

# How Consumers Engage with Apps

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marketer™

# What's the Purpose of Marketing?

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## Three Important Concepts Every Marketer Should Know About Mobile

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### People in the U.S. Spend More Time on Their Mobile Devices Than They do Their Desktops

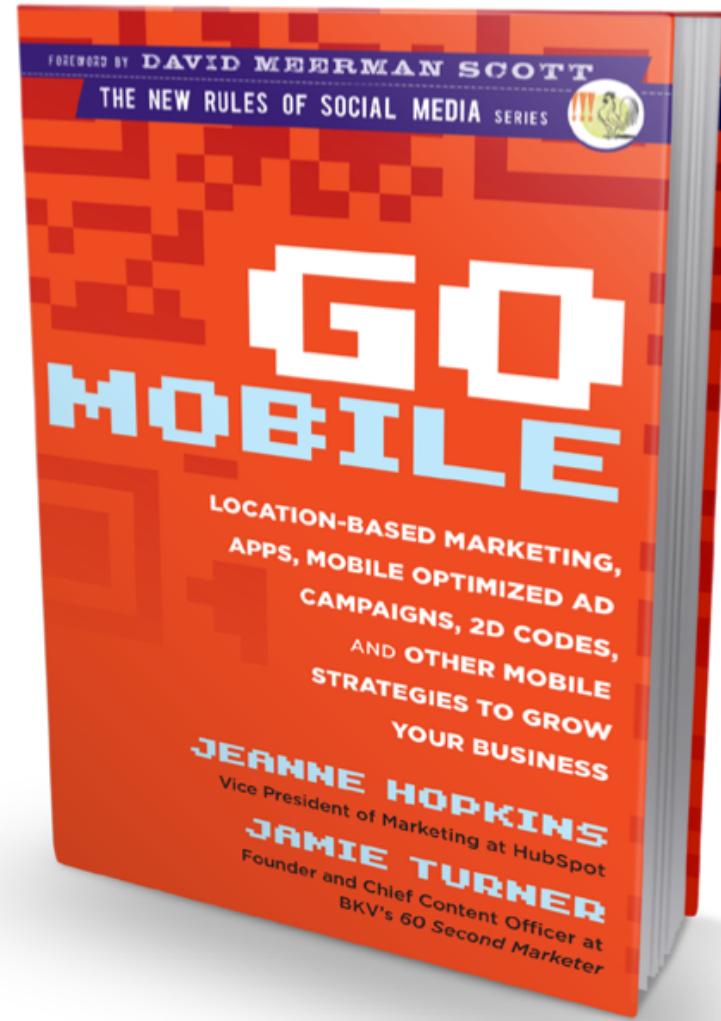
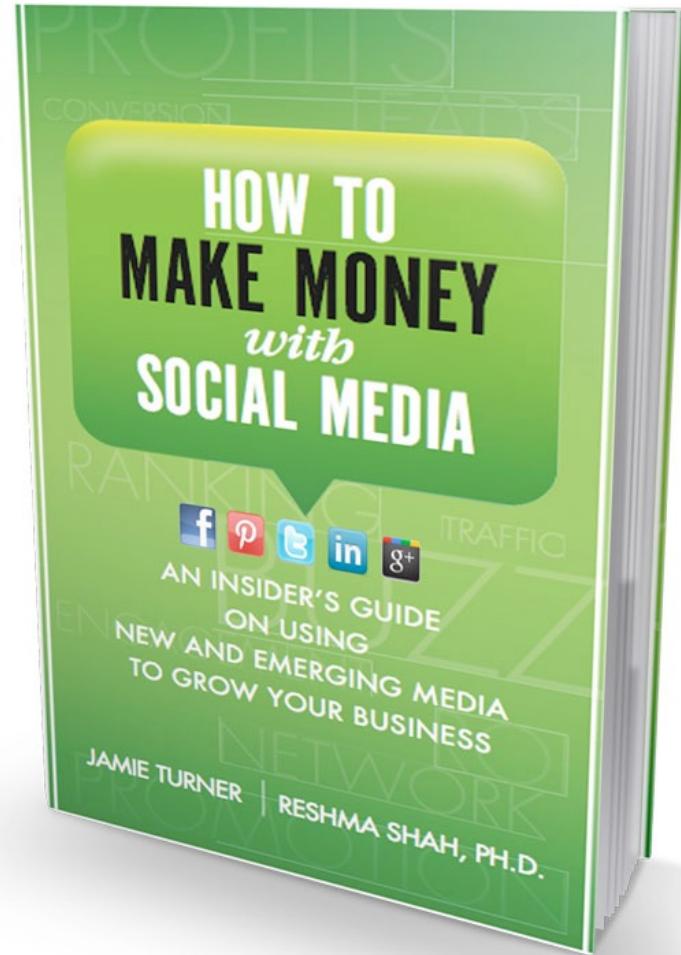
Chimps, however, still spend more time on their desktops.

