



# TOP 8 SECRETS BEHIND MAKING SUCCESSFUL MOBILE APP!

# INTRODUCTION



## SUMMARY:

Mobile apps are nothing but the vehicles for any type of businesses to grow & sustain in this fast moving digital world. They provide opportunities for organizations to engage their customers with loyalty & driving revenue. To get ready for this new digital age, any businessman or mobile app developers should have a mobile strategy that aligns with the expectations of customers. After getting the experience in IT Industry from last 14 years, we have found out some powerful marks that could help you in making your app successful.

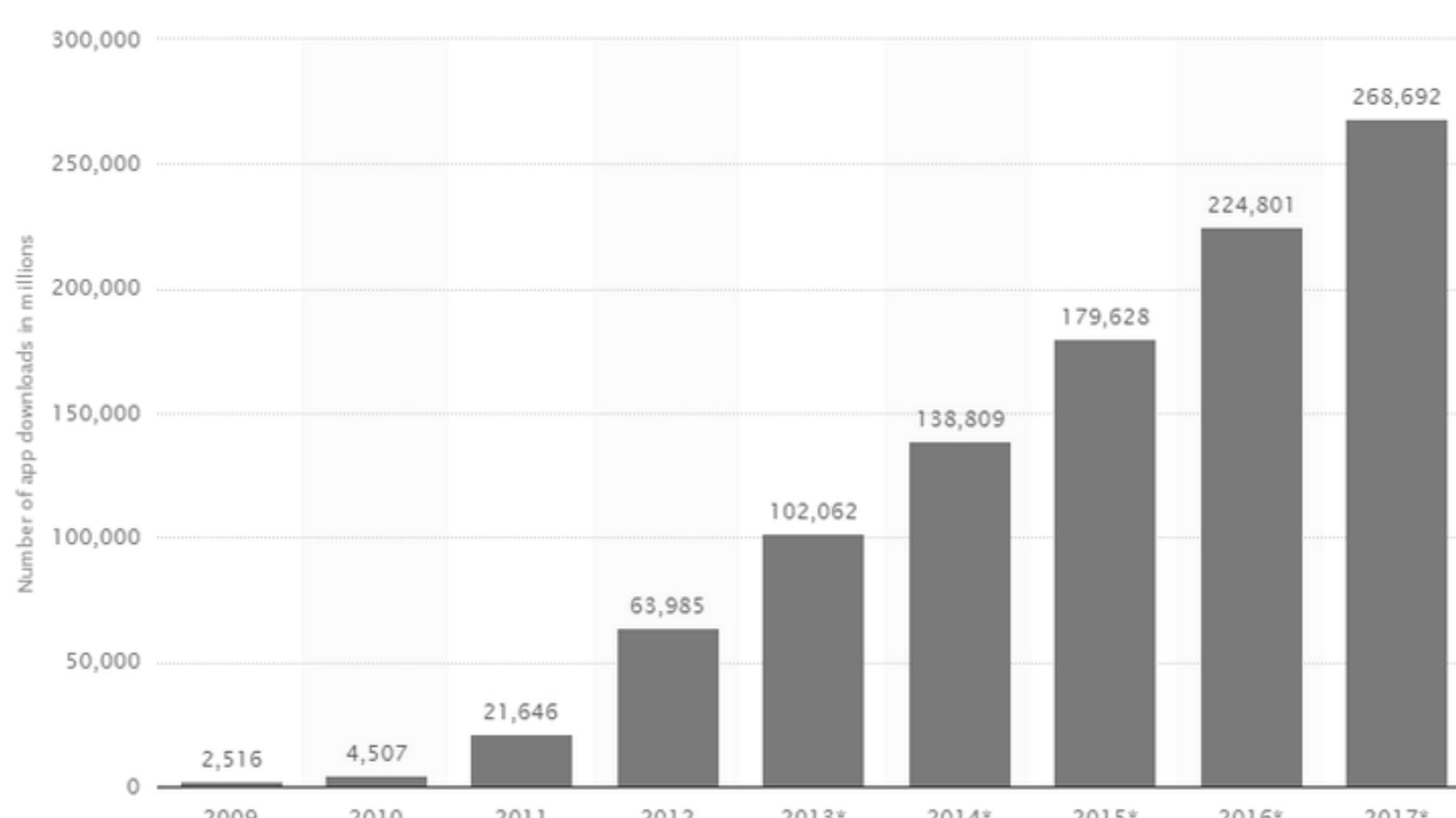
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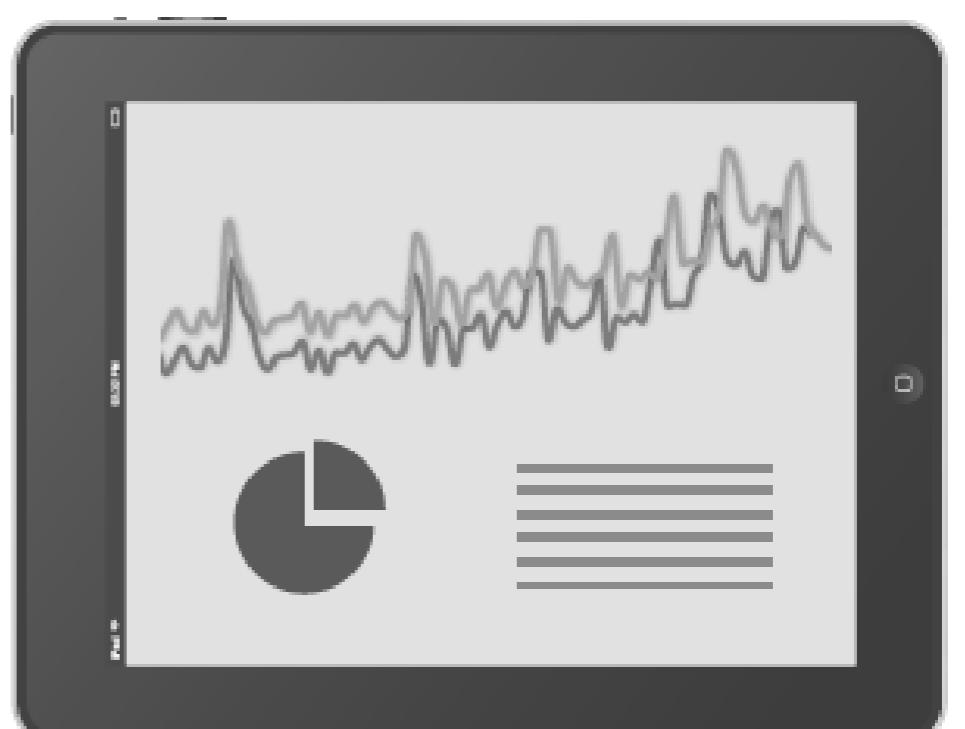
# 1. SOME REAL-TIME FACTS ABOUT MOBILE APPS:

