

Scale Your App to 50k/mo Installs with Organic Content

Your Complete Roadmap to Turn Views into Downloads

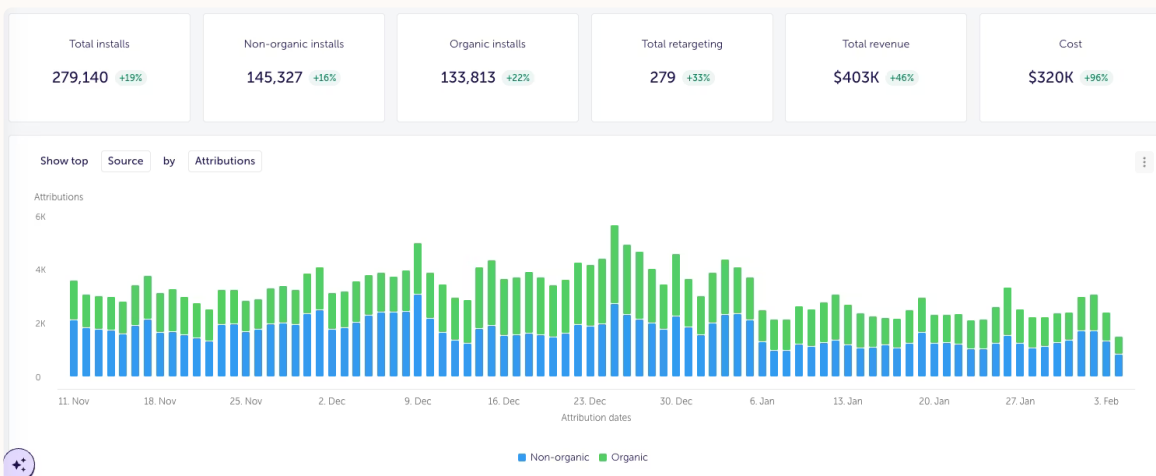
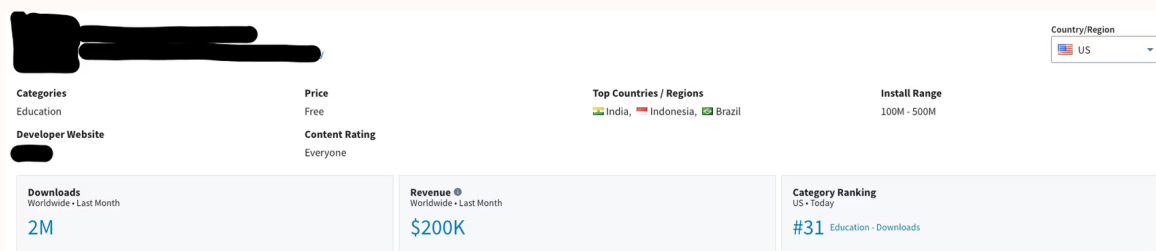
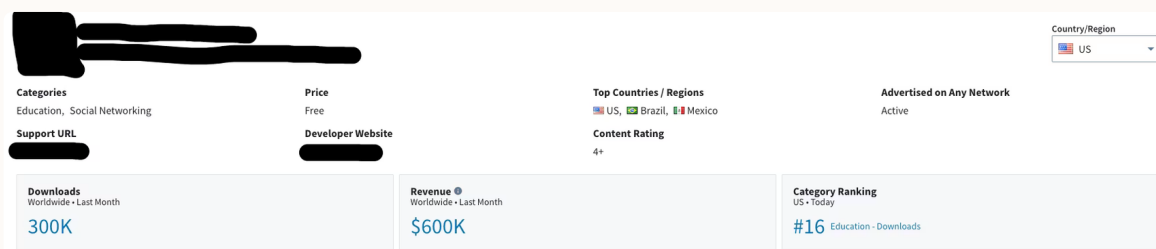
By Alex Olim

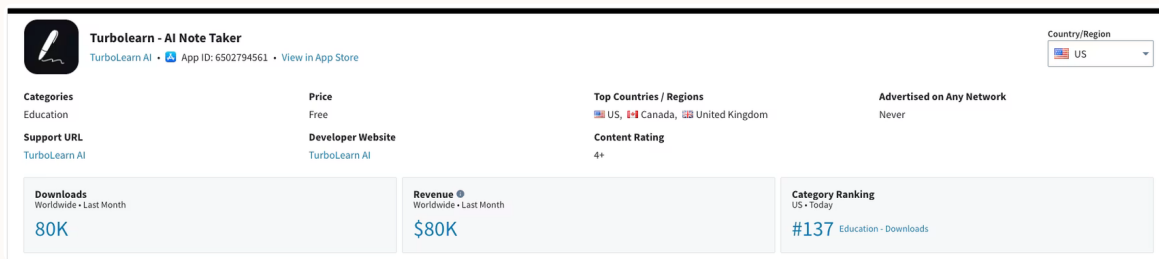
Co-Founder, Plutus Media

Outline of the Guide:

