

App Marketing Guide



How to Launch Your App

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With over 2 million mobile apps in the major app stores, it's important to promote your app to ensure your customers know that it exists.

QUICK TIP

When we say 'launch,' we mean the day you decide to officially announce your app or app update to your customers, not the day it goes live in the App Store or Google Play. We recommend 'soft launching' the app for about a week in the app stores before making the official announcement to be 100% sure it is running as expected.

PRE-LAUNCH

App Store Optimisation

App Store Optimisation is essential for improving the visibility of your app in both the Google and Apple app stores. Apple does not currently offer any way to pay for app promotion in the App Store, while Google is exploring this area. Google and Apple use factors such as reviews and ratings, number of downloads, usage and uninstall rates to define where your app will appear. However there are a number of factors you can influence to ensure your app appears in organic search results. Check out our [app store optimisation guide](#) for a detailed explanation of how to optimise your app in both the Apple and Google app stores.

PR

Notify journalists and bloggers about your app, and any special features it provides for your customers, in advance of the launch. Make sure you are available to answer questions before, during and after.

Content and Assets

In order to make sure you are ready for launch day, you should have your press release, blog post, newsletter content and social media posts finalised beforehand. Planning ahead will help reduce your stress on launch day. Provide as many visuals as you can, including artwork, logos, screenshots and video. This will make the resulting articles and marketing collateral look more compelling and interesting to your audience. Part of your app store optimisation could include an app preview video, which is stored as the first screen in the screenshots section of your app store listing. This video could also be used in your promotional materials. You will need to have this ready at least a few days before launch, following Apple's guidelines: <https://developer.apple.com/app-store/app-previews/>.

Reviews

Your app will do better if it starts off on a good foot. Your app should organically generate positive reviews over time, but an app with a few good reviews soon after launch will achieve more downloads. App Store reviews are now more important to users than ever. According to Apptentive, only 15% of users would consider downloading an app with a 2-star rating. We recommend asking your new users to leave a review.

LAUNCH

So your app has been in the App Store or Google Play for about a week? It's time to launch it officially. Here we'll recommend a few ways to do that.

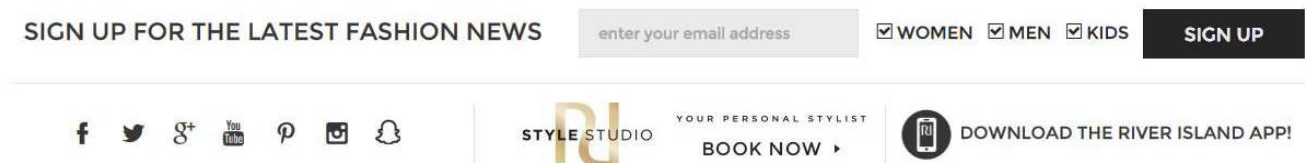
Website Promotion – Mobile and Desktop

An easy way to start promoting your app is through your desktop and mobile websites. You can put a button in the footer, such as the one on Mothercare's mobile website:



This can be easily downloaded from Apple here: <https://developer.apple.com/app-store/marketing/guidelines/#downloadOnAppstore> and for Google here: <http://developer.android.com/distribute/tools/promote/brand.html>.

Some retailers have a banner on their website footer which leads to a dedicated web page with more information about their apps, such as our client River Island:



The button links to this page:

The banner features a dark header with 'RIVER ISLAND' and navigation links for 'WOMEN', 'MEN', 'GIRLS', 'BOYS', and 'MAGAZINE'. It includes a search bar, 'My Account', and a currency indicator '£0.00'. Below the header, promotional text reads: 'UK NEXT DAY DELIVERY Order online before 5pm. Excludes gift cards', '20% OFF MEN'S SUITS SHOP NOW', and 'FREE CLICK & COLLECT To all local River Island stores'. The main headline is 'GET YOUR RI FIX ON THE GO'. A sub-headline states: 'Style never stops, and neither do we! You can now shop River Island wherever you are with our mobile site and free iPhone, iPad, Android, Windows and Blackberry apps. Getting your fashion fix has never been easier.' The banner displays five app icons with descriptions and 'DOWNLOAD NOW' buttons:

- iPhone App:** Download our free iPhone app to get your River Island fix on the move. Whether you want to shop from your phone, view our trends or check in to your local store it's all available at the touch of a button.
- iPad App:** You can also explore River Island with our iPad app. Much like our iPhone and Android apps you can shop our collections, get fashion inspiration and share what you've bought with your friends.
- Android App:** Get your RI fix on the go with our free Android app. With new products arriving online daily, you can be first to shop Just Arrived wherever you are and share what you've bought with your friends.
- Windows App:** Shop, share and get social with our free Windows app which enables you to explore.
- BlackBerry App:** COMING SOON

Another highly effective app promotion tool is setting up a download banner on your mobile website. With the implementation of some simple code, which your developer can give you, users browsing on mobile web will see a message suggesting they download your app.

