

Mobile App Marketing

OVERVIEW

- ✔ Check out **App Business Academy** bonus course under the "EXTRAS" section – over 10 hours of lessons on the App Business itself.
- ✔ Mobile Apps can generate new opt-ins and web site traffic, but there are some things you need to know. They are great for branding/authority.
- ✔ **IMPORTANT: App Installs are grossly overpriced due to all the competition of the game market.**

App Store Optimization (ASO)

- ✔ Algorithm = Keywords, Ratings, Download Volume, and Relevance
- ✔ Put a great keyword at the beginning of your App Title
- ✔ Split-test app icon designs
- ✔ Split-test app descriptions
- ✔ Split-test app screenshots

Using An App To Build An Email List

- ✔ Mobile Apps can be a great way to generate leads and build an opt-in email list
- ✔ I built a list of over 300,000 users with one App
- ✔ **BUT... Apple doesn't like forced opt-in forms!**
- ✔ The secret is to use FB Connect or Google Sign-in
- ✔ Make sure to clearly tie-in the App with list mail
- ✔ **TIP: Don't overlook the power of notifications**

Boost Your Brand With An App

- ✔ A great reason to have a Mobile App is to simply boost your brand & authority
- ✔ Use a simple App to notify users of new content
- ✔ Distribute your content (or version of it) in App
- ✔ Repurpose old content to 'populate' the App
- ✔ Drive users to Social Media posts (on Mobile)
- ✔ **Encourage the App users to visit your Desktop sales pages & assets as often as possible.**

From Scratch Or App Builder?

- ✔ How should you have your app made?
- ✔ If the App you want to have isn't complicated, go with [BIZNESSAPPS.com](https://www.businessapps.com) – \$59/month
- ✔ If you want something complex, you will have to hire a developer to make it for you.

Buying Installs For Your App

- ✔ An “install” doesn’t mean an engaged user!
- ✔ Coordinate a ‘charting campaign’ – try targeting a smaller country market than USA.
- ✔ Facebook Ads has an App Install option
- ✔ Google AdWords has an App Install campaign
- ✔ Twitter Ads has an App Install option
- ✔ Tapjoy, Chartboost, MiniMob, InMobi, AppLovin, Appnext, Leadbolt, Adcash, Startapp, and more!