1. Market Research (absolutely do not skip)
2. Content Ideation (angles and formats)
3. How to find creators that drive not only views, but downloads
4. Creating Viral Content
5. Creating Converting Content
6. Scaling with Distribution
7. How to Scale Past 50k/mo New Users

We have scaled multiple apps thousands of new users/mo with our content system





- **PrayScreen** go from **0 - \$50k MRR within 3 months of launching**;
- **FashionApp** generate 400k downloads, **\$320k in revenue and 100 Million views**;
- **TurboLearn** add **500k sign-ups and 50 Million views**;
- **AskYourPDF** add **2 million new users in 4 months**;
- **Stimuler** Gain **30k+ Followers & 4x their MRR in 30 Days**;
- **Aragon AI** **break their first 1 Million view video**;
- **4 Clients** reach **Top 25 on App Store in their first month**;

These are not theories or vague info.

These are strategies WE ACTUALLY USE to get these results.

Market Research

Yes, I know it's boring, but if you don't execute this CRUCIAL step correctly, your content will not get any views.

Conducting market research allows you to find the right messaging, tone, vibe, and angles to increase the chances of your content going viral.

Audience

One of the most crucial parts of success with short form is **your Audience**.

This can make or break success.

It's the difference between making \$1k/mo and \$100k/mo as a consumer app.

Your goal is to get high converting viral videos

So ask yourself: "who is buying my product?"; "who is downloading this app?"

And IMMERSE yourself in your ideal user

Finding your ICP (Ideal Customer Profile)

Finding out who your ideal customer is is essential to your business.

By defining your ICP, you will be able to focus your efforts on attracting the right people and turn them into your customers.

Defining your ICP

- Who is your Ideal Customer?
- Are they beginners or experienced?
- How much money do they make?
- What industry are they in?

Understanding Their Wants & Needs

- What is your ICP's #1 most important goal?
- What do they want to achieve the most?
- What outcomes do they desire, but are having trouble achieving?
- What do they desperately need the most?

Understanding Their Struggles

- What are they struggling with the most?
- Why haven't they been able to solve their problems yet?
- What's a major roadblock holding them back from achieving success?
- What are their biggest fears and pain points?

Creating Solutions to their Problems

- How do your app help them achieve their desired outcome?
- How can you remove their pain points and deliver them to their goals?
- What specific solutions do you have that can help them solve their problems right now?
- How long will it take for you to do it?
- What's the value in you doing it? How urgent is it?

After you've answered these questions, you're ready to start creating organic content!

Market research is beyond boring, but IT NEEDS TO BE DONE.

If you don't know your ICP you won't get conversions or views.

Randomly posting wastes time and money.

Market Research Hack

Creator Search Insights!

Imagine having a glimpse into what people everywhere are curious about right now.

TikTok's search insights give you exactly that—a way to see what's trending and most important ***what's in high demand but hard to find.***

Here's why this is a gold mine

Understand user pain points: Discover what problems people are trying to solve that your app can fix.

Spot opportunities for viral content: Identify trending topics that align with your app and create TikToks around them.

Test demand in real time: Use search trends to gauge interest in features your app offers or plans to launch.

Precise messaging: Create content that mirrors the exact words or phrases users are searching for.

What Can You Learn From TikTok Insights?

Let's say you're promoting a fitness app. You might find:

People searching for ***"quick home workouts"*** → Create a series showing 10-minute routines they can track in your app.

Questions like ***"how to stay consistent with fitness"*** → Post relatable content about struggles with consistency and how your app solves them.