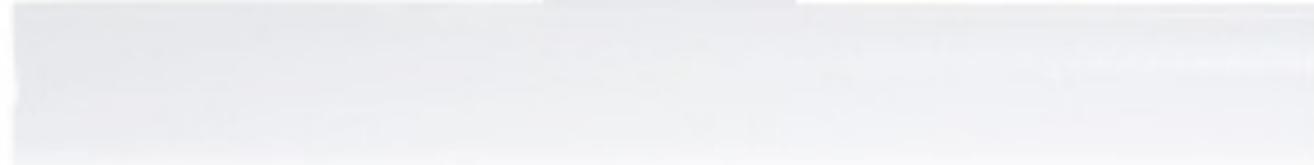
Are We Connected? Let's Do It!

f t g p

Click Here to Learn How to Use Mobile Marketing to Grow Your Sales and Revenues.

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This is me



# Please Open Your Browsers

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# Mobile Facts and Figures

There are 6.8 billion people on the planet. 4.0 billion own a mobile phone. Only 3.5 billion own a toothbrush.

(Source: [60SecondMarketer.com](http://60SecondMarketer.com))



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The total global applications market is expected to be worth \$25 billion by 2015 (up from about \$6.8 billion in 2010).

(Source: Markets and Markets)

Harris Interactive reports  
that 20% of those  
surveyed have used their  
smartphones during sex.

(Source: Harris Interactive)





The average smartphone user has 65 apps installed but only uses 15 in a week. (Source: Flurry.com)

85% of social gamers quit playing after the first day.

(Source: Playnomics)

# What These Facts Mean For You

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- The global market is growing
- But there are problems: It's hard to be found and there's a high churn rate (85% after the first day)
- The solution: Understand how the consumer mind works and leverage that for your business



# 9 Consumer Behavior Secrets

## When I buy something, my purchase decision is ...

- Entirely Logical
- Mostly Logical
- Half Logical and Half Emotional
- Mostly Emotional
- Entirely Emotional

**Submit Vote**

Survey closes in 6 days

0 Votes    5 Views

0 Tweet    0 Like  
0    in Share  
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## Secret #1: Consumers buy emotionally and rationalize logically

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## Secret #2: Sometimes, people don't know why they prefer brands

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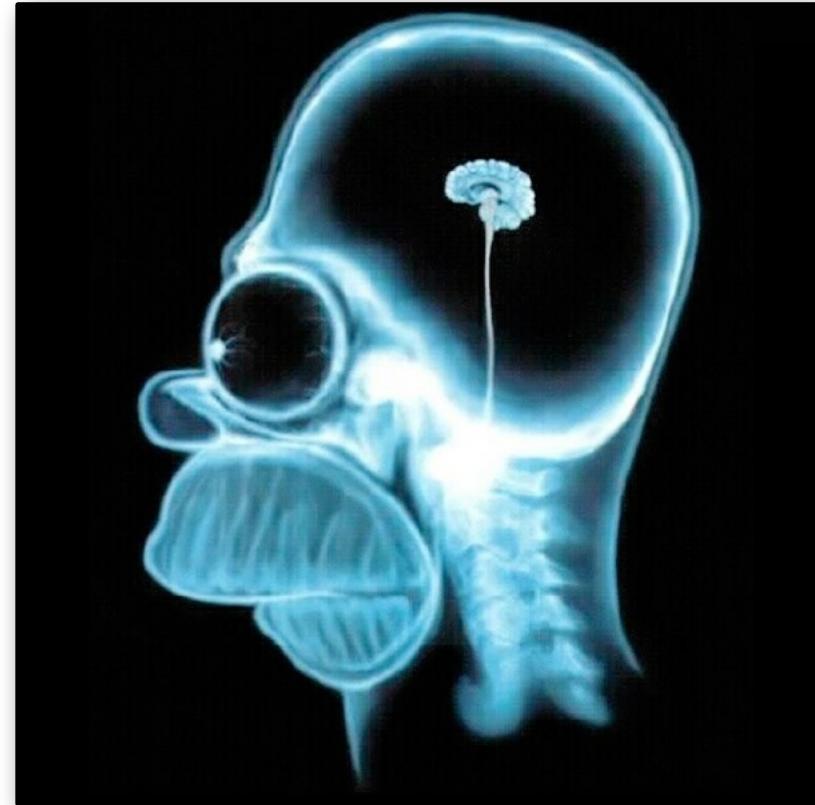
# Secret #3: The female and male brains process information differently