When one of our customers placed a download banner on their mobile website, app downloads and sales tripled.

Here are examples from three of our customers:

The screenshots show mobile web pages with app download banners:

- Karen Millen (karenmillen.com):** The banner features the 'KM' logo, 'Karen Millen Fashion', 'No Need 4 Mirrors (NN4M)', a 5-star rating, and 'GET - On the App Store'. Below the banner is a promotional message: 'FREE STANDARD DELIVERY ON ALL ORDERS - LIMITED TIME ONLY'. The website below shows the 'KAREN MILLEN' header and a search bar.
- Warehouse (warehouse.co.uk):** The banner features the 'WAREHOUSE' logo, 'Warehouse Fashion', and 'WAREHOUSE FASHION... INSTALLED'. Below the banner is the 'WAREHOUSE' header with navigation icons and a search bar.
- Saks Fifth Avenue (saks.com):** The banner features the 'Saks Fifth Avenue' logo, 'Saks Fifth Avenue for iPhone', 'Saks Fifth Avenue', a 5-star rating, and 'GET - On the App Store'. Below the banner is a search bar and navigation links for 'STORES' and 'SAKS BAG ()'. The website below features a promotional banner for 'Emerging Designers the IN CROWD'.

Launch Event

The release of your new app or significant update is a great opportunity to get influential bloggers and journalists together to promote your brand. Holding an event is likely to generate more of a buzz and if executed well, can have a big impact on your download numbers. For instance, Mothercare held a launch event at the Charlotte Street Hotel in London hosted by Myleene Klass, a prominent celebrity and designer of Mothercare baby clothes. This launch event meant that the brand was featured in Huffington Post as well as many other publications.

Press Release

Today is the day to send your finalised press release out to your full journalist and blogger contact list. Send along screenshots, video (if you have one) and any other supporting materials to make their job as easy as possible. You should also send information about your app to the big app review sites such as TechCrunch, Mashable, Gizmodo and Wired, and any other publications you think would be interested to know about it. For British retailers we recommend Econsultancy, Internet Retailing, Drapers and Retail Week. For the American audience we like Mobile Commerce Daily, Mobile Marketing Magazine and Internet Retailer.

Social Media

You should be putting download calls to action on all of your channels, including social media. Post to your social channels as soon as your app is launched and a few more times throughout the day. Try a Twitter campaign with a giveaway-specific hashtag to increase awareness and take advantage of the excitement around your launch.

Be sure to monitor all social media channels closely and respond to or retweet users when appropriate. If you have built this functionality into your app, you can also use Twitter cards to deep link to the app store if users don't have your app, or to a product page within the app if they do. You can find more information here: <https://dev.twitter.com/cards/mobile>.

You should upload screenshots of your app to your Facebook, Instagram, Tumblr and Pinterest pages, both upon the launch of your app and to advertise new-in products. Another way to promote your app is by bringing it to life with video – we've mentioned creating an app preview video earlier, but why not create a clip for your Vine page or a longer YouTube video to show off your app?

Blog

If your brand has a dedicated blog, it is advisable to write a compelling blog post introducing your app and explaining the benefits of downloading as well as any incentives you are offering to users. If your blog is included as a feature of your mobile app, make sure to communicate this to your readers.

Email Marketing

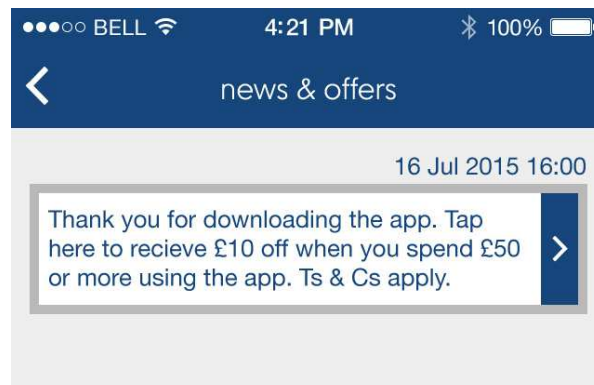
Your email subscribers are some of your most loyal customers, making this channel a great one to promote your app. Try these options:

- **App-specific email at launch:** your app release is big news, so make sure it doesn't get lost amidst other brand news in your normal newsletter.

- **Include a link to your app in standard newsletters:** it's a good idea to promote your app along with your social media pages at the bottom of your regular newsletters. This can be easily incorporated with a link to download the app if opened on mobile.

Download Incentives

A very effective way to encourage downloads is through offering users incentives to use the app. For instance, Mothercare offered customers who had downloaded their app for the first time a £10 off voucher when they spent £50. This has helped increase downloads, drive app revenue and positively influence app ratings.