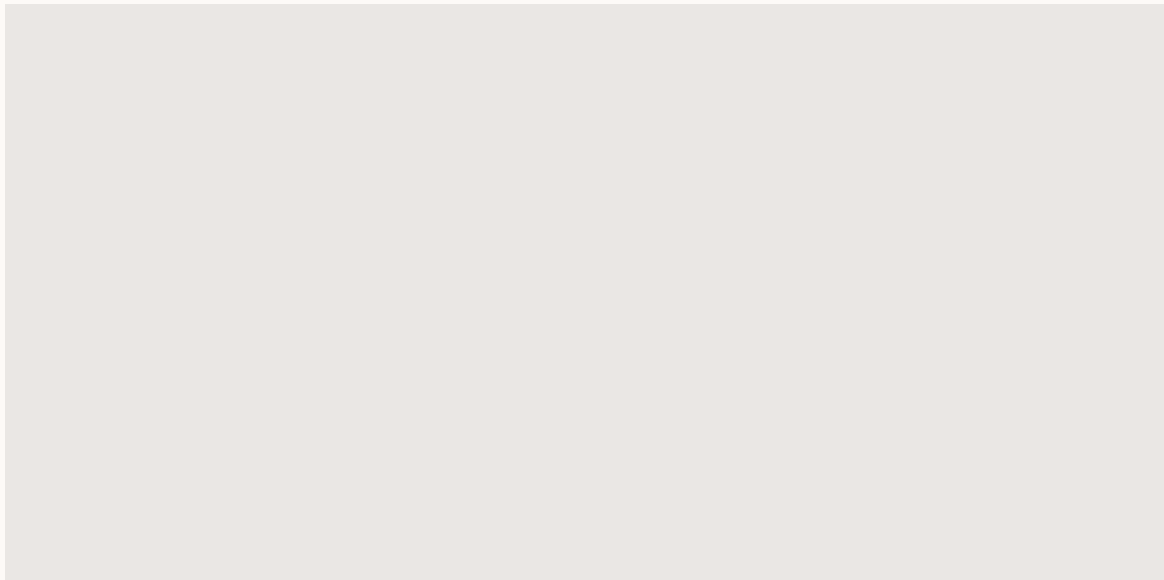
Trending searches like ***"meal prep ideas"*** → Show how your app helps meal planning.

You're speaking directly to the needs and language of your potential users.

How to Access TikTok Search Insights

1. **Go to TikTok Search.**
2. **Type in "creator search insight."**
3. **Click "View."**

This will unlock a dashboard where you can see search trends, top questions, and even "content gaps"—places where demand is high, but quality content is missing.



Finding Winning Angles

Winning Angles (different value points or value propositions.)

Angles basically means different ways to market your app.

Selling an app for students?

Here's a few "angles" you can try:

- It's a great way to get better grades and study less
- It helps you save energy for the important things
- It's perfect if you have ADHD

See these are different ways to market the same product.

So test multiple outcome oriented, pain point solving, or emotion stirring angles and whichever one works **best double down on it**

If it seems to keep working. Boom you have winning angle.

Winning Content Styles (the formats)

There's a million different ways to make a video

Funny, educational, short, long, close up, far away, voice over, text to speech, just sound, no sound, loud sound, quiet sound, face, no face, outside, inside, in a car, etc

Your goal is to choose a style you can do well and test a ton of different ways of doing it.

Once a video hits 100,000 views you want to study why it did so well and make more videos like that one.

If those style videos continue to work - boom you have a winning content style.

End goal

The end goal is to have **2-4 different winning content styles** that you can recycle through again and again.

This will create longevity because it doesn't dry out the audience as soon - which means you can consistently perform well

Hiring Creators

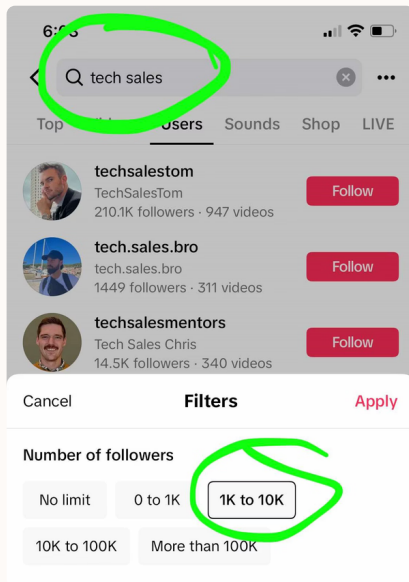
(we have 400+ vetted content creators thru this method)

This method to get ambassadors is actually really underrated.