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Female Brain

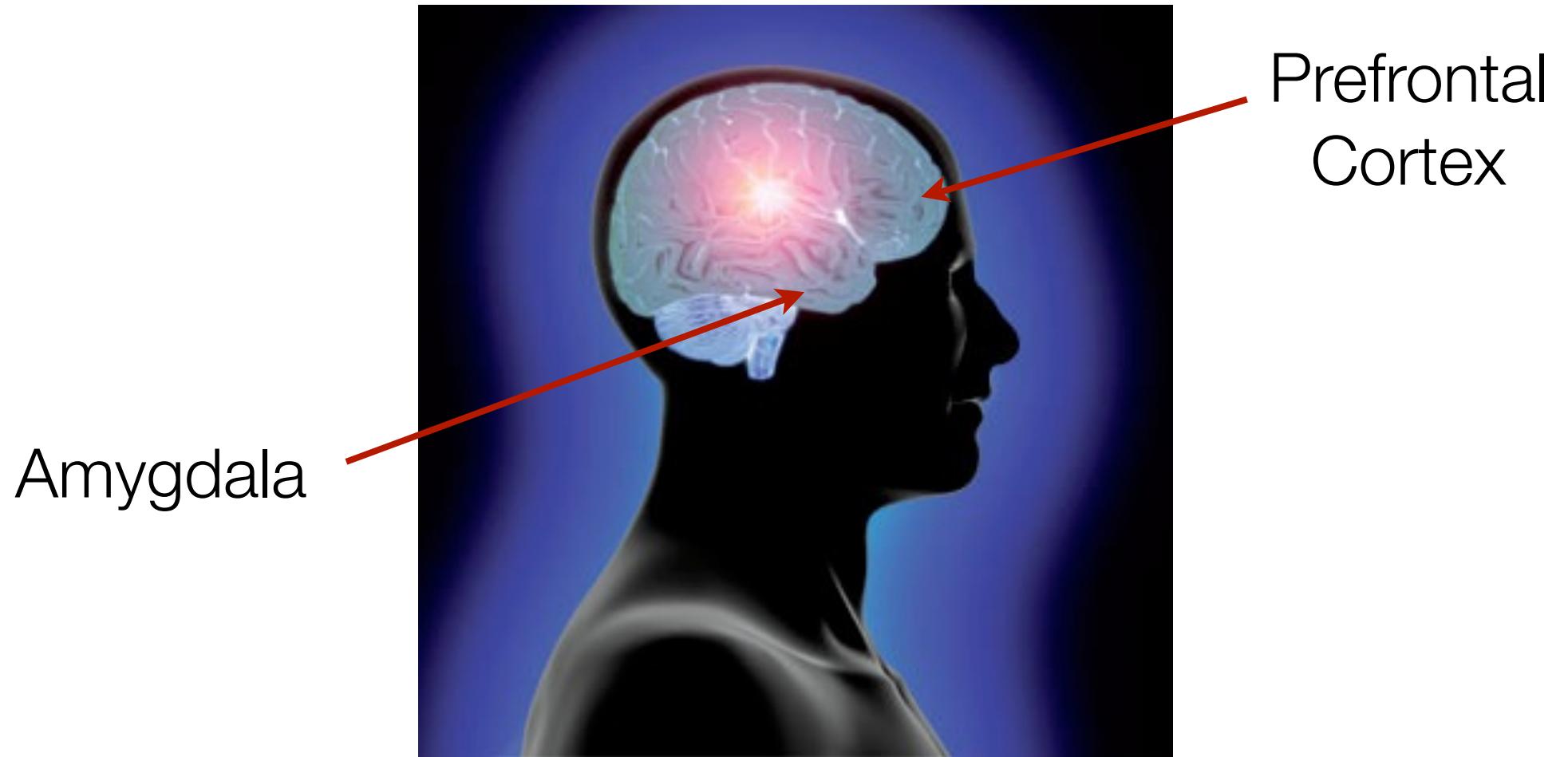


Male Brain



## Secret #4: Different parts of the brain control different decisions

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## Secret #5: People process information non-linearly

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Aoccdrnig to a rscheearch at Cmabrigde Uinervtisy, it deosn't mttær what oredr the Itteers in a word are, the olny iprmoatnt tihng is taht the frist and lsat Itteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm.

