

# MARKETING YOUR APP

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To boost traffic and drive repeat visitors

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# INTRODUCTION

If you are planning to release an app as part of your cross-platform strategy then you will need to ensure that you have a solid marketing strategy in place for its launch. This whitepaper will outline some ways in which you can drive new traffic to your app and encourage repeat traffic.

An app is not an alternative to your website, print content or even your mobile site it is an extension of all three, to enable you to capture the attention of your entire mobile audience.

There are many benefits of having an app, with one of the key arguments being that it provides the most mobile centric experience for your existing readers or customers.

Mobile traffic has grown at an extortionate rate over the past few years and there are now more mobile phone devices in the world than there are humans.\*

As a result, it's unsurprising that the number of people using apps on their mobile or tablet device has also risen. In fact, app usage has continued to rise at the expense of the mobile web. As of March 2014 users were spending **2 hours 42 minutes** per day on mobile devices and **2 hours 19 minutes** of that time accounted for time spent in an app.\*\*

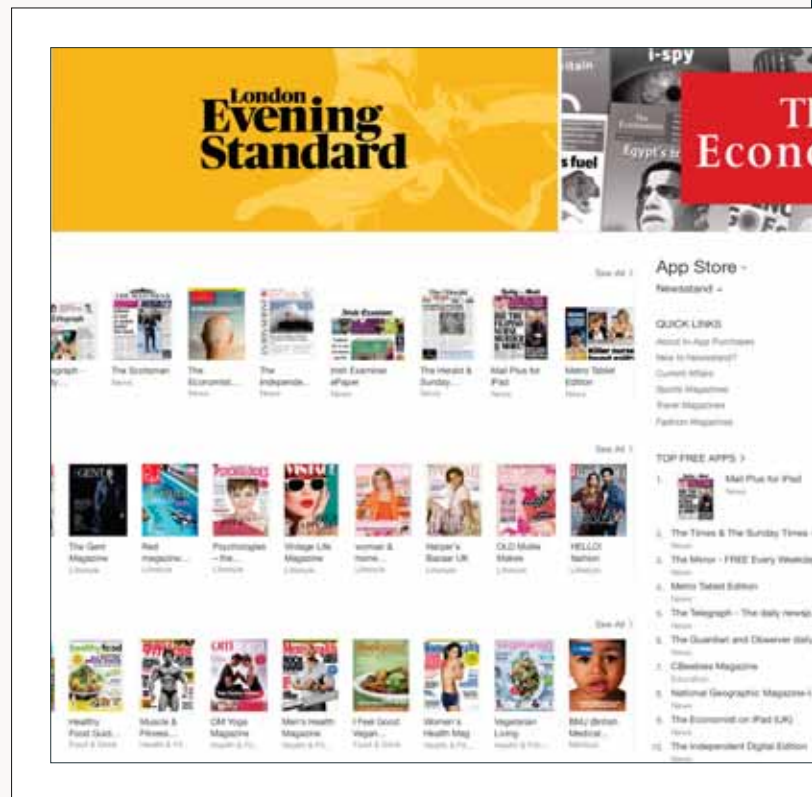
\* source: <http://www.ibtimes.co.uk/there-are-more-gadgets-there-are-people-world-1468947>

\*\* source: <http://www.flurry.com/bid/109749/Apps-Solidify-Leadership-Six-Years-into-the-Mobile-Revolution#.VToPYxN4ozM>

# ADVERTISE

Make use of your existing customer touch points as much as possible to advertise your new app.

Use your website, your email campaigns and your print content to tell all of your new visitors and existing customers about your new launch.



## WEBSITE

You have got a website so let all of your website visitors know about your new app. Dedicate a banner ad to the launch and ensure that it's located in a prominent position. Continue to keep it there post-launch to continue to raise awareness. Create a landing page that contains all of the relevant app information, screenshots and even a QR code, which directs users straight to the app store.

If you have a dedicated mobile website or a responsive site, you can include a banner ad at the top of the page which links directly to the app store. This ad will be shown to all mobile traffic, which increases the likelihood of a conversion.

## EMAILS

Send an email campaign to your entire database informing them all about your new app and its key features. Either send a dedicated email or include a banner ad within your regular newsletter. You'll be able to track any clicks to monitor its success.

## PRINT & DIGITAL EDITION

If you have a print publication or a brochure you can include a print ad which shows off the key features of the app. Again, include a QR code so that readers can go directly to the app store. Make sure that you also include the ad in your digital edition and link this directly to the relevant app store too.

