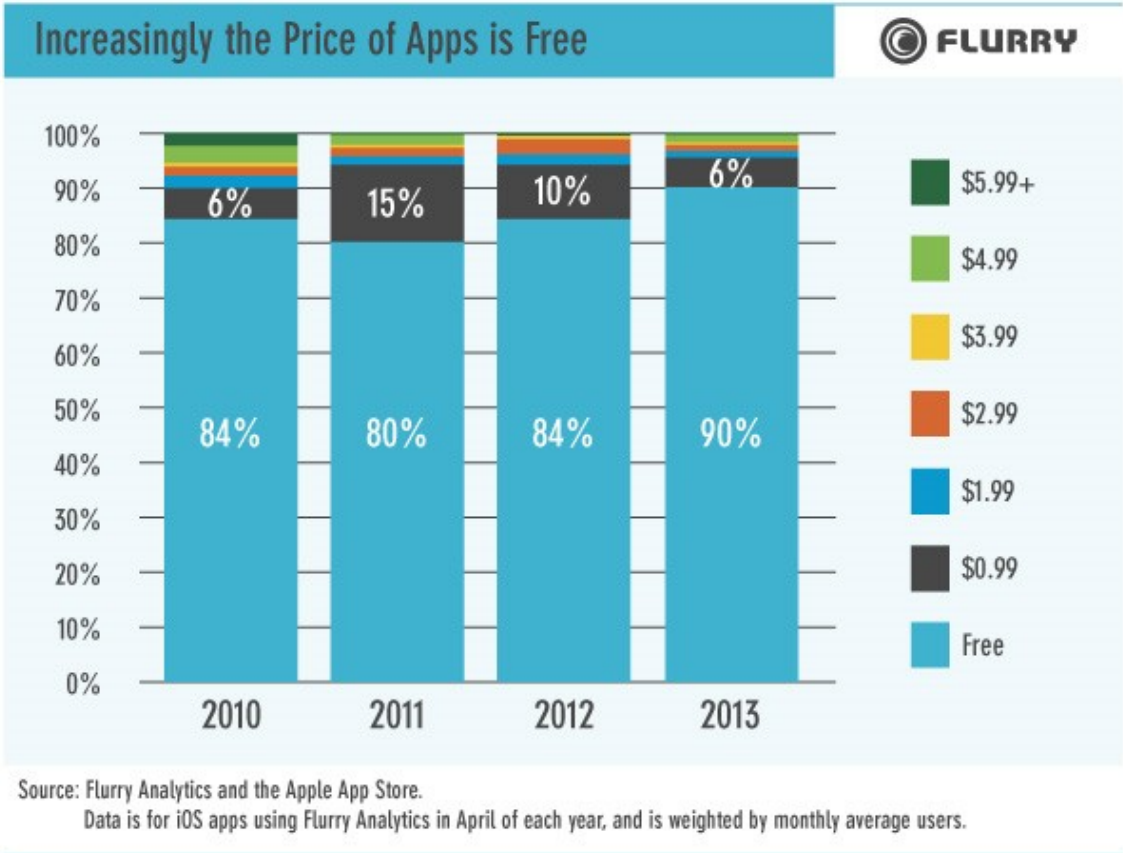
3- In-App Purchases

In this app monetization model, your app functions as a showcase. It's your online store where you start selling your goods, whether it's visual like some icons for a game or it's actually like food or clothes.

Such a model will suit you the most if you belong to the eCommerce app categories, but of course, it can be used in other categories too.

Explore your options: you can use in-app purchase for both free and paid apps. You can also use this app monetization model differently with each industry.

Hint: If you are a magazine/newspaper it will be in the form of paid subscriptions. If you are a music app, it will be in the form of latest hits downloading. It's a model that fits all.