## **Secret #6: The brain wants to create as much dopamine as possible**

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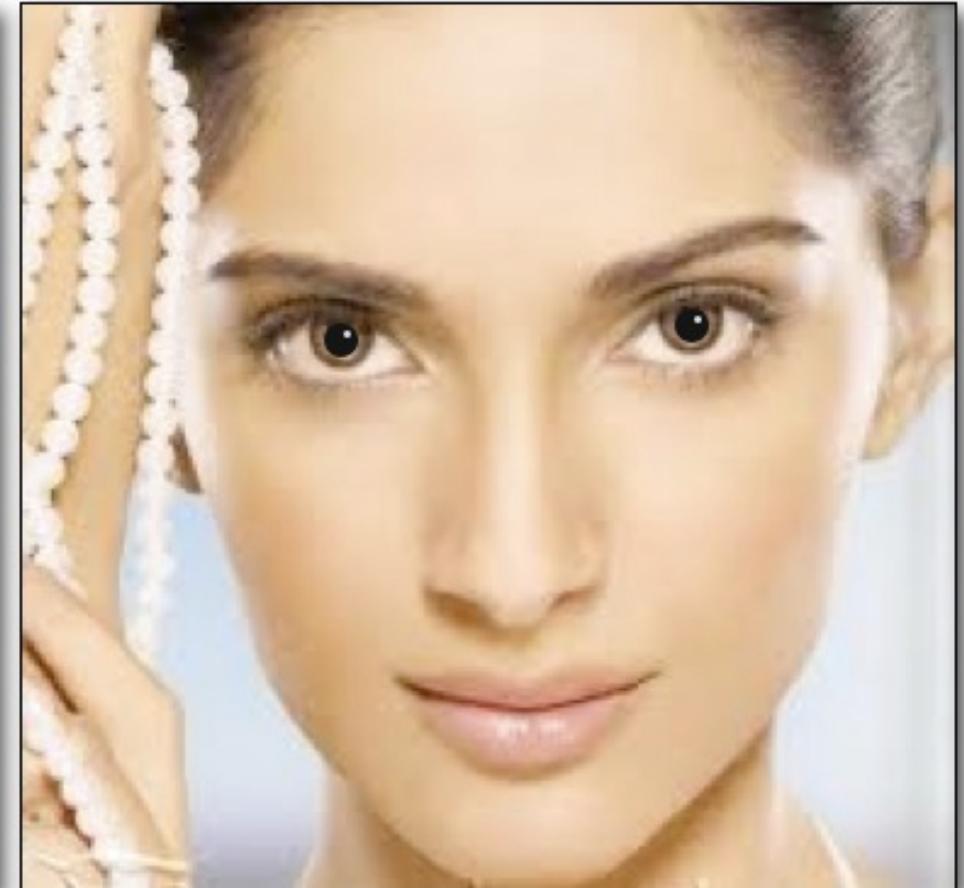
# Secret #7: Novelty is the single most important factor in capturing our brains attention

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## **Secret #8: As much as 95% of our thoughts happen subconsciously**

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**Which Woman Was More Appealing to You?**

# Secret #9: There are 13 Important Emotional Triggers for Marketers

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- Sex
- Greed
- Flattery
- Fear
- Self-Improvement
- Love
- Better Health
- Weight Loss
- Longevity
- Exclusivity
- Fame
- Uncertainty
- Doubt

# How Has Mobile Changed Our Lives?

# How Has Mobile Changed Our Lives?

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# We Used to Take Pictures This Way...

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# Now, We Take Pictures This Way....

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# We Used to Take Notes This Way...

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# Now, We Take Notes This Way....

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# We Used to Play Games This Way...

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# Now, We Play Games This Way....

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Surf the Web



Use Maps



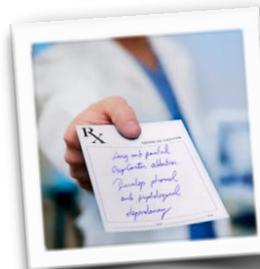
Read the Paper



Get Discounts



Listen to Music



Fill Prescriptions



Watch Movies



Pay for Stuff



# New Research with Mobile Developers



**SMARTBEAR**

# What Kind of Apps are Being Developed?

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- While Web Apps remain #1, mobile has surpassed desktop as the #2 most common application type being built today.
- Of developers and testers who are building apps, **almost one third** are currently building Mobile Apps.

