Creating Display Campaigns-Mobile App Marketing

Learning Objectives

- To understand the How to use mobile app for marketing purpose.

- To understand how does the customer retention can be done by promotion on the mobile app

Mobile App Marketing

- The goal of mobile app marketing is to engage users of your app from the moment they learn about it until they become devoted and frequent users. You need to identify your target audience, where to find them, and what to say to them in order to accomplish this effectively.

- Consider the use of mobile apps as a "funnel." There are numerous funnel stages, but this is a condensed version.

- The initial phase of a user's interaction with your software is **acquisition**. How do you initially entice users to download and install your app?

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- On to **activation**. Every app will define "user activation" differently, but generally speaking, activation refers to a user's initial activities, like adding their email address or making a first purchase.

- Brands are able to individually and properly interact with their customers and start making money off the app when **engagement** starts.

- Experiences that are pertinent and promote satisfaction and advocacy help to earn **loyalty**.

Mobile App Acquisition

The first step in creating a successful app is to encourage downloads. From a message standpoint, you must persuade a potential user that your software can handle a specific issue. The following are some of the popular channels for sending these messages:

- **Social.** It's one of the most popular app acquisition channels. Unless you already have a large audience,.

- **Real-world incentives.** Offering a product giveaway, sweepstakes entry, or some other tangible reward in exchange for an app install is a common strategy.

- **Search advertising.** To optimize and increase app store visibility. Ads appear when users search for specific app keywords. For example, ads for mobile payment apps might appear when a user searches "send cash." You can also purchase search advertising through platforms such as Google AdWords, so someone searching "buying a home" sees an ad for your real estate app. The link then goes directly to your app store page.

- **App cross-promotion.** If you have more than one app, a good way to acquire users is to use one app to promote the other. For example, if your company produces a restaurant database, you can put ads in it that refer to your travel app, since users who are interested in one might be interested in the other.

- **App store listing.** App stores require text and picture descriptions of every app.

Mobile App User Activation

To encourage users to use your app after they have installed it. Since users often delete apps 7–14 days after downloading them, having a strong message strategy that teaches users how to utilise your app is crucial.

User must really view the message you give for these tactics to be effective. The probability of it occurring depends on which of the three available message channels is selected.

- **Mobile App Channels**

- Everyone has received a **push notification**. If you get a user to install your app, you can send one at any time;

- **In-app messages** are similar to push notifications, but they're delivered when users are active in your app.

- The **message center** is an uncluttered and dedicated inbox inside your app. *It's an easy way to deliver messages that don't need immediate action and might be most useful when a user is already in your app.*

Retention Strategies-for Customers

- Send users **coupons or discounts** on products they might be interested in. These work best for local, travel, and retail apps. To get the user back into the app, use your understanding of what they've expressed an interest in, possibly even what's in their basket.

- **unique content**. Can you offer a unique, only-available-through-the-app way to creating the ideal bracket for a sports app?

  Display messages Inform users of a recent update or improvement you've made and show them how to use it. Let users know, for instance, if you've just made it possible for them to share playlists from your music app on Facebook.

- **Better personalization.** Once your users have used your app for a while, you've probably learned a lot about them. Can you use that knowledge to increase the utility of your app? For example, if you just relaunched your recommendation engine, send users a push notification inviting them to see their new picks.

- **Updates on friends and family who have joined.**

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Thanks