## OPTIMISE FOR APP STORE

With thousands of apps in the app store you'll also need to make sure that your app stands out and can be easily found. Ensure that you select the best keywords for your app so that your users are able to easily find your app when searching.

Your app icon will be the first visual element that your readers see, make sure that this conveys your brand in the most straightforward way possible. Another way to visually promote your app within the app store is through the app screenshots. Use these wisely, you can promote key elements of the app within each one.

Finally, make sure that your 'app description' contains all of your relevant app information and selling points.

**amNEWYORK ON THE GO!**

- **BROWSE** amNewYork offline (and underground!) and get real-time updates
- **SAVE** your favorite content to browse and share
- **SHARE** on Facebook and Twitter

Download our new app today.  
On your Mac, iPhone, or Android, scan this QR code to get the app.

SPONSORED BY **FAIRWAY**

- amNewYork use multiple ways of marketing their app, such as full page adverts, with a QR code, in their print and digital editions.

# PROMOTE

There are various ways that you can promote your app through your existing channels at very little cost.



A promotional banner for the 'Broadcast App'. The top section has a blue background with the text 'INTELLIGENCE ON TAP' and 'Download the Broadcast App for your smartphone or tablet now!'. Below this are three buttons for 'APPLE', 'ANDROID', and 'KINDLE'. The middle section is titled 'WHO CAN LOG INTO THE APP?' and states: 'If you are a premium subscriber you can download to your tablet or smartphone and simply log in using the same details as you would to access the site!'. The bottom section is titled 'Ratings Each Morning' and says: 'Access the overnight ratings for the peak-time shows on each of the 12 main commissioning channels, every morning from the app. Visit the Ratings Analysis section via the menu icon for in-depth insight and expert commentary into what these mean for you.' To the right of this text is an image of a smartphone displaying the app's ratings page.

## SOCIAL MEDIA

Use your existing social media channels to update your followers on your new app. Then, once it is live update your followers so they know when a new edition is available. Promote content or articles within your app on a weekly basis, this will ensure that any new followers are aware of your new app.

## EMAIL SIGNATURES

In certain industries, where your employees are in contact with your clients on a regular basis, why not include a link to your app in your email signature to drive additional traffic directly to the app store.

## MICROSITE & LANDING PAGES

Create a dedicated microsite or a specific landing page for your new app. You can direct traffic here when promoting your app or advertising it through a range of channels. Showcase your app by listing any key features, exclusive content or related videos.

## VIDEO

If you produce videos as part of your marketing strategy then it's a good idea to base one on your new app. Show off all of the key elements and give your audience a chance to see your app in action.

# ENHANCE

Another way to incentivise your readers or customers to download your app is by offering them exclusive content that is only available within the app.

► One of our clients, the London Evening Standard, offer a free supplement, 'ES Travel Escapes' to all readers that download their app.

## EXCLUSIVE CONTENT

You could include exclusive interviews, video content or photo galleries within your app to encourage downloads. Make sure you promote or advertise this content across some of the channels that this whitepaper has already recommended.

Further to this you can enhance the content within your app by adding interactivity or including a games section to increase user engagement. Many of our clients include live weather feeds or other third-party content to encourage visitors to keep visiting their app.



# MAINTAIN AUDIENCE

Once you've put in all that effort to drive traffic to your app you'll need to make sure that you encourage repeat visitors and keep your figures at a consistent level. There are many ways this can be achieved.



## DATA CAPTURE

If your app features subscription integration then you can collect email addresses upon signup. You can then use this data to send targeted email campaigns each week or month, to not only reinforce your brand identity, but to also announce new app features or highlighted content.

Even if your app is free then you can still collect user data by implementing a data capture solution. Some of our clients, including City A.M. and the London Evening Standard, have implemented a data capture solution to assist them in their app marketing.

## PUSH NOTIFICATIONS

Another way to drive repeat app traffic is to send targeted push notifications, a significant benefit of having an app. The Independent send daily push notifications to their subscribers with breaking news alerts or the day's top news headlines.

If you are using analytics to track your app traffic then you'll be able to monitor the spikes in app traffic throughout the day to assess just how successful your push notifications are. You'll be able to find out the most popular time and day to send your alerts.



# CONCLUSION

This whitepaper has outlined many ways that you can market your app to boost traffic and encourage repeat visitors.

If you are considering developing an app for your business, or are looking to re-launch your existing app, then creating a clearly defined marketing campaign for your app's launch should be one of your key action points.

Many businesses put lots of time and effort into their app design and build but often fail to put a solid launch plan together. If a great level of detail and planning is put into both of these steps then your app will have a great chance of being a success.

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