Don'ts

Poor visuals: you are targeting people who are possible online shoppers. So whatever you are selling, it needs to be showcased perfectly.
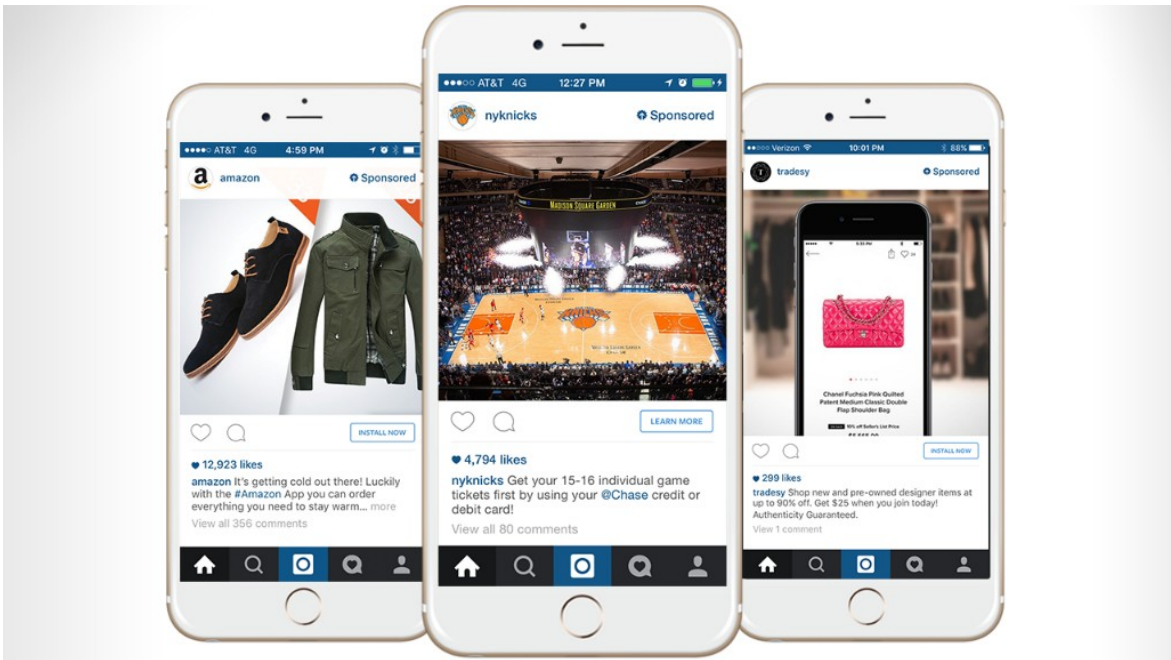
Hint: Post many pictures to what you are selling and feature the zoom in the bottom. Just make sure that they can check everything so clearly.

Regarding this one you need to take care of two points:

When you are selling non-physical goods, apple store got a percentage out of your revenue

Apple and Google stores are applying restriction policies to prevent accidental purchases done by kids

4- In-App Advertising

In-App advertising monetization model has the same concept of in-app purchase; both are advertising/selling using the app as a showcase.

The differences here is that the In-App advertising app monetization model is not selling your goods, it's functioning as an ad banner for others. The challenge here is to gather as much database as possible so that your app will be tempting enough for others to advertise in.

Do's

Play it cool: when it comes to in-app purchase, you need to make it feels like it's a part of the app itself. No annoying pop-ups.
No pauses for your activities on the app with an ad banner and definitely.

Examples of the apps that use this model so smoothly and perfectly are Facebook and Instagram. You can pass by a sponsored ad without even notice that it's an odd item among the rest.
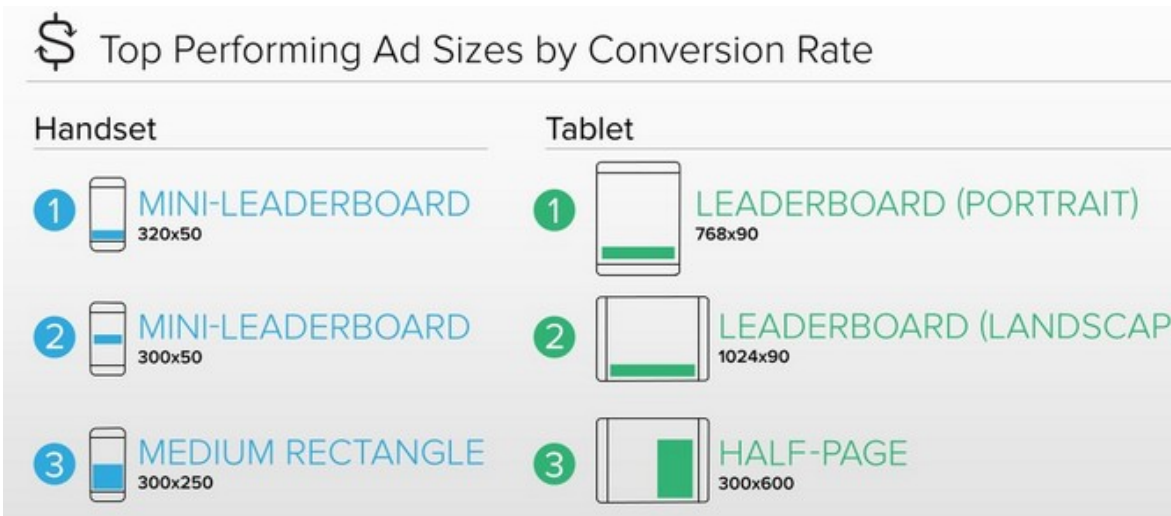

Don'ts

One-size-fits-all: Never follow that concept! No one size can fit in all.

Thoroughly study the suitable ad banner dimensions of each device.

