

BRANDING STRATEGIES FROM THE BIG BOYS

*Grow Market Share, Build Revenue and Enhance Relationships through
Mobile App Marketing Techniques*



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Introduction

Once upon a time, major brands saw mobile apps as something separate, something apart from their brand. Mobile apps were treated like something outside the business. However, that's changed today. Now, big brands are being forced to rethink their mobile app marketing strategy, as well as the way they view their apps. Increasingly, consumers see mobile apps as extensions of the business itself, a part of the larger whole.

There are numerous advantages to be gained by integrating a mobile app with your overall marketing strategy and then building closer customer relationships, including building a better, stronger business. Mobile apps have the potential to create an enormous impact on an entire brand, which makes it essential for companies to stop promoting apps through traditional channels and instead focus on strategic marketing.

Apps are not just another marketing channel. They're a business in and of themselves. They tie directly into the core of your brand, and they deserve their own marketing efforts that tie in with your strategy. Some of today's largest companies are talking openly about just how great an impact their mobile apps have had not only on profitability, but on their ability to engage with existing customers and reach new ones.

Within this book, we'll highlight what those companies are doing in terms of app marketing, and provide 10 specific, strategic steps you can utilize to be more strategic in your own mobile app marketing.

Facts and Figures

Mobile apps have seen increasing adoption across all sectors and audiences, and in early 2014, mobile devices finally outstripped PCs in Internet access. Smartphones and tablets account for more than half of all Internet access, and 47% of that were via mobile apps, rather than through the device's browser. There are some even more startling predictions about where mobile app technology is going in the near future:



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- By **2016**, mobile app downloads are predicted to hit **310 billion**
 - Mobile app revenues for **2014** are predicted to reach **\$35 billion**
 - Mobile app revenues are predicted to reach **\$74 billion** by 2016
 - Mobile app use is expected to become the preferred way for consumers to interact with brands by **2016**

From these figures, it's easy to see that mobile technology is anything but a fad, and is actually more important than your brand may have realized. However, having an app is not enough. Promoting your app through traditional channels is not sufficient. You must claim your brand's space on your users' tablets and smartphones, and to do that you need to market your app in the right way.

A Different Approach to App Marketing

For digital and traditional marketing experts, app marketing can be a very different, even shocking, experience. Successfully marketing a mobile app requires different dynamics, and very different approaches than what is common for other brand collateral. You'll need to get familiar with some very different channels in order to be effective and drive app adoption.

It's certainly possible for a large, well-established brand to use traditional online and offline marketing channels to drive at least some user adoption. In the early stages, this can seem substantial, but it will drop off over time as the customer base is depleted. In order to really drive app success, most brands turn to mobile advertising networks. There are many established networks out there, including:

- Apple's iAd
- Google's AdMob
- RTI exchanges (real-time platforms)

The problem here is that there are many potential networks, and app marketers are unfamiliar with what sets one network apart from another. In addition, each network has its own peculiar quirks, capabilities and features. Addressing these challenges is of paramount importance in choosing the right platform and then leveraging it successfully.



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Downloads Don't Equate to Success

It's all too tempting to see a significant number of downloads for an app and immediately assume it's successful. That's actually not likely the case. Just because an app is downloaded to a user's device, that doesn't mean he or she will actually use it more than once (or at all). 25% of apps downloaded are used just once, and then uninstalled or ignored completely. That's a huge number considering the millions upon millions of apps on the market.

Don't Go for the Same Marketing Goals

Another challenge for app marketers today is understanding that the goals here are very different from what they're used to in other forms of marketing. New goals include reaching a targeted cost-per-installation, achieving high download numbers on strategically chosen app stores, and acquiring engaged, active, loyal users who will advocate for your brand and app. These new goals require new measurement methods.

App Store Differences

You can't assume that each app store is the same. In addition, not every platform out there is even worth your efforts. Overwhelmingly, mobile device users gravitate toward one of two major stores – Google Play and Apple's App Store. While they're similar superficially, they're actually very different and have different metrics in play. These include how each store determines app rank, how ads affect adoption versus organic search through the store and many, many others.

Two Types of Users

There are two types of users for any app – organic users and ad-driven users. Ad-driven users are those who download your app because of an advertisement they saw (paid ads). An organic user is one who finds your app on his or her own and decides to download it based on your app description and user reviews. Of the two types of users,



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organic users are preferred, and tend to be long-term and more highly engaged than ad-driven users. There are several ways to encourage more organic users to download your app while reducing the expense per user acquired.

Mobile Ad Tracking

Mobile ads are powerful resources, but it's vital that you are able to track and attribute each campaign. This ensures that you're able to determine what's working and what's not, and then take appropriate action to change the situation. However, there is no industry standard for ad tracking on iOS, and there are numerous tradeoffs that must be made which can create confusion. There's also the problem that some platforms only support a few specific tracking tools.

Mobile App Marketing Strategies – Defining Best of Breed Options

To address the challenges, problems and hurdles affecting app marketers today, several best of breed mobile app marketing strategies can be employed. Many of these strategies work hand in hand to create a holistic approach to app marketing that provides superior results.

Build a Team from Stakeholders

Who's at the helm of your app marketing strategizing? Within large businesses, it's pretty common for there to be some confusion about who exactly owns an app marketing strategy, as there are usually several different individuals or even entire departments involved, and they all have a claim.

It's essential that you eliminate those borders and dissolve any claims of ownership. Bring each stakeholder to the table and form a single team. While that can present challenges of its own, you'll find that having only a single team in charge of your strategy can offer much better results.