Here's 2 ways to do it:

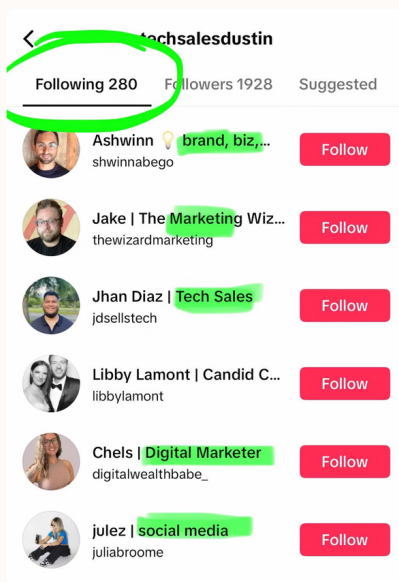
Literally just search any keyword in your niche. NEEDS to be mobile (on your phone) so you get the extra advanced search features. I know, extra scrappy lol

E.g. you need people related to "tech sales" so just search that term



Following list

- If you find a good creator, just look at their following list and these will often be even better than Search bar, since they're human-curated via the taste of the creator you just found.
- E.g. find a good one, then look for keywords in the names of the following list



Frame it like you're doing them a favour when first talking to them:

- You want them to create a separate account for your app and post there about you *"Look MR Creator, we wouldn't want damage to be made to your brand nor to ours. You'll create an account on TikTok, from 0, and only post there about us"*

- Make sure they understand this is not a UGC job or an ad creative. You want them to come across as a genuine user of your product.
- Put together viral examples of other apps going viral and getting users from tiktok no need to be in the same niche, but the creator needs to follow proven formats that drive user acquisition.

🚫 What to AVOID

We advise to stay away from creators with 100k+ followers. They almost always have high prices.

Most of these big creators know how to get views, but not sales.

They tend to not be able to make good converting content.

✅ What to LOOK FOR in creators

You need to find coachable creators with 5k-50k followers that don't have "influencer" prices.

Creators that make conversion focused branded content feel organic.

Hiring creators that match your ICP. Student app = hire student creators, Fitness app = hire fitness creators

Creating Viral Content

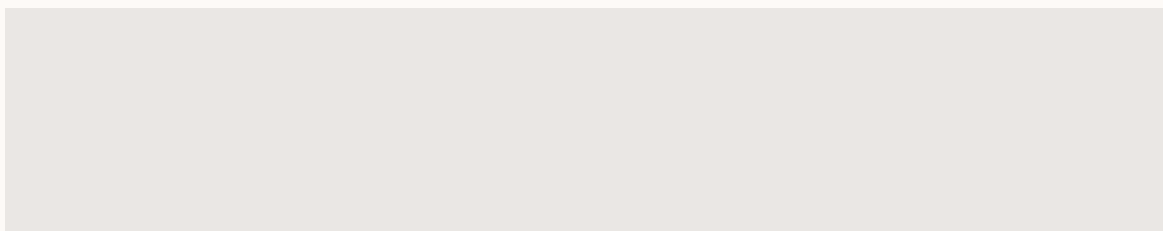
Strong Hook + Engaging Storyline = Viral Video

