



MOBILE EXPERIENCE DELIVERED

Your Outsourcing Partner



Mobile
Development



Software
Development



Outsourcing



Quality
Assurance

Facebook Promotions Are App Gold

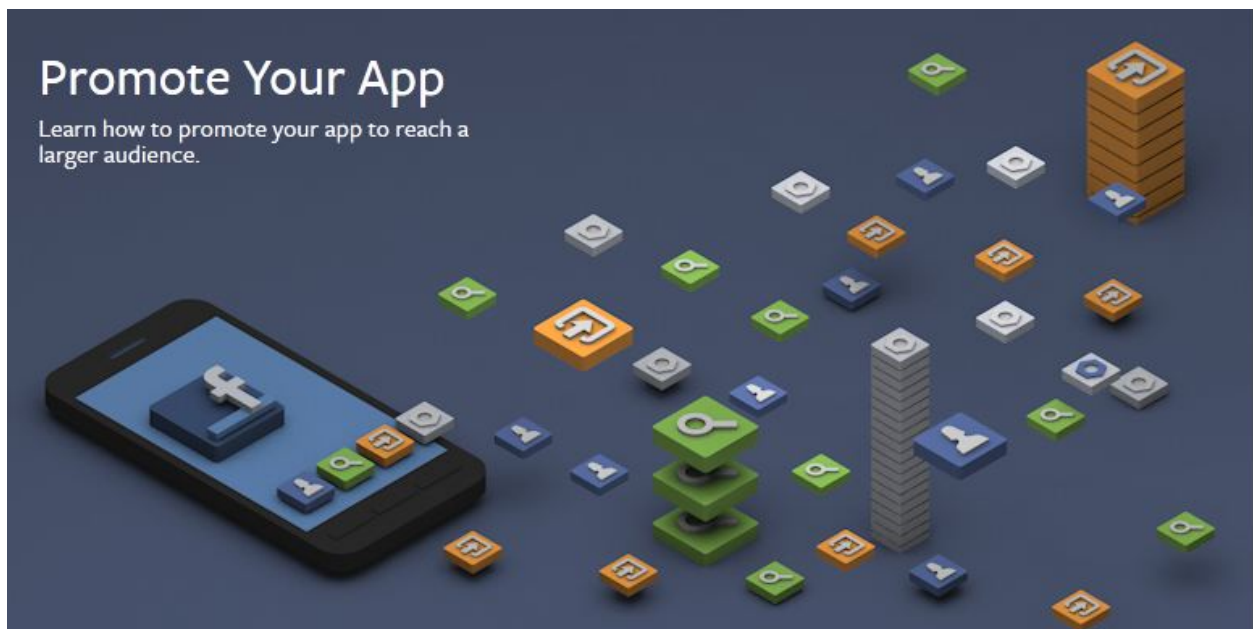
If your app is not on Facebook, it should be — not only because of the millions of users on Facebook but also because the social network has made it incredibly easy and wants to give you great tools to put your app on Facebook.

They want you there, so Facebook is giving you lots of information and services to help your app find users. Of course, they're often making money while you gain more users, but most developers find Facebook campaigns to be a win-win.

Facebook's "Promote Your App" Service

Facebook has created a "Promote Your App" page to give developers a place to go to find out information on all of the tools Facebook gives users to promote their apps, market their efforts, and advertise apps and services across all of the different ad systems and types that Facebook makes available.

Facebook says advertisements on its platform lead to more installs and better awareness and that "ads appear in the mobile news feed, and take people directly to the App Store or Google Play to install the app."



According to the social network, users see best results with in-app ads, domain advertisements, sponsored results, and Facebook promotion pages.

Sponsored Story Promotions

For most companies, only some 16% of fans/followers will see a new message posted just to your page unless it has promotions like advertisements or sponsored stories, which show up in users' feeds like updates from their friends.

The sponsored story is one of Facebook’s more successful tools because it reaches your fans as well as a bigger general audience, such as the friends and family of your followers.