Nothing is more annoying than an ad that is poorly designed and not even fit into the screen.

Customize the suitable ad position for each screen size. This infographic will help you that mission.

These were the four main app monetization options that you can use in your upcoming mobile app marketing plan to generate the highest revenue. However, they are not all. There are two extra models which would be extracted from the four main ones mentioned above, and they are used along with any of the above mentioned.

5- Subscriptions/Paywalls:

This app monetization model is another version of free apps. But what is offered for free is your app content, not your features.

Example: you are a reading app. You start offering readers free samples of a certain number of books they searched for; then you ask them to pay for a subscription to access the full content of the book, as well as other books you offer.

This model is a great way to engage users, but it can't be used to a wide range of app categories.

Here is for all of those who ever wondered about how to referral mobile app users. After going all the long way of applying a massive mobile app marketing plan for acquiring, engaging, retaining and gaining money out of your app, you will need to take one more final step. It's the 5th and last pillar of the AARRR Model, app referral.

6- Sponsorship

Sponsorship is the latest of app monetization models. It's an incentive system where users are encouraged to take more actions through the app to get rewarded. And these rewards are all sponsored by other parties.

Example: When a transportation app collaborate with a mobile company and start advertising the following "reach more than 50 rides per week, and you will get a chance to win the mobile X for free". As an app owner, your revenue is generated directly from the sponsors and adversities.

This model hasn't been utilized enough yet to judge its effectiveness, but it is a promising one.
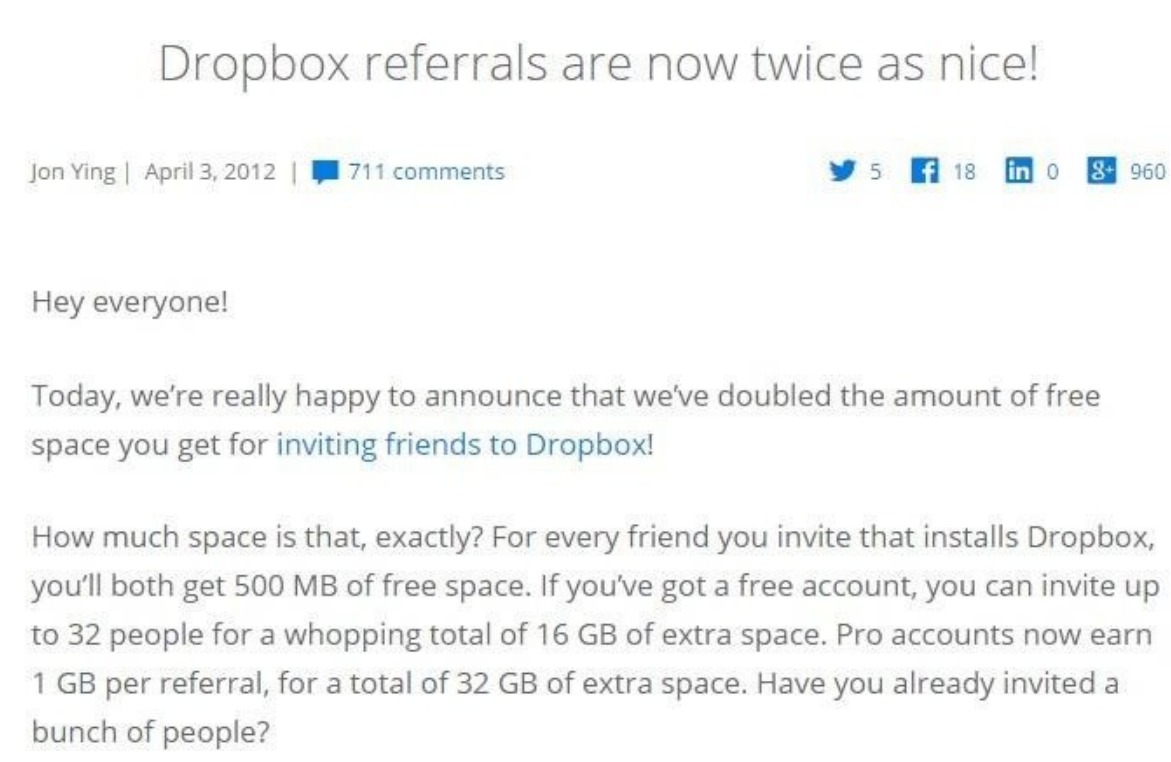
IV. REFERRAL

Do users share your app? Do they spread the word? Do they recommend it to their family and friends? That is what Mobile app virality (aka app referral) means, it's to turn your users to your app advocates where they do marketing and advertising for your app by themselves.

The ultimate goals for mobile app marketing plans are not only to generate revenue, but also to go viral and to be on the top of the most demanded apps. And to achieve so, there are three types of AppVirality strategies that you will need to explore.