POST LAUNCH

Paid Advertising

Paid advertising can be beneficial to keep momentum going after your app has launched. This can be done online through Google Mobile App Extensions. When smartphone users are searching on Google, they can see your ad promoting your app and directly click to download it from the Google Play or iTunes App Store. You can also choose to deep link to a specific page inside your app straight from your ad. People who already own your app can be brought to a specific section to easily complete a conversion inside your app, based on the search terms they used. Click-to-download ads contain your app icon and a link to download your app. These ads work like regular Google ads, where brands bid on keywords, and your ad will be included in search results for certain keywords. Find out more detailed information here: <https://support.google.com/adwords/answer/2549053?hl=en-GB>.

Social Media Advertising

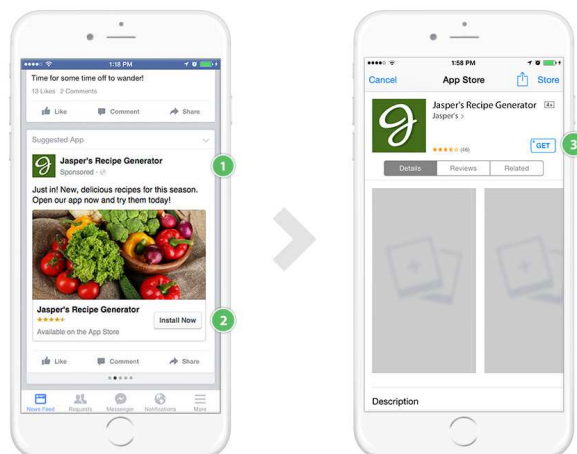
Facebook

Some brands choose to advertise their apps on Facebook. These ads appear in the newsfeeds of users within specific geographical and interest categories defined by you. Mobile users can download your app directly from their Facebook feed. Find out more here: <https://developers.facebook.com/docs/ads-for-apps/mobile-app-ads>

Instagram

Instagram now offers advertisers more powerful tools including "install now" and "shop now" buttons as well as interest and demographic targeting. This could be a good way to get your app in front of your target audience. The action buttons don't take users away from Instagram completely.

Instead, they open a mini-browser within the app, so once users have finished downloading or buying, they'll be returned to Instagram.



In-Store Signage

If you have a bricks-and-mortar presence, it is important to make your customers aware of your app offering in-store. You could do this through a sign in your store windows or at point of sale, maybe using a QR code for quick download. Our customer Debenhams also makes their shoppers aware of the app through in-store announcements. If you have free wifi, customers could even download your app then and there. Many retailers encourage in-store downloads with a separate “in-store mode” offering customers useful tools such as barcode scanning, stock checking, beacon integration, shopping lists and navigation to product locations.

Packaging & Printed Materials

For both multichannel and pure-play retailers, you could use other ways to promote your app such as on receipts, on leaflets within deliveries and on packaging materials. If you send out direct marketing mail, this could also be an ideal place to talk about your app.

Continual Email Marketing

It’s important to try to keep momentum going after your app has launched. One way to do this is through featuring your app in your newsletter, especially if you have added any new features or if your app has won or been nominated for any awards.

Push Notifications

Push notifications can be used to drive customers back to the app by highlighting promotions and incentives. We will provide training before launch to ensure you are comfortable sending push notifications.

MEASURING SUCCESS

Data about the number of downloads, sessions and sales your app is achieving will be available in the NN4M CMS. You will receive full training from our support team on how to use the CMS prior to app launch.

ABOUT NN4M

NN4M is the leading provider of transactional retail apps and mobile solutions in the UK and the USA. We work with some of the largest and most successful retail brands, including River Island, Saks Fifth Avenue, Debenhams, The Body Shop and Mothercare, transforming the way people shop one app at a time.

Native Apps



In-Store Kiosks



App Analytics



Push Messaging



WE UNDERSTAND RETAIL

Our team has a combined 35 years of retail experience, and we have developed more transactional retail apps than any other supplier in the UK and US for a wide variety of retail brands, helping them generate more than **£1 billion** in app sales to date.

BEST-IN-CLASS PRODUCTS

Many of our apps have won multiple sought-after awards and continually receive near 5 star ratings. In 2015, two of our apps were recognised by MasterCard in its independent Mobile Top App Index listing the 19 best shopping apps in Europe.

COMPLEX INTEGRATIONS

We have substantial expertise in integrating with all of the major ecommerce platforms. Subsequently, we have developed a robust app framework that offers the greatest flexibility possible for our customers.

SUCCESSFUL APP PLATFORM

Our platform offers a robust pre-built code base, meaning we don't have to reinvent the wheel. This allows us to consistently deliver quality apps, giving us time to implement your unique features and capabilities on top of a proven framework.

Find out more at www.nn4m.co.uk or contact us at info@nn4m.com