Facebook has a lot of other information available for you at <https://developers.facebook.com/promote/>

Target by Demographics in Facebook Ads

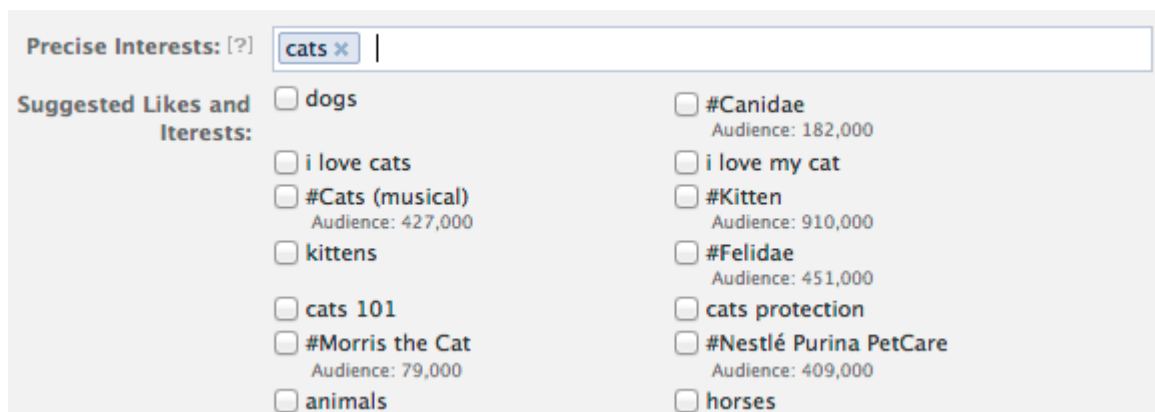
One benefit of the social network’s advertising services is that you can target a specific audiences based on a variety of factors. This targeting applies to your advertisements, including sponsored stories.

Some of your targeting options include:

- Birthdays: This allows you to create ads for people who have their birthday in the next week. Birthday gifts can also be targeted to their friends.
- Countries: Facebook will let you to target each of your ads to as many as 25 different countries. When expanding your targets, Facebook will provide you with estimated audience numbers (listed in the right-hand column on the ad page). If you select multiple countries for your campaign, however, you lose one significant ability: targeting specific cities.
- Cities: Is your app just about Denver? Then use this selection to just target users in Denver! This reaches your target audience in a very easy-to-understand way. One quick note here is that, if you want to target multiple cities that are in different countries, Facebook says you need to create an ad for each target country.
- Age: You can suggest that your ad be shown to users within a certain age range, but Facebook verifies that the content is safe and meets legal requirements.

Target Users by “Likes”

Another nice option offered by Facebook is targeting users based on the things they already like or have shown an interest in on the service.



(Image via Facebook and available at: https://fbcdn-dragon-a.akamaihd.net/cfs-ak-ash4/84983/103/218186374875728_459641164.png)

Targeting items and words that are related to your product, but on a broader scale, will “help increase the size of your potential audience while making sure that you are still reaching people with relevant interests,” says the Facebook.

More information on these and other targeting options can be found at <https://www.facebook.com/help/131834970288134/>.

Preferred Marketing Developer Program

You or your app developer (or agency) should probably look into Facebook’s Preferred Marketing Developer (PMD) program.

PMD is a single platform with a toolkit that lets developers and marketers manage their Facebook apps, upload new code, build and customize social plugins for Facebook and other sites, monitor and manage their ad campaigns, and get usage information from all of their Facebook pages, apps, and promotions.

Get PMD Benefits through Partners

The preferred marketer list has been growing steadily since day one, which means there are a lot of companies that you can hire to manage your campaign with their PMD access and extend this preferred status to you, which means being better able to target your ads.

Reward Your Fans/Users

As the initial following grows, one of the best ways to develop a larger audience base is to provide an incentive for your customers to spread the word. Facebook has its own digital currency, called Facebook Credits, that you can use, or you can provide outside incentives tied to other brands, your brand, or just plain monetary awards. Facebook Credits and other payment information available at: <https://developers.facebook.com/docs/payments/>.

According to iMedia Connection, which studies marketing on digital platforms, promotions or giveaways that require a Like or a Share of a Facebook page are “often why [people] become fans of brands’ Facebook pages.”

Rewards for Sharing

Another common practice for mobile apps, especially games is to provide free bonus Credits or content to users that share the app with their friends. Many campaigns give rewards not only for posting on a user’s own Facebook page, but also for signing up friends.

Three big sharing programs include:

- Daily rewards when the user and any of their friends access an app.
- Removing time-restrictions, such as on games that use lives or energy, when a user’s friends sign up.
- Exclusive items or features when a certain number of friends sign up.



The site also has suggestions on subscription models:

<https://developers.facebook.com/docs/concepts/subscriptions/>

Let Us Know

Marketing to your consumer is great, but providing them something they want (beyond your app that is) helps spread the word through an actively engaged community.

And of course, we'd like to reward you faithful reader. There's no Facebook promo code here, but we can promise to answer your questions and continue to provide you with tips and tricks to develop your app and keep it popular throughout the coming years.

Email us your thoughts or head over to <http://www.mobileapp-development.com/> and see what we can for your next project!

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.

