Links:

<https://clearbridgemobile.com/step-by-step-guide-marketing-mobile-app/>

1. Incentives to bring in new users:
   1. **Offer something in return for signing up** 
      1. Starting off at a higher tier
      2. Day one exclusive portraits
      3. Pre launch exclusive themes?
      4. Their choice of username
      5. First day users get their content pushed more?
   2. Reach out to the right people to promote
      1. Tech Magazines (cnet)
      2. Influencers
      3. **Schools (will love the idea of stress free social media)**
   3. Create a blog or website to keep users engaged and updated pre launch.
2. Ways to promote pre launch:
   1. Refer to point C above
   2. Apply for app awards (many available)
   3. **Making a brief demo video** 
      1. TikTok mini series
      2. Youtube promo video
      3. Youtube series following development
   4. Profiles across all other social media platforms
   5. Run a contest
      1. Refer to point I sub section A
   6. **Word of mouth** 
      1. Force it into every single conversation you have
      2. Make it natural

Best time to upload on each app for promotion:

Extremely minimalist clutter free.

No adds.

No market place

March 2021

The most time-consuming part - mini-series, where John and I travel around to get the coolest photos possible of course using our phones. 5 minute mini vlog, can be compressed into tik tok format.

Aside from cool locations, we go for insane shots. Example its free low ish effort great stratagy

<https://vm.tiktok.com/ZMeAGoFn9/>

* Reach out to every college photography club possible make it semi-exclusive at first.
* Reach out to college newspapers, magazines, podcasts, web shows etc and pitch the idea to them
  + Talk about how we prioritize mental health and our strategy of eliminating likes.
  + Talk about how we are add free.
  + How minimalist we are and how cluttered Instagram and Facebook and even Snapchat have gotten
* Start vlogging daily on tik tok or youtube daily close to launching having a very similar Casey neistat approach before he launched Beme. People seem to enjoy following along behind the scenes
* Promotional video and interview with John
* The promotional video just showcasing the app (60 seconds)
* If possible all filming done on phones to stay true to the app.
* Word of mouth alone how many installs can we get off friends and family?
* We need a decent logo
* Get a billboard but more so for making a video out of it
* Tik Tok is going to be an important tool in marketing. As much as I love youtube it is way more work and way harder to stay consistent on.

Ideally, we get into the creator fund on tik tok make a little bit of funding