# How Long Have You Been Building Apps?

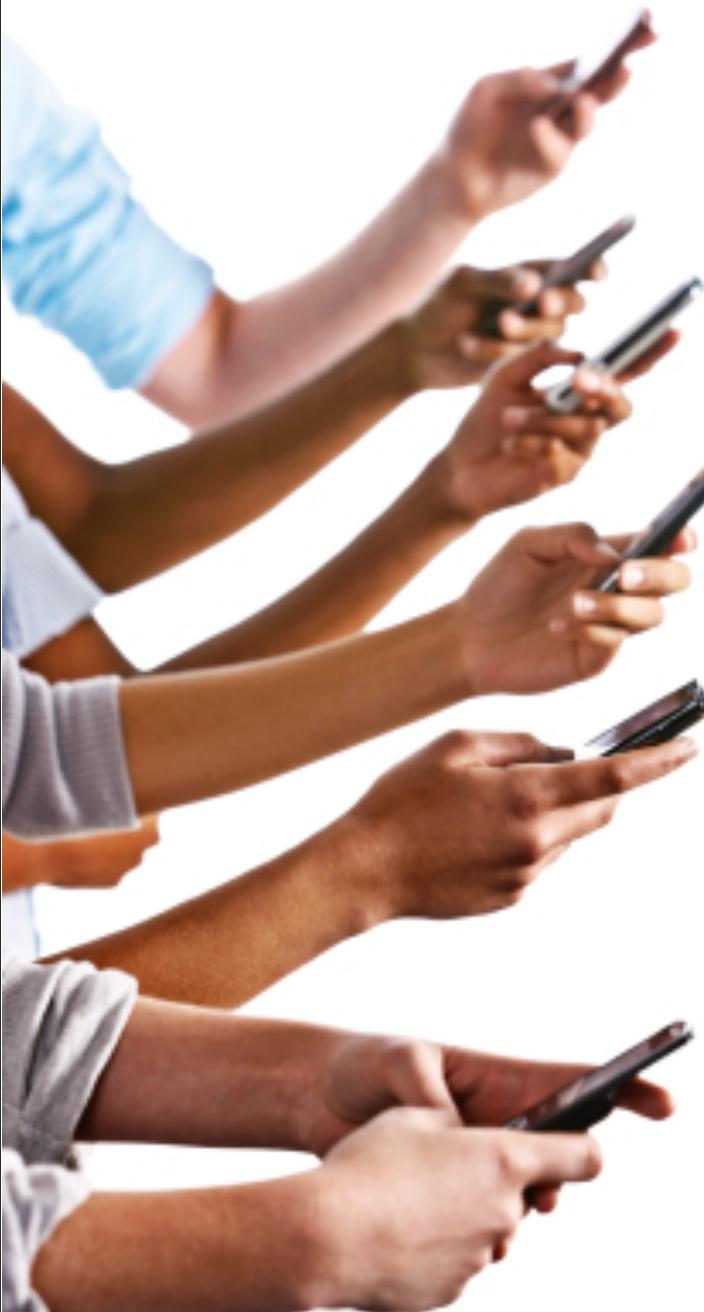
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- Slightly over 53% of those building mobile apps entered into the space within the past two years.



# Why Are You in the Mobile App Space?

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- Over 1/3rd say they have entered the mobile app space in order to stay competitive (39.6%) and to meet customer demand (38.52%).

# What Platforms are you Developing for?

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- 61.5% of companies are planning to build 2 or more Mobile Apps in the next 12 months for multiple platforms:
  - The number one platform being built for is Android, followed by iOS, and Windows
  - Around 51% plan to release daily, weekly, or monthly updates to their mobile apps.



# What Are Your Biggest Challenges?

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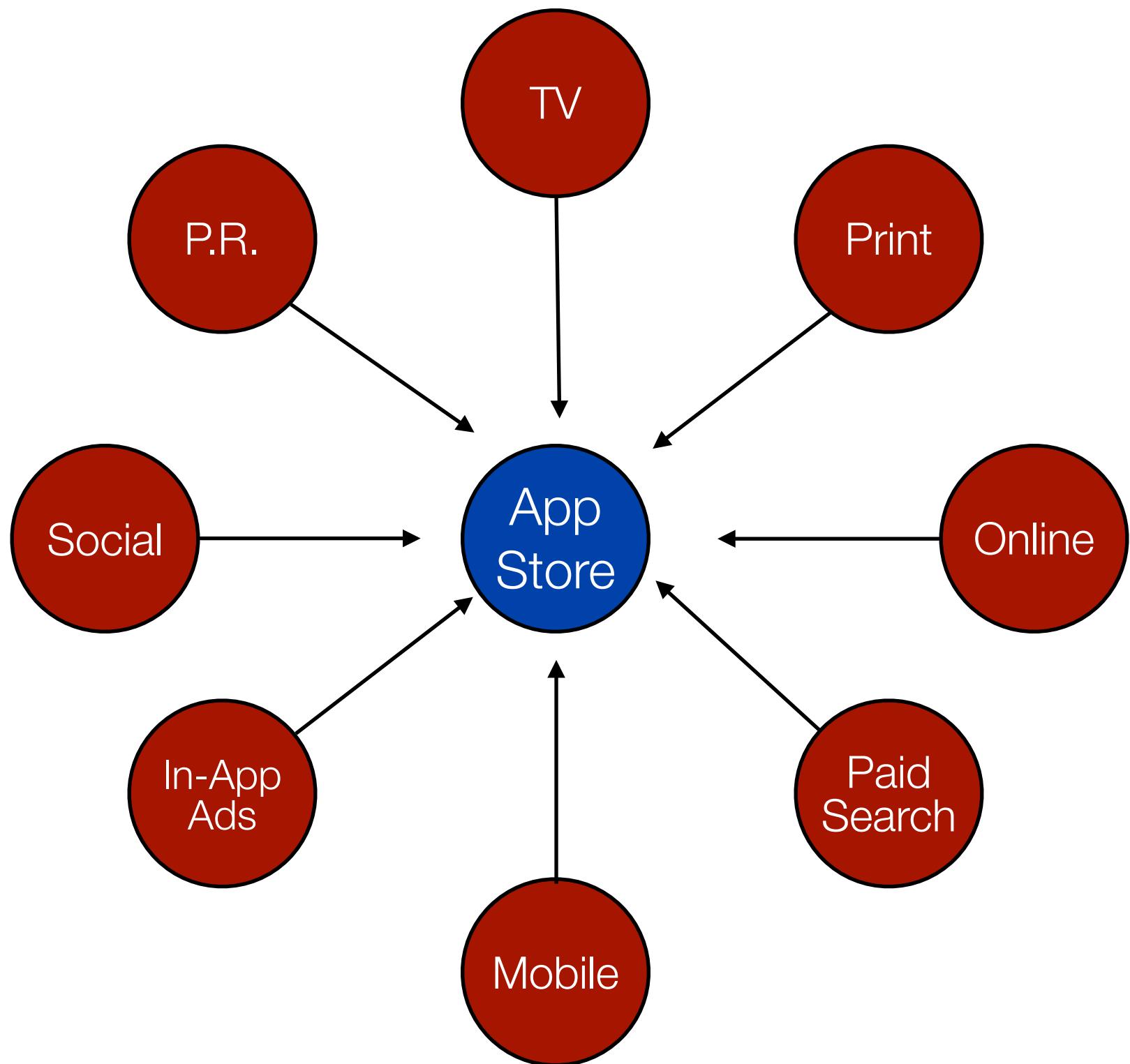
- 21% report that building quality products is their biggest challenge.
- Staying ahead of the technology curve was the second biggest challenge.