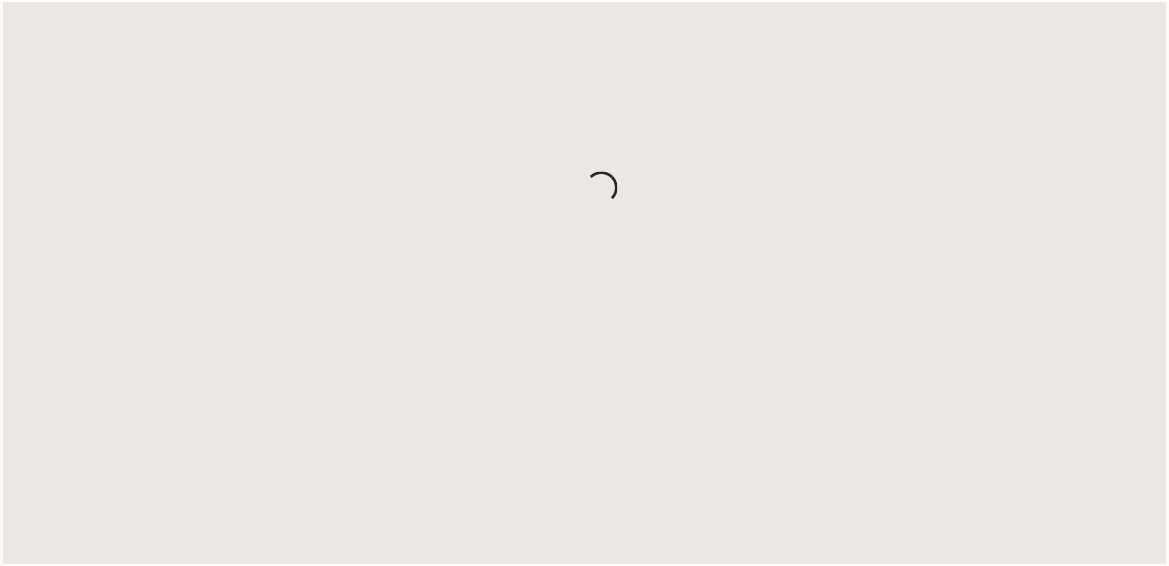
Hook to get their attention for 3 secs

Storylines and pattern interrupts to increase watch time

CTA to get them to engage

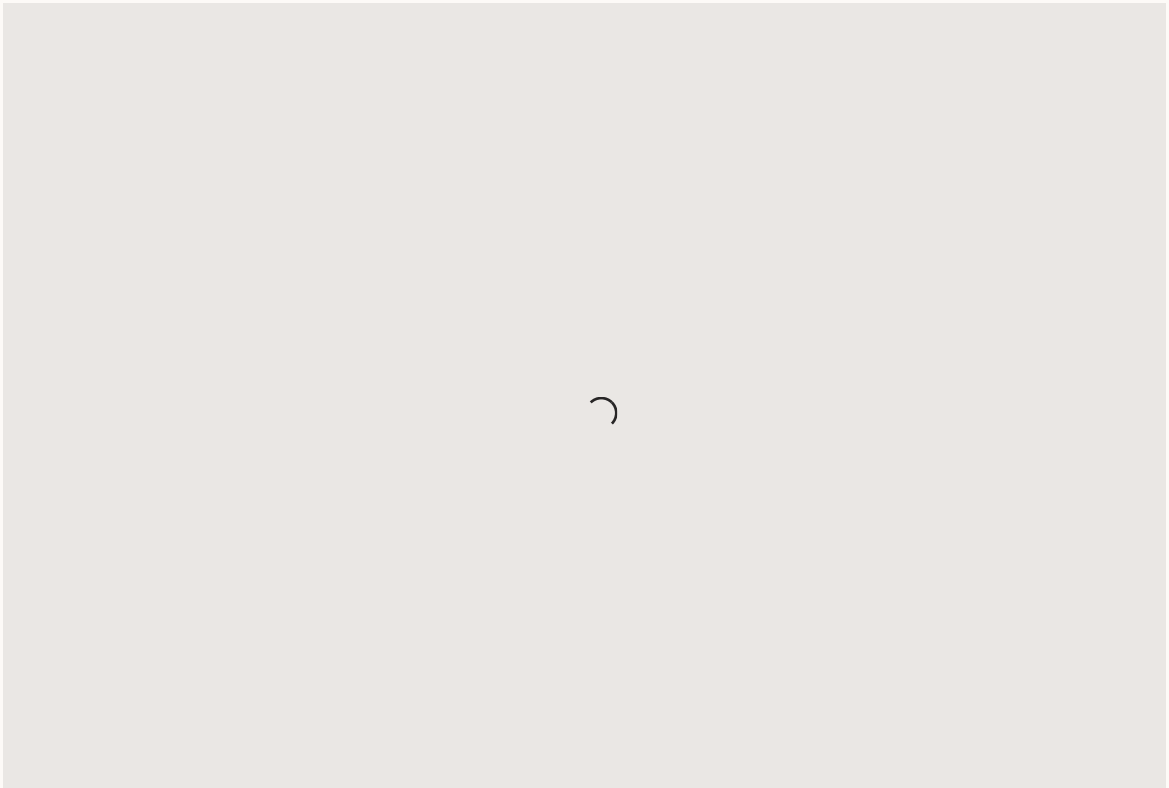
Example 13.1 million view viral video with Strong text & visual hook, storyline, pattern interrupts, and CTA:





