



# MOBILE EXPERIENCE DELIVERED

## Your Outsourcing Partner



Mobile  
Development



Software  
Development



Outsourcing



Quality  
Assurance

## 9 Secrets to App Promotion

Now that your app is live in the app store(s) of your choice, it's time to move on to the next round of work: promoting your app!

Now that your app is live it needs a big push for customers to find it. This push should be a combination of your existing web properties and apps along with a reach out to the press, advertisements, and social media interactions.

These 9 tips are the best way to get your message out there and get your app download.

### Using Existing Means

If you have available Web properties and apps, use them!

Your existing apps can be a great place to announce new products, just make a small advertisement for loading screens or add a quick one-time notification about the new service. Your website should always have your apps available with links to every platform you support. If people Google you – and you *really* want them to do that all the time! – they need to be able to find your product.

Every platform you are on and every profile you have should promote your new item because it is somewhere people already go to learn about your company.

The steps and tools below are to help drive people back to your website and your app, but the content needs to be in place before they get there.

### Put Together a Press Release

Writing a press release is a great way to get your name out there because it is an easy piece of marketing. It can get your name out there when using a service like

PRNewswire, but it also puts your name out on the Web in a variety of places. Press releases also show up well in Google search results, which increases your exposure. If your company's news does get picked up by a journalist, press releases provide them a good set of quotes and information so that they can flesh out a story on your app without a lot time spent digging.

### Publish a Press Kit

A press kit allows your company to create and distribute a set of materials that helps you get promotion and better reach in the press. A press kit will not generate free press, or likely any, but it will provide members of the media with information about your company, ways to contact you, and a brief description of your product.

Reviewers and journalists writing "Top App" lists often grab this description and put it at the bottom of their reviews, giving you control of the message.

One other item key for your press kit is good set of images for your app and your logo. These will get used in media stories and blogs, and often become the best representative images on the Web for you company.



Additionally, utilizing a press kit provides you with materials that you can send to bloggers and journalists so that they can provide you with app reviews. Simply send them the app for free along with your press kit informational and politics request that they review the app for you.

### **Use Social Media**

The top three social media sites for your app are Facebook, Twitter, and LinkedIn. Facebook is a strong platform to use because it has lots of members and is very visible. Not only is it very easy for users to “Like” or share your content, but it is any easy place for you to share information like new features and updates. It is one of the easiest platforms to interact with and broadcast yourself on.

Twitter is a great place to turn if your audience is more technical or younger. It provides a platform to give general news as well as to respond directly to questions or comments. The trick with Twitter is being responsive consistently, and this can take some staff or outside help.

Think of LinkedIn as Facebook for established businesses and industry. It is the place where you can reach C-level executives and provides an easy way to start conversations. Unlike personal use, businesses on LinkedIn need to focus their efforts on creating and participating in discussions and forums relevant to their field.

### **Mobile Advertisements**

Even if you don’t use ads inside your app, mobile advertisements are a great way to reach mobile users. Big mobile ad networks are typically affordable on most budgets and can reach very well-targeted demographics. Stick with the big three: Apple’s iAd; AdMob from Google; and ValueClick’s Greystripe.

### **Print Isn’t Dead**

One of the next best places to advertise will surprise you: print media. Newspaper ads, magazines, and sponsored letters are still a great way to reach out to customers. Reading not only gets your customer when they pick up the item, it also gives them a chance to come back it.

Got a name that can be hard to spell or say? It’s still easy to read and since print ad stays around longer they can have it next to them when they Google you or head to your website to learn about it.

### **QR Codes**

Worried about the print-to-digital jump? QR codes have your back. A smartphone is almost always within reach, and a simple QR code can get your user to your app in just a few seconds. That way they don’t have to Google you separately or make sure they find your proper website on their own.

### **Give Away Free Access**

Some major blogs like TechCrunch even help developers get a user base to test apps. They do this by giving out codes for pre-release downloads to their readers—typically the



developer provides TC with 30 to 50 codes and then the blog distributes those to readers who request codes in the comments section.

### Try Trade Publications

There are also trade publications if you're focused on a particular business subset. Many industries in the U.S. and around the world are not very tech-savvy. Lots and lots still rely on faxes and print-outs of Excel spreadsheets. Does your app solve one of their issues?

If so, why not put yourself in the industry magazine and get in front of the eyes that matter to you?

### Let Us Know

Need help developing your app or getting the word out? Got questions on the right place to position your offering? Email us or head over to <http://www.mobileapp-development.com/> learn what we can do for your specific situation.

### Our Clients



### Our Testimonials

*"We're delighted with their aptitude and skill sets. Their communication with us has been focused and productive. In a very short space of time, we've come to feel that they are part of InnerWorkings and have almost forgotten that they work with APRO Software."*

Robert Brady – VP of Operations, Ireland., Innerworkings



*"Thanks to APRO we could see our expectations for the Message Analyzer product come into life. We especially value the technical expertise of the team and their overall innovative approach to creating solutions. They have always resolved our requirements to our best satisfaction."*

*Pavel Tuma, product manager, T-Mobil*



*"It looks really great, thank you! I am very impressed from your team achievement during time we work together!"*

*Mihail Mihaylov, Fifthplay, Project Manager*



*"We have cooperated with APRO company for a long time and together we have completed several projects in the IT field, simply because the people at APRO know how to externalize our visions and bring them to reality. APRO is a company with a truly professional approach to its customers and it always fulfills our assignments."*

*Karel Pavlicek- IT manager of Peugeot CZ*



*"I must say that at all times I have always been served with high professionalism by APRO team workers – any time and over any problem that we resolved."*

*Jan Kadlec - Renault Trucks CZ, System Specialist*



*"The created web application helped to enable access to data in our internal system for external parties, either customers or suppliers, thus greatly improving all processes related to car order management."*

*Michal Bašta - Application Analyst, LeasePlan ČR, s.r.o.*