<i>Those Currently Building Mobile Apps</i>	
Building quality products	20.55%
Staying ahead of the technology curve	17.09%
Staffing, building the right team	13.39%
Lacking time and/or resources	11.20%
Profitability	11.09%
Bringing apps to market	10.16%
Competition	9.70%
Lacking tools and technology	6.81%

# Why Are Consumers Dissatisfied? Crashes.

<i>Reasons consumers become dissatisfied with a mobile app</i>	
The app crashed or displayed an error	22.67%
It was too slow to load	16.44%
It didn't function as expected	22.22%
It had a poorly designed interface	12.89%
It drained my battery	13.33%
It requires a network connection	8.89%
Other, please specify:	2.22%
No, I have never had a bad experience with an app that I can recall	1.33%

**A 9-Step Program to Help You Get Your  
App Discovered and to Help You Make  
Some Money as a Result**



# How Do You Discover Apps?



Source: GetJar

# The 9 Steps

# Step #1: Think Backwards

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# Step #2: Test Your Names and Icons

Yes



Zen Brush  
Entertainment



Foolproof Art Studio for iPhone  
Photo & Video



Action Movie FX  
Entertainment



Blueprint 3D  
Games



Clone Camera  
Photo & Video



Hungry Shark Evolution  
Games

No



Etsy  
Lifestyle



shopkick  
Lifestyle



Twist Pilot  
Games



Weave  
Productivity



Airbnb  
Travel



Vyclone  
Photo & Video

# Step #3: Get Featured on App Review Sites

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- PocketFullOfApps
  - Mashable
  - TechCrunch
  - BusinessInsider
  - Wired
  - GameSpot
  - AppScout
  - TechRadar
  - EuroGamer
  - GameZebo
- PocketGamer
  - AppShopper
  - AppAdvice
  - AndroidAndMe
  - iPhoneLife
  - AppCraver
  - BestAppsForKids
  - AppPicker
  - AppGamer
  - AppAddict



## Step #4: Remember that Social Media isn't a silver bullet

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# Step #5: Use Sophisticated Tools to Track Results