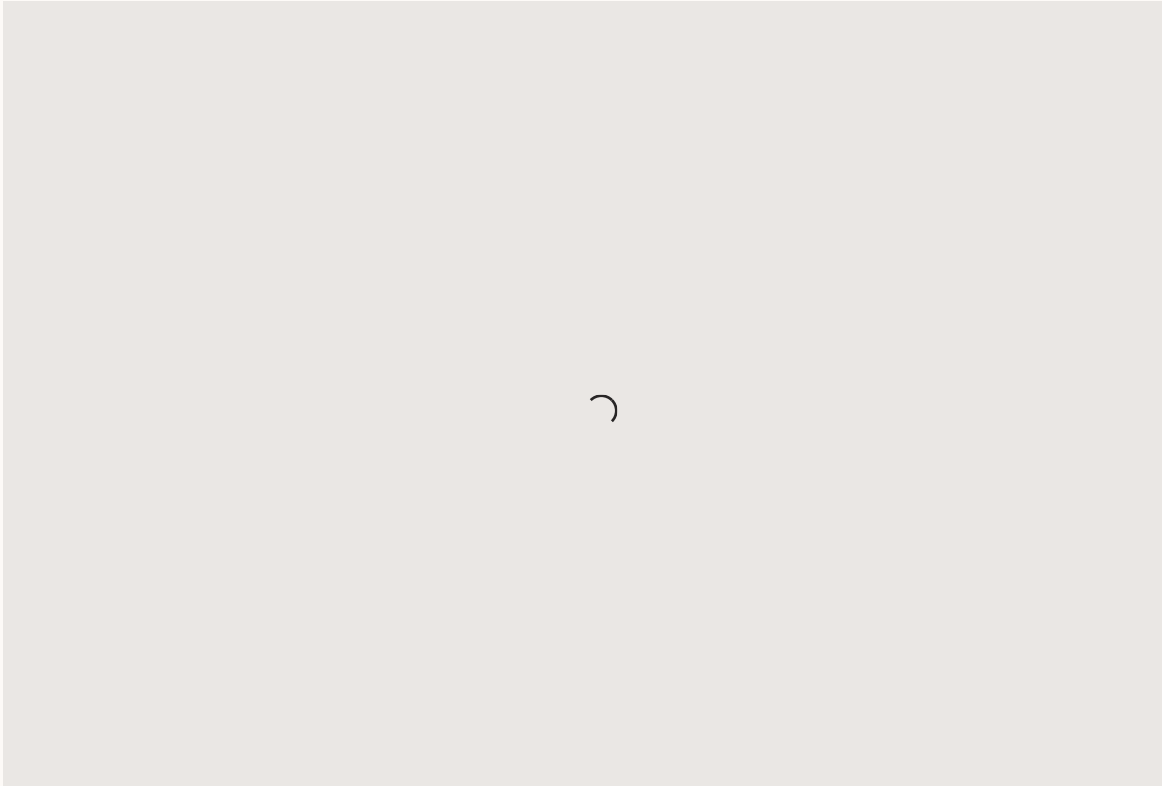
Another example:

1.6M view viral video with controversial hook, storyline, pattern interrupts, and CTA:



Another example:

5.6M viral slideshow



Faceless, talking head, slideshow, animated, etc IT DOES NOT MATTER.

Each piece of viral content follow the same fundamentals.

Key components:

Hook: The text & visual hook has to create strong emotion and grab their attention.

Bold or controversial statement, question, or zooming in to focus attention are the most common hooks.

Pattern Interrupts: Use techniques every 2-3 seconds to maintain viewer attention, including quick zooms, voice changes, video overlays, and strategic pauses.

Text Placement Formula:

- Hook text at the top
- Supporting text in the middle
- Engagement trigger at the bottom
- Pattern interrupts throughout

Timing: The first three seconds are crucial for viewer retention.

The algorithm tracks watch time, engagement rate, shares, and when viewers drop off.

Hooks Guide

The goal with hooks is to grab the viewers eyes and make them look at something.

Make it look interesting, confusing, weird, pleasing, satisfying, etc

NEVER BORE THE VIEWERS

You have all probably seen some of the following:

- Something with subway surfer at the bottom of the screen
- "Aesthetic" videos
- Random videos where something unexpected or out of pocket happens in the first 2 secs
- GRWM videos

Why does that work?

Because it gives your eyes something to look at and entertains them.

Give their eyes something to be pleased or intrigued about

You need to use the same concept for your visual hook.

All of this is based on SCIENCE - it's called open loops

It creates open loops - when something starts but doesn't finish

Our brain cannot deal with open loops

That's why videos like "grwm" etc work so well

The creator starts an action (getting ready, putting makeup or clothes on etc) and the viewer basically NEEDS to see the final product or what's gonna happen next

The VISUAL HOOKS part IS HUGE

- Dropping your phone,
- doing something with your hands,
- Doing something at the same time

Volume negates luck

Test tons of different hooks until something works

Don't just repeat the same hook over and over again

Try new backdrops, new angles, new lighting, with text without text,

Once you find a hook that works repeat it and slight change it / improve it

Copy Paste Content Frameworks

Problem-Solution Framework

- **Hook:** Catch attention by introducing a relatable problem.
- **Problem:** Show the pain point in detail.
- **Solution:** Highlight how your product solves the issue.
- **CTA:** Prompt viewers to take action (e.g., buy, sign up).
- **Example:**
 - *Hook:* "I was tired of losing track of my spending."
 - *Solution:* "This app automatically organizes my finances in seconds."