- While using a mobile phone, it has been observed that the time spent on the browser is hardly 10% & that on mobile apps 90%. However, very less number of apps could sustain their usability after first maximum 3 months. Almost 76% of apps fail in engaging their customers & can't find out the way to get out of it.
- According to statista.com, by 2017, the number of application downloads is expected to hit 268.69 billion. And predicted to drive \$77 billion in total revenue by 2017.
- Mobile apps have indeed created an importance in every customer segment. Though expected number is huge & neither of them is surprising, app marketplace is crowded. And there is the very high probability that even the best app may get lost in the ocean. Simply creating an app, even it is amazing & introducing it through Google play or iTunes is not going to make you as a success.
- **"Building an app is like building a house. You need to put your thinking about how the rooms will going to look like before you start building."**



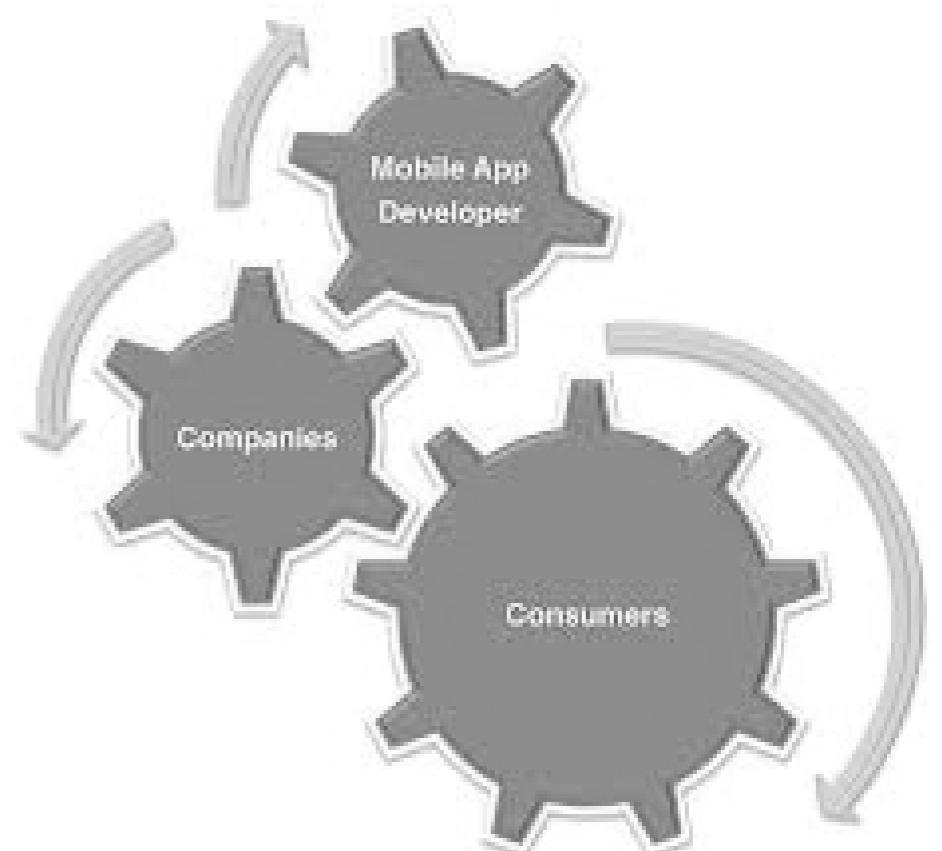
## 2. CHECK OUT THE DEMAND OF YOUR PRODUCT/SERVICE:

- Whatever maybe your idea, just ask few questions to yourself & make it clear to you first. Determine the intentions about what your idea will go to do, where it is going to do and what is supposed to achieve. Analyze whether there is demand for the same, how it will going to add the value to the users, what will be your unique selling points (USP), for which platform you are going to build an app.
- Speak with the experts in the domain that you are targeting for. This may help you in a much superior way, as you will be able to get the authentic reply from their side.
- Ultimately, you will be creating an app for the people. Many times the people who are a newbie to app development will assume that their target audience can be anyone. This is not the case at all. You need to find out your target audience, their concerns & how your idea will help them. Do the market research if there exists any similar kind of app or not.
- With this kind of survey, you can get a clear understanding of the questions what, why & how things could work for you & no need to give a special time afterward.



### 3. COMPETITOR ANALYSIS:

- If your idea is unique & you have the strong feeling that it will definitely work for your target consumers, then you can simply start app development. Otherwise, identify top competitors & analyze the content they are publishing.
- Evaluate their SEO structure, how they are representing their apps in app store, the tools or the channels they are using for marketing their app.
- Find out the monetization model that your competitor uses. There are hundreds of different monetization models available with mobile apps. Get to know how your competitors are making money. Sometimes apps are made to make money immediately or it may happen that your competitors haven't implemented monetization model then you need to track their updates later on.
- With these, you can make a list of the points which are best in them or which can be improved by you & how it would impact for betterment. Do the forecast on your capability, a combination of resources to use & start implementing your vision into reality.



# 4. MARKET IN ADVANCE:

These are nothing but the ways to help your product sell itself in this crowded marketplace. You can use the following tricks to promote it:

## i) Videos:

It can be one of the most effective approaches encourage people, build their interest in your product/service. It has been seen that video in emails leads to 200-300% increase in click through rate.