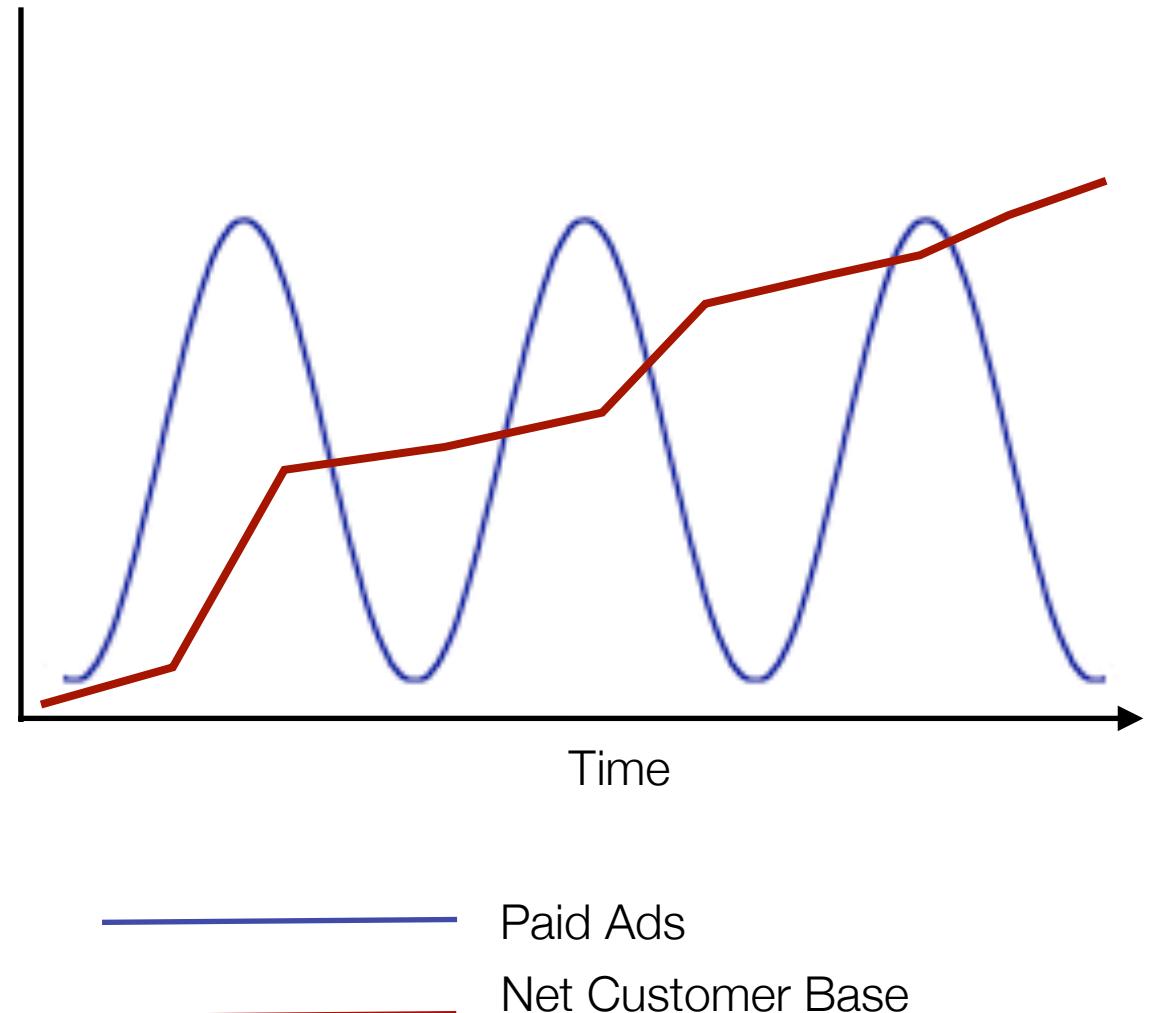
Mobile App Tracking provides attribution analytics to measure the value of your advertising partners.



# Step #6: Run Burst Campaigns

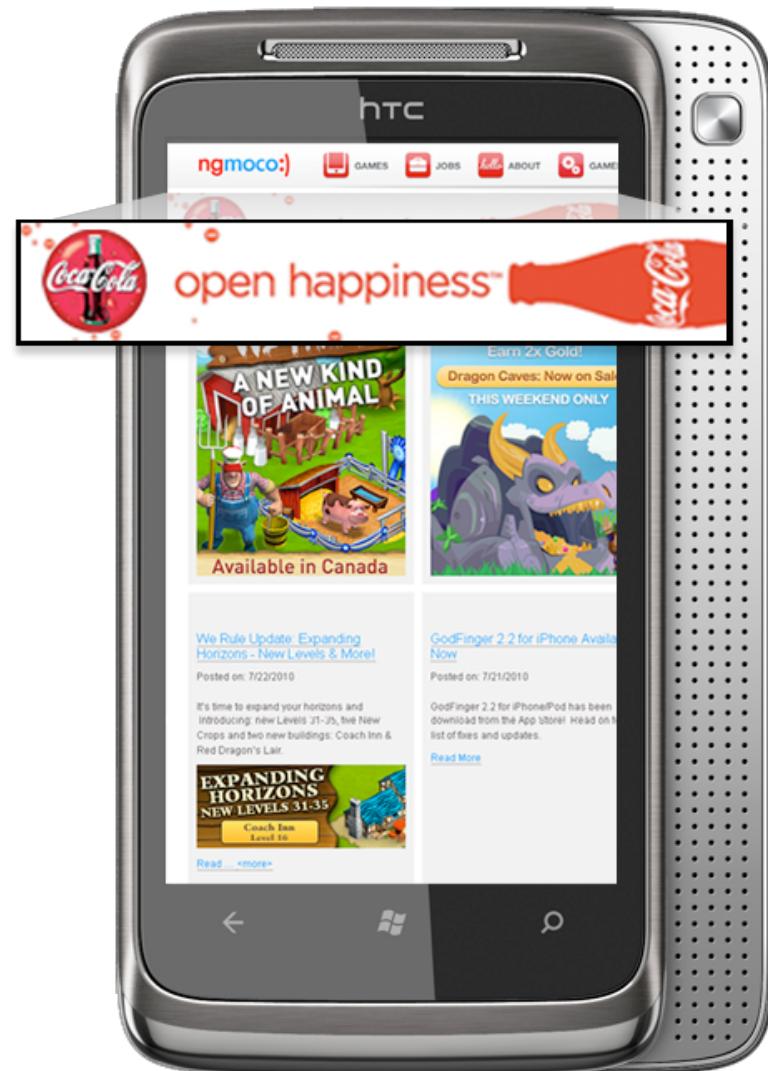
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- Calculate the number of downloads you'll need to get featured in the App stores
- Run paid ad campaigns in flights to drive downloads in bursts
- Take your foot off the pedal after the bursts