1 - Infectious Mobile app virality

Infectious strategy depends on pushing your app users to invite their network to try/download/share the app. It mainly depends on rewarding users for doing so.

Example: Dropbox referral email campaigns that drove them user growth rate up to 3900% over 15 months!

Dropbox referrals are now twice as nice!

Jon Ying | April 3, 2012 | 💬 711 comments   🐦 5   f 18   in 0   g+ 960

Hey everyone!

Today, we're really happy to announce that we've doubled the amount of free space you get for inviting friends to Dropbox!

How much space is that, exactly? For every friend you invite that installs Dropbox, you'll both get 500 MB of free space. If you've got a free account, you can invite up to 32 people for a whopping total of 16 GB of extra space. Pro accounts now earn 1 GB per referral, for a total of 32 GB of extra space. Have you already invited a bunch of people?

Continually use incentive programs:
No matter what industry you belong to, our role model regarding perfectly pitched incentive programs will always be Uber! This app arose using the power of referrals
Through getting a free ride every time a friend download the app, they managed to generate huge user growth rates and unstoppable ongoing referrals.

Go for double-sided incentive referral systems:
Don't monopolize the reward. Instead of making it related only to your app, you can collaborate with another app or website in a double-sided incentive referral system, and the benefits would double.

2- Demonstration app virality

When using this strategy, you will depend on how much users do really like your app. There will be no rewards or incentives for them to share your app content, it just happens when you gain your users' trust, and they are happy enough to share. All that you have to do is to motivate them with some sincere push notifications and so.

And here are you some tricks to manipulate their unconsciousness to share:

Evoke their emotions:
"Whether you're selling soda, car insurance, or a presidential candidate, evoking emotion increases word-of-mouth." Stated Jonah Berger in his findings of how things go viral and motivate users to share.

Produce content and features that make them feel good or happy about themselves.
Example: snapchat and Instagram did when they gave people the opportunity to use filters that make their photos look way better than usual.

Socialize your content:
Make your app content interesting enough to be shared on your users' social media accounts. You need to know what people prefer to share.
Hint: people like to share achievements, things they are proud to reach and happy to own. They also like to brag stuff they bought. Try something like "in love with your new original watch? Share it with your Facebook friends now!"

Produce content with value:
Users tend to share valuable information with their related friends. Whether it's an article for your reading app or it's a new sale for your eCommerce app products, make sure that it's tempting enough for users to tell others about.

3- Word-of-Mouth AppVirality

"92% of consumers believe recommendations from friends and family over all forms of advertising." Stated Forbes in its article about the powers of word of mouth marketing.

Mobile app virality depends on being the most effective marketing tool just like any other business virality does.

This app referral strategy is similar to the demonstration, but it is not limited to sharing the app content on social media platforms. Word-of-Mouth mobile app virality includes a press release, face to face recommendations and any means of networking where apps are mentioned.

To make sure that your app is easy to be spread by word of mouth, you need to pay attention to the following:

Watch your brand spelling: your app needs to spell easily and smoothly. It also needs to be short and sweet so that people can remember and memorize

Be careful with how you describe your app: when someone as your users talk about your app, they will unconsciously repeat what you wrote about your app. That's why you need to write your app description and ads very thoroughly.

Double check that you are utilizing the three E's: Engage, Equip and Empower.

These are the three pillars of the word of mouth marketing strategy.

– Make your users feel that you are not a mere app, you are humanized and can engage with them through social media, customer service, etc.

– Give them something to talk about, whether it's a unique service or cool features.

– Give them power, let them suggest and decide some new stuff and make it happen for them.

Tools that will assist you when using any of the above mobile app virality strategies:

AppVirality: World's #1 referral marketing software that helps you design, manage, and optimize successful customer referral campaigns.

Appgain.io: Boost your app virality through the most effective deep linking and push notifications tool.

Referral saas quatch: Referral program software that pushes promo codes and other incentives for your mobile app.

And with that, we finally conclude our detailed guide on how you could acquire, retain, boost your users and have all the insights for how you could boost your app, and also how to be a successful Digital marketer, we hope that our guide was helpful to you and we would like to invite you to try our platform.

CONCLUSION

Let's wrap things up

First we talked about the 3 steps you need to consider before you go all in for your mobile marketing campaign

- Step 1: Know more about the game
- Step 2: Understand your user journey
- Step 3: Utilizing the AARRR Model in your mobile app marketing plan

Then we move into the funnel and it's components of "Do's and Dont's" and the tools that would help you in every phase of the funnel, which are:

- Acquisition
- Activation
- Retention
- Revenue
- Referral

So if you want your app to grow fast and to learn the tips and tricks and the useful tools in your app marketing campaign then you're in the right place, we go in depth in all of the funnel steps to give your the most comprehensive info.