Intriguing Storyline Format

- **Hook:** Grab attention with an emotional or surprising statement.
- **Deepen the Issue:** Explain the problem further.
- **Solution:** Introduce the product.
- **Benefits & Results:** Share how it helps and the outcomes.
- **Fear Factor:** Add urgency.
- **Example:**
 - *Hook:* "Did you know 85% of women lose hair by age 30?"
 - *Solution:* "This spray saved my hair—and my confidence."

Educational Framework

- **Hook:** Pose a question or interesting fact.
- **Question:** Ask something the audience wants answered.
- **Explanation:** Teach them while introducing your product.
- **Benefits & Results:** Show why it's effective.
- **Example:**
 - *Hook:* "Why does coffee make you jittery?"
 - *Question:* "How do you stop it?"
 - *Explanation:* "This product gives you all the caffeine, without the jitters."

The H Storyline Framework

- **Hook:** Catch attention with a bold or intriguing statement.
- **Storyline:** Walk viewers through the problem and solution.
- **Product Introduction:** Subtly showcase the product.
- **Example:**
 - *Hook:* "How I stopped my hangovers before they started."
 - *Storyline:* "I use B vitamins, milk thistle, and ginger in this product."

How to turn views into downloads

Creating Converting Content

1 - The Context

This is one of the main killers of Conversions from our experience

Providing context that you are actually selling a product and why people should be buy it

Not just making some meme content for consumption

We don't want content just for consumption

We don't want to go viral because someone farted

You will 100% get better at this over time

You can use Contrast here

"Here's how I did it before and here's how I did it after. The apps name is X" - show more painful solution alternatives to the problem the app solves

"What I sent my manufacturer VS here's my finished product"

Comments

Comments usually reveal a big part on WHY the video went viral.

If you analyse and improve accordingly, you'll improve 10x faster

The comment section is a huge way to evaluate if people understood that the video was about an actual app

Comments like "what's the name of the app?" Or "what is this app?" etc are the best indicator

On the other hand, comments about any other part of the video show that it probably went viral for the wrong reasons and will not bring sales

2 - The Call To Action

You gotta EARN the CTA - it has to make sense in the context of the video

CTAs go hand in hand with context and I am a big fan of using them to give more information to my viewers

A subtle CTA at the end of the video or in the caption is usually more than enough

We find that these work best "It's called [insert app name]" or "Search [insert app name] on the App Store"

Don't be worried about being "shadow banned" for using them lol

Don't be afraid of saying link in bio, don't listen to stupid shit

just don't write it in the description or in the comments

3 - Trust

Have viewer empathy and just make sure your hacks for engagement make sense - think about what you would want to see that would make you buy / download

It can be non-professional but not stupid

By mastering the first 3 PILLARS, you've nailed the frontend.

People have now

- Watched your videos
- Want to buy
- Know where to buy

4 - Targeting

Use the same language and mannerisms of your target audience

Find relevant topics in your target demographic and tackle relevant topics while they're "hot"

Use hashtags, relatable content, and TikTok Ads to reach the right people.

5 - Funnel

- Create a clear path for viewers to convert (from video to landing page to purchase).
- Usually saying "Search XYZ on App Store" works really well
- Focus on maintaining a 0,2% to 0,8% impression to download ratio

If you focus on good storytelling (e.g., problem-solution frameworks), high-quality visuals, and clear messaging...

You WILL go viral!

Distribution

Distribution amplifies your content and allows you to scale.

This distribution strategy is like putting your viral videos on STEROIDS.

You know your ICP

You know your winning angles

You know the viral formulas

You know how to find good creators

Now let's put it all together

50k/mo Distribution Strategy

1. **Create 5-10 accounts** PER PLATFORM (TikTok, IG, YouTube Shorts, and SnapChat)
 - a. Ideally only create accounts where your ICP is.
2. Hire creators for these accounts
3. **Post 1-3x PER DAY** per account (test multiple hooks, formats, angles, styles, etc)

This allows you to find your winning content formats, angles, and viral videos FAST

With this strategy we create a viral video within a week (sometimes less)

We aren't even done yet.