# Step #7: Use Mobile Ad Platforms to Hyper-Target

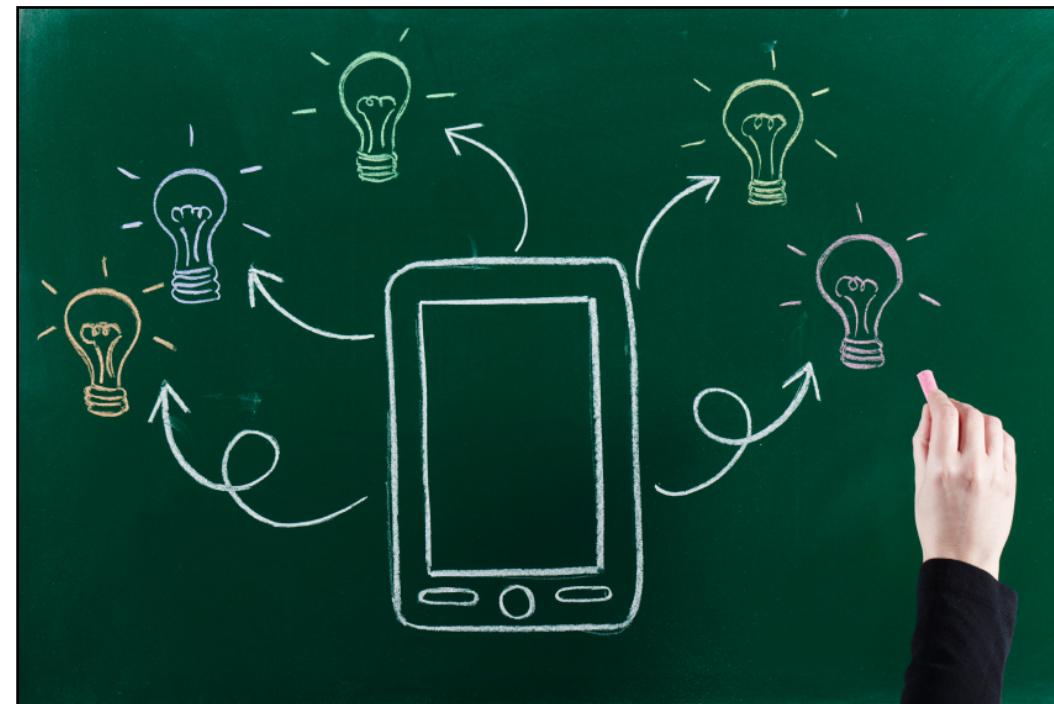
- Planned and bought through an ad agency or via mobile advertising network
- Popular networks include iAd (Apple), Millennial Media (Independent), Ad Mob (Google) and others



# Step #8: Focus on Customer Retention

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- Add new features
- Run competitions
- Add new platforms
- Build loyalty
- Brand advocates
- Find new customers
- Special offers



# **Step #9: Develop Innovative Events and Promotions**

# Develop Innovative Events and Promotions



**Win an Autographed Copy of Go Mobile**



# A Final Foolproof System to Market Your Mobile App

# Action Steps

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Consumer Insights  
Review Competition  
Audience Hot Buttons  
Price, Place and Promote

# Action Steps

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**C**onsumer Insights  
**R**eview Competition  
**A**P**rice, Place and Promote**

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