****

**Apply Application Promoting Techniques**

Varshini Vadladi

C0779380

MADT- 5254.

**Abstract:**

The aim is to study the current application market trends and see how the consumers are using the mobile applications, and how traditional and digital marketing methods can be applied to applications marketing. These methods are also combined to create the most optimal way to create a marketing communications plan for the application. The marketing communication plan is divided to prelaunch, launch and after launch activities. These different parts will support the relationship with the launching of the app and its marketing communications.

The main goal with the marketing communication plan is to build awareness and create customer engagement through social media and other channels. The method used in this thesis is qualitative. Mostly the method of this is desktop study. Benchmarking was implemented through a case study where a successful app was examined. The marketing strategy of the case app was used to get ideas in the marketing plan. Mainly the plan was focused on using marketing tools and social media channels to gain awareness and customer engagement, and to create a guideline how to start.

The method used in this thesis is qualitative. Mostly the method of this thesis is a desktop study. Benchmarking is also used by introducing a successful application and their methods of marketing. It was implemented through a case study where a successful app was examined. The marketing strategy of the case app was used to get ideas in the marketing plan.

Since the app is still in developing state, it was challenging to create a specific marketing plan for the company. Mainly the plan was focusing on using marketing tools and social media channels to gain awareness and customer engagement, and to create a guideline how to start.

**Contents:**

**Introduction**

**Application Marketing**

Types of Marketing

Target Customers

How consumers find and use application

App testing

**Marketing Communications**

Purpose of marketing communications

AIDAS (Awareness, Interest, Design, and Action) model

Most Relevant Social Media Channels.

**Case Study: Tinder**

Introduction of the company and app.

How Tinder got successful

Using the case study in the marketing plan.

**Conclusions**

**References**

**INTRODUCTION**

* Application stores offer different kinds of applications, such as games, entertainment, or applications with information. As the application market is constantly growing, the new apps have difficulties to stand out and get found on the app stores. Planning includes making a research on the current markets and application trends, defining target audience, and creating a marketing communications plan. Smartphone applications are offering several functions to make the user’s life easier. Today there are over 1.6 million apps available for Android users and 1.5 million apps for Apple users. Almost anyone can create a simple app and publish it to app stores, but the bigger challenge is to get the users to find the app. The app stores are not providing enough visibility for the app, so the marketing of the app requires a different channel, for example social media where people nowadays uses most.
* In application marketing the activities done before the launch are important where the users should have an image and know the application before the launch, because it creates interest towards the application. This can be done by presenting the application to potential users, bloggers, or to authors that write about new technologies and applications. These people could be introduced to the applications by showing previews or asking them to test it.
* The pre-launch activities can include creating website, accounts on different Social Media channels and creating a newsletter sent by email. The company can have a landing page, which is the page that the consumer sees first after clicking a link. This landing page should have information about the app, for example what are the main features, for which platforms it is available and when it will be published. Launching an application to international markets requires more research than for an app.

**Application Marketing:**

Mobile Application Marketing is the process of creating marketing campaigns to reach your users at every phase of the marketing funnel. And it also includes the incentives offered to prompt engagement and the overall visibility of your app in the app store. There are four types of the mobile application marketing funnel. i.e.) Awareness, Consideration, Customer Relationship, and Retention.

1. **Types of Marketing:**

There are mainly two types of marketing strategies we have. One is digital marketing and the other one is traditional marketing which is way costlier than the digital marketing promoting.

“Traditional Marketing” which includes the marketing such as Product, Price, Placement and Promotion. Product is the tangible or intangible object that the company is offering to the customers, where tangible ones are often goods and intangible are services. The product needs to be defined and it should have some functionalities that bring value to the customer. Price is an important factor of the product and it affects the customer’s decision.

“Digital Marketing” is the same marketing as traditional marketing but in an electronic world. Digital marketing includes email marketing, Internet Advertisement and Social Media.

1. **Target Customers:**

Targeting customer helps the company to reach their goals. In this phase the developer needs to know the customer and their wants to have a successful app. The target customer should be derived for instance by gender, age, location which makes it easier to define the target customers specifically.

1. **How Consumers Find and Use Applications:**

Just 40 percentage of the apps are found by searching from the app store. And price is the biggest factor while downloading an application. A common segment with frequently used apps was that the user felt that the app makes their life easier. Another segment was that the app has clear instructions how to use it. These two paths were important to 63% of the respondents and these factors were more important than appealing design or new content. The users value the simplicity and easiness, which is the most important thing to focus on when developing the app.

1. **App Testing:**

Beta testing can be performed before the application is launched. The access can be giving through a link, where anyone can join to become a Beta tester. And the testing is done by two different groups of people. The two groups should be similar, for instance, in the same age range with similar interests. On the second time some function or appearance of the app is changed compared to the first time. After both tests, the conversion rate, the amount of people who for example signed up on the website, is collected and then compared. The one which has the greater conversion rate should be more effective, and therefore it should be used. The variable can be example. a headline, image, colour on the page or text.

