

## **Plan for reaching app user to 100k**

Basically, we have to interact or connect with as much as people we can.

According to a google survey, they saw that almost 51% of the people use an app or download an app because their friend or family persons are using it.

48% people download apps by browsing app store.

34% people download apps to recommended by app store.

33% and others people know about an app by saw ads for that app. Like when they are browsing google, using another apps, watching videos on YouTube or Facebook, saw ads on tv or influencers are promoting that apps.

So, we can target or can follow this method.

### **Planning**

1. We know that 51% percent people download the app because their friend or family use the app. So, we have to make our app user friendly. Then they will recommend this app to their others member and we can add some reward system.
  - 1.1. Like when they recommend someone the apps and they will download the apps though his/her recommendation then who recommended the apps for downloading he/she will get some reward. And the reward would be beneficial. Then they will recommend the app and we will be able to reach our more user.
  - 1.2. We can take feedback and according to those feedback we can modify our app and user experience.
  - 1.3. We can provide offers for attracting our users.
2. We will optimize our apps on play store and app store very well. Like we will use meaningful and understandable and attractive title for app.
  - 2.1. Will organize our app description very well. We have to write our apps main and user attractive features on it and why our app is best and beneficial for them. Because people will download or use the app, when they will can find their benefit from the app.
  - 2.2. We have to use good and high volume but low or mid competition keyword for this app.
  - 2.3. Have to use an attractive video for this app in play store.
  - 2.4. Attractive and meaningful icon means have the possibility to click on the app, when user will see the app.
  - 2.5. Have to choose the right category and have to use recommended apps policy.

2.6. As we can see that a survey showed that 48% of the people download an app by browsing play store or app store. So, we have to customize our apps on play store.

3. Nowadays everybody is connected with google, social media. In their everyday life they use these for every reason and these are huge platform for targeting our users.
  - 3.1. So, we can promote our app on website through google ads. Like we can do PPC for that. So, when they browse the website, they will see our app ads.
4. We can run ads on YouTube by using PPC. Because YouTube is a most favorite social media platform nowadays. Everybody uses YouTube. Currently 2.3B people use YouTube.
5. We can use every social media platform for paid promotion as every social media has option for run promotions.
6. We can share some of our app related content and videos on social media. It will be helpful for users to understand about our app better. And It attract the user most.
7. We can use email marketing for download our apps. Because email marketing is most popular digital marketing way and successful way. Because every casual and valuable person use and check email every day. So, it's a very popular way and we have run our campaign creatively.
8. We can contact with some influencers or celebrity or with popular person for promoting our apps. Because many people follow them. Their follower trusts them. So, if they promote the app, we will be able to increase our app user.
9. We can run ads on tv. Then tv user also will be aware about our app.
10. We can use offline promote campaign.
  - 10.1. Like poster, magazines, stickers.
11. First of all, we have to analysis our users or targeted users after that according to that analysis we have to optimize our ads on PPC very well.
12. We will do competitive analysis. It will help us to understand our competition and will be able to beat our competitor.
  - 12.1. Like in Bangladesh also have a company or apps like you and that is "[Reward Pay](#)". It works on international market. We can analysis their strategy. It will help us.

## **Budget**

We can set our daily budget for PPC 1000BDT or more than that or less according to our monthly budget. But if we set budget more then it will be beneficial for us for reaching more user.

Same as for our social media campaign. It will depend on our total budget.

**So, this is the plan for reaching 100k user from 10k user. I hope and belief that it will help us to achieve our goal and will be able to reach more audience as much as we can.**