Viral Recycling

Let's say one of your creators get a viral video.

Now what you do is take that viral video repost it across all the other accounts and on all the other platforms.

Turning 1 viral video into 10-20+ other viral videos on other platforms.

We aren't done...

Then you create slightly different variations of this winning viral content for even more views.

This is how we get results so quickly for top apps.

Methodology

Our method is all about creating high quality content at scale.

Volume negates luck.

High quality converting content + volume = \$100k MRR and millions of downloads

More high quality content = more views (more chances to go viral)

More views = more downloads

More downloads = More MRR

So Now What?

Option 1: Do Nothing

Continuing reading and learning but not take action.

This only leads to one result: **No progress and success.**

Option 2: You Can Do It Yourself

You can try to implement everything you just learned by yourself.

This might take you a long time to figure out. Or not.

The risk is losing the distribution edge of the platform as of TODAY.

Even if you manage to do it, your team will still spend all day dealing with **creator issues**, **quality control** and **coordinating 20+ people**.

Option 3: A DFY Package

The last option is we can do this all for you.

You don't get to go through the mistakes and headaches we made.

It will be **Done-For-You** so you don't need to worry about doing anything besides dealing with all the new sign-up volume.

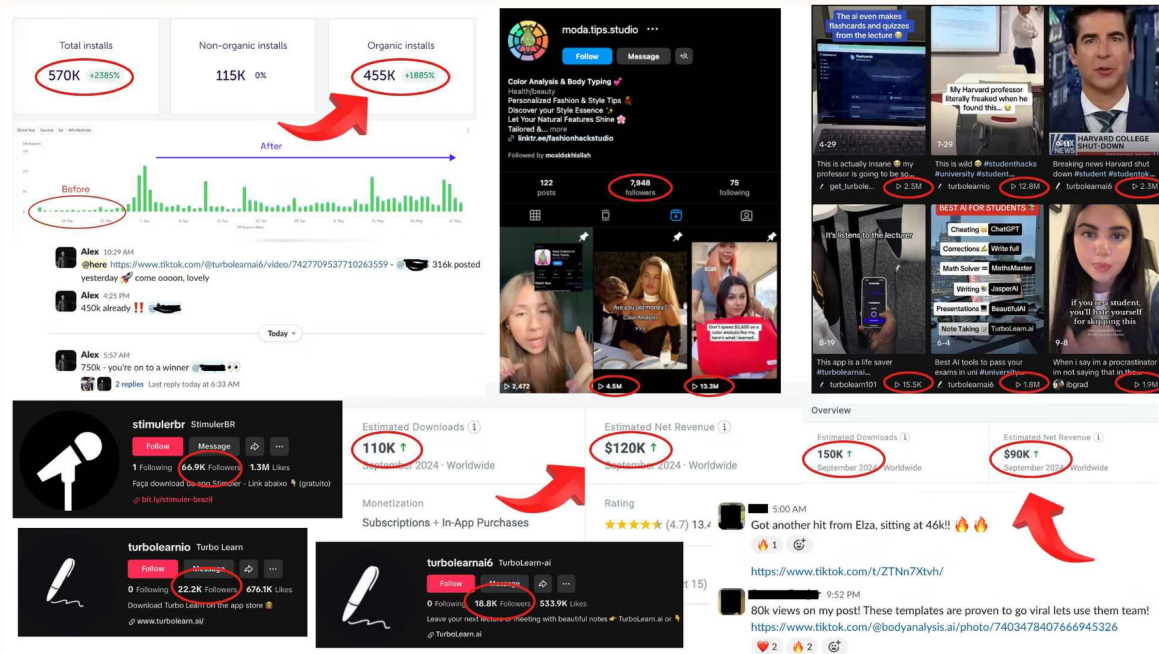
✅ **Completely wipe out your competition.**

✅ **You get to shortcut your way to virality.**

✅ **You will get hundreds of thousands of downloads**

✓ You'll have 3+ reliable acquisition channels.

Get results like this:



How long it takes to see results?

You'll start seeing traction within the first 30 days of posting.

Most clients see their first viral hit within the first few weeks.

But unlike paid ads, our system compounds over time—delivering exponential returns as more content gets tested and optimized.

Our system is designed for compounding growth.

Add 100,000+ installs organically in under 90 Days

[Apply Here](#)

We only take on qualified apps with marketing budgets behind them