**MARKETING COMMUNICATIONS:**

Marketing communications support the creating and maintaining the relationship within the customer and the company. It supports the whole process, from first customer contact to the after sales. Consumers are always brought closer to the company by marketing communications. The consumers will see who is behind the product and what the company’s values are.

1. **Purpose of Marketing Communications:**

Marketing communication is used to spread the information about the company and new products. One of the strategies is to create a feeling for the customer that they belong into the community of the industry or the users of the product. This is creating a relationship between the customer and the company. This kind of effective communication avoids confusion and distrust towards the products or the company.

**b) AIDA Model:**

Where AIDA stands for Awareness, Interest, Desire and Action. It is a model for communications, and it helps to reach the promotional goals. The main purpose is to make the consumers to think, feel and do, so to create interest, desire and want to buy the product.

**c) Most Relevant Social Media Channels:**

There are several social media sites available, offering different types of services and functionalities to their users. The key to find the best channels is to think where the target audience should be, where they are searching information, and if there are any social media channels that would sync the business communication plan. Facebook, Twitter, LinkedIn, and Google+ are considered the most vital social media channels to be in. Different social media channels have different kind of styles to be used, for example LinkedIn account should be kept professional when Facebook account can be more conversational and interactive with customers.

**CASE STUDY: TINDER**

1. **Introduction of the company & the app:**

Tinder was launched in 2012. The main objective of this app is to display other people in the near location, and these people can swipe the other users according to their interest. If the two people have both swiped yes If they swipe left then it is unmatched, there is a match and they can start to chat. The profile is created through Facebook or they might signup with their mobile numbers. At present Tinder is on the first place of overall Lifestyle apps in the iOS app store of United States. The overall rank is 87th.

1. **How Tinder got Successful:**

The marketing of Tinder started by visiting university students and presenting the app. The challenges for Tinder to overcome were the social stigma of dating applications and the geographical concentration. Users of dating apps and websites are often not comfortable to talk about it in public as it be embarrassing to use one. As it has overcame successfully all these obstacles, since the app became socially acceptable, with media writing about the app, and with enough users, at least in bigger cities, the app has content to offer.

1. **Using the Case Study in the Marketing Plan:**

One of the key factors is User experience, where the User Interface is simple and signing up is easy. The app presents one potential user with their profile, and to continue the user needs to swipe yes or no, which makes the app feel like a game. The next user is not visible until the previous one is swiped; therefore, it creates an urge to continue swiping. When the user gets a match, it is like winning in a game, and this might give some users an ego boost, and the urge to continue. Tinder also used the launch parties to create a community around their users.

**CONCLUSION:**

As the application market is growing constantly, It is important to set the goals and target customers in order to know which direction to take in. In this marketing plan the goals are mainly to create Social Media accounts, gaining followers and creating posts and competitions to the channels.

The focus of the marketing communication was gaining awareness and creating customer engagement through social media marketing. Creating social media accounts is not time consuming but keeping several social media accounts uses a lot of resources. Creating a plan how to manage the several accounts is time wise, especially if a social media management tool like Hootsuite is used. The content of the posts should not be only about the company or their product, but also it should provide some kind of new information, like industry related news articles, that will interest the followers. Smartphones have become a great resource for mobile app marketing. However, the web still matters a lot, and it play a vital role in the growth of business. With the above-mentioned points mobile app marketing requires great efforts and time but if the marketing strategies are planned and executed properly, your app can achieve the top rank on app store.

As the application is in the developing phase, there is no specific guidelines how a developer should start their marketing communications. The marketing plan is giving some ideas and directions which can be followed or modified according to the company’s needs.

**REFERENCES:**

AppAnnie. 2016a. Tinder. Cited 15.8.2016, <https://www.appannie.com/apps/ios/app/tinder/>

AppAnnie.2016b.Tinder.Cited15.8.2016,https://www.appannie.com/apps/googleplay/app/com.tinder/

Brown, M. 2016. What Ignited Tinder's Explosive Growth? Cited 26.7.2016, <https://growthhackers.com/growth-studies/what-ignited-tinders-explosive-growth>

Appsworld. 2015. Know your app’s target audience. Cited 8.8.2016, <https://appsworld.net/2015/06/08/know-your-apps-target-audience/>

Google. 2015. Mobile App Marketing Insights. Cited 15.8.2016, <https://think.storage.googleapis.com/docs/mobile-app-marketing-insights.pdf>

Hackett, B. 2015. TINDER’S FIRST YEAR USER GROWTH STRATEGY. Cited 26.7.2016, <https://parantap.com/tinders-first-year-growth-strategy/>

Helmrich, B. 2016a. Social Media for Business: 2016 Marketer’s Guide. Cited 5.6.2016, <http://www.businessnewsdaily.com/7832-social-media-for-business.html>

Kimura, H. 2016. How to get started with Google Play beta testing. Cited 15.8.2016, <http://www.apptamin.com/blog/google-play-beta-testing/>

Statista 2015. Distribution of free and paid Android apps in the Google Play Store from 2009 to 2015. Cited 31.5.2016, <http://www.statista.com/statistics/266211/distribution-of-free-and-paidandroid-apps/>

Tinder. 2016. FAQ. Cited 11.8.2016, <https://www.gotinder.com/faq>