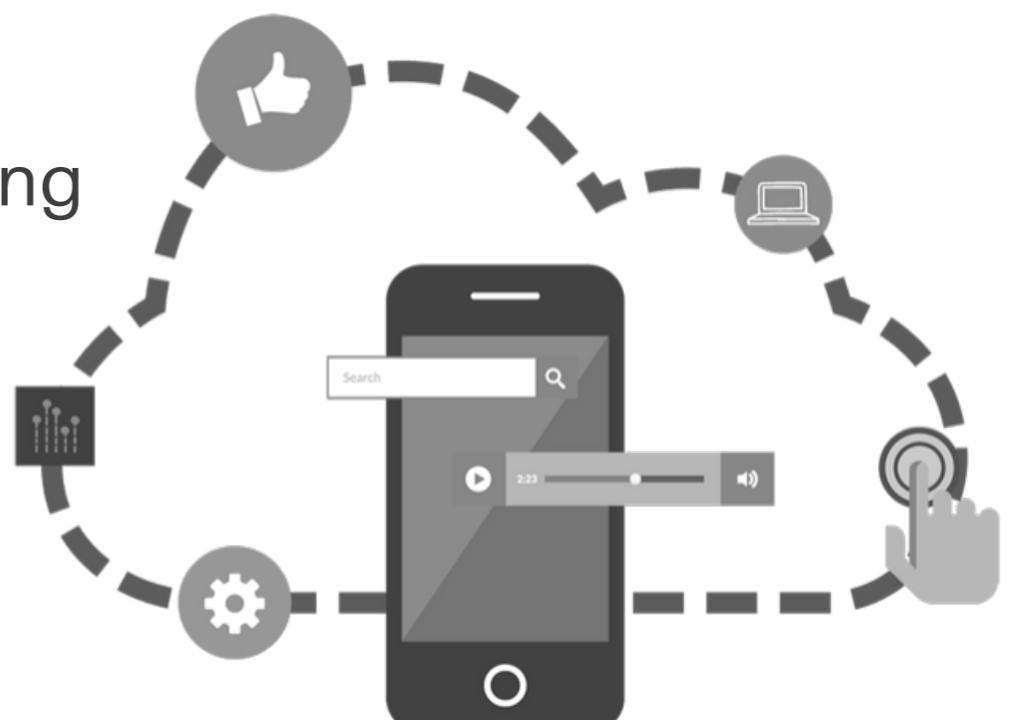


## ii) Infographics:

Infographics are visual representations of information, data, and knowledge in order to present the information clearly and quickly. 90% of information transmitted to the brain is visual, which increases 600 times more engagement.

## iii) Email Marketing:

Apart from videos, you can send some interesting facts, app launching date or problem-solution emails to generate & maintain the interest for your concept. It has been seen that 41% of marketing is done by emails.



## iv) Images:

It has been found that use of visuals leads to 80% increase in willingness to read. You can take maximum benefit of it.

# 5. MOBILE APP DESIGN & DEVELOPMENT:



- After having the deep thought on the above review which is very significant to make the rest of the process simpler, start the actual mobile app design & development.
- Depending on the targeted users, you can choose the mobile app development platforms android, iOS or if you want to run on both then you can go for a hybrid.
- You need to do the design & development from the professionals who are not only experts in their core fields but also have some kind of business acumen. This would help you in a really amazing way that you may experience after the app launch.
- Always follow one rule, “If you are doing something, try to do it with 100% accuracy & efficiency, else don’t just do it.” This is the thing that every user expect out of every mobile application.



# 6. MAINTENANCE & APP USER TESTING:

- Mobile app developers need to plan for countless updates, improvements. If you develop your thinking in this way from the initial stage only, then you can get a direction for the further progression.
- After completion of app development, find out the real user experience for your wireframes which could be done by issuing beta version of your app to your customers.
- This is the stage where you can actually validate your idea & you can do qualitative as well as quantitative app testing at the same time.
- Take efforts to get genuine feedback from the users & implement those users feedback into your app. This step is also very important, as you would be able to check the exact experience of your app & immediately changes would be done according to your expectations.



# 7. APP STORE OPTIMIZATION:

- Now it is the time for you to come on the ground & you have to give your best. And here you actually put your app in front of your audience which needs to be done carefully.
- Forrester research shows 63% of apps are discovered through app store searches which are the most used method discovering & downloading new apps.
- It is not at all the right way to change your app title often to adapt high-rank searches. Try to make it short (25 characters), creative & unique. Use the keyword, but don't keyword stuff. Keywords are important enough to, to place in your title & description. Keep description simple & attractive.
- App store success can be achieved by simply avoiding pitfalls. You may not be creating the world's next PokemonGo or Whatsapp. However, with efficient survey & work, you can definitely create an app that will get found, downloaded & successful.



# 8. SOCIAL MEDIA MARKETING:

- Social media marketing is one of the most powerful media. Just think beyond facebook, Linkedin, twitter. These are not the only platforms we should focus on.
- **Instagram** has 200 million of active users and around 60 million photos shared every day.
- **Pinterest** helps viral content to spread quickly.
- **Tumblr** used to publish & distribute content, 130 million blogs.
- On **Snapchat** 400 million snaps sent every day.

Design the elements that are visually appealing & intuitive content on social platforms & make it viral. Use high-resolution images that will impact the audience in a better way.



# GET IN TOUCH WITH US

## About eLuminous:

eLuminous Technologies Pvt Ltd has a team of experts who not only have the technical knowledge but we have been listening to our clients, and have created a whole effective way of helping them to succeed in mobile apps development, web application development.

Do you want to consult with our experts or have any queries related to **mobile app development?**

**CONSULT NOW!**



# THANK YOU!

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