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You also need to ensure that all key players are in regular communication. That includes business stakeholders, marketing managers and app developers. You might even need to include individuals outside the company if they have a considerable stake in the marketing strategy. Keep everyone on the same page and your efforts will be unified, cohesive and successful.

Give Your App Dedicated Marketing Resources

With big businesses, marketing budgets often aren't strained, but they can be defrayed, diffused and impermanent. In order to build the most successful strategy possible, you need resources you can count on behind your efforts. Like marketing any other product, app marketing requires resources. That includes funding, certainly, but it also includes a great deal more, including technology, manpower, and planning.

According to the Mobile Marketing Association, successful app marketing requires a full seven percent of your total marketing budget. If you're like most companies, you only have access to one percent, or even less. This needs to change if you're going to effectively leverage your app and build your user base. The MMA recommends up to nine percent of your marketing budget if the app is to have high involvement.

You'll also need to account for ongoing promotion in your app marketing budget. Burst marketing works well in the extreme short term, but the results are negligible when calculated over the long term. Ensure that there's sufficient budget to keep your app promoted for the duration.

Marketing Goals Oriented Toward the App

Where are your marketing goals oriented? Chances are good that they're oriented toward the business, and that's natural. However, they should actually be oriented on the app. You need measurable goals. You need specifics. But you also need goals that tie in with the app and your user base. Some of the most important goals for your app marketing strategy should include the following:



- Hitting target revenue generated through the app (not through app purchases)
- Reaching a specific rank within a strategic app store
- Acquiring organic users for long-term loyalty and engagement
- Building downloads in key geographic areas
- Maintaining a healthy distance below a targeted cost per download
- Know and monitor your key performance indicators (KPIs)

Of course, there are numerous other goals that can and should be part of your marketing plan. These include velocity, building downloads with your company's existing customers, besting competitors in app adoption and downloads, and more.

Take Advantage of Mobile Media for Marketing

Marketing your app through magazine or newspaper ads, TV commercials or even on social networks might sound like a great idea, but you're fighting an uphill battle here. In order to maximize ad conversion, you need to reach potential users where they live.

Not sure where that is? Here's a hint: it's not in front of the television. Mobile media-based ads reach your target audience right where you need to – on their devices.

This can be done by harnessing the power of advertising networks, as well as real-time bidding exchanges (as mentioned earlier). Dedicated mobile media channels offer superior results to marketing through more traditional channels, at least where app marketing is concerned. In order to utilize these tools correctly, you'll need continuous marketing and dedicated resources backing you.

However, don't expect to see the same results through mobile ads as you do through organic downloads. Users who find and download your app through the app store still remain the most valuable of all.

Optimal Store Rank Matters

As mentioned, organic users are the most valuable. Reaching them will require that you attain the optimal rank within app stores. You'll need to rank as high as possible in order



to be seen, much less get a user to download your app. Even being just a few ranks down on the top lists can reduce visibility by an immense amount. However, that doesn't mean that high store rank will result in long-term user engagement. A quality app is needed for that.

One of the ways that your app rises to the top of the app store lists is through download volume. The higher your downloads, the higher your rank (this is only one metric involved, though). Paid users downloading your app can skyrocket you into the top rankings, where you'll be discovered by organic users. This is how paid ads work hand in hand with organic search to create success.

Loyal User Targeting

It's not enough to target organic users. You need loyal users. These are individuals who regularly use your app, make in-app purchases and evangelize on your behalf. Loyal users do more than spread word of mouth, though. They drive your profitability and build your success. Without a loyal user base, you might be at the helm of a sinking ship. How do you find them? Using the right technology to identify and target loyal users is the answer here.

Optimization Technology Boosts Marketing Performance

Traditional marketing vehicles are pretty sophisticated. However, mobile marketing tools haven't yet acquired the same level of sophistication. That means you'll encounter limited targeting criteria when choosing ad networks that offer the best of all worlds.

Optimization technology allows you to circumvent this lack of sophistication and gain detailed insights into which marketing networks and other sources are delivering, how they're delivering and more. However, not all optimization technology is created equal.

You'll need to ensure the solutions you employ:

- Utilize intelligent algorithms
- Evaluate thousands of variables



- Are capable of evaluating networks, time of day and other important metrics
- Ability to predict future efforts
- Offers integrated ad tracking and attribution
- Is completely automated
- Optimizes on post-download events

It's important that optimization technology be planned for from the outset. Leaving it for later or consigning it to the status of an afterthought will require that you make on-the-fly adjustments that could have been avoided. Finally, you'll need to evaluate available optimization solutions carefully, as they're not all the same.

Work with a Partner Offering Proven Mobile Marketing Technology

Sophisticated, high-performing app marketing requires the right technology underpinning it. You'll need to work with a proven partner here. While conventional ad agencies might be very talented and experienced with what they do, they don't do mobile marketing well. It's simply too new. Mobile marketing demands extensive experience, expertise and knowhow combined with the right technology.

Big businesses from Coca-Cola to MillerCoors have emphasized the importance of partnering with the right company and leveraging advanced technology combined with accessing expertise and guidance in the burgeoning world of mobile app marketing. The right partner can offer:

- Centralized media buying
- Ad tracking and attribution
- App usage analytics
- Optimization technology

All of this gives you access to a robust solution for all of your app marketing needs through a single platform.

Create a Feedback Loop and Stay Connected

If there's one thing of paramount importance throughout the entire app marketing lifecycle, it's communication. You need open access to business stakeholders and



developers in order to share your unique insights. One of the key benefits of being an app marketer is being able to access unique information about the app (or apps), the user base and more.

This allows you to provide vital feedback on improvements, changes, tweaks and adjustments that help improve the quality and appeal of the app in order to better satisfy user needs. After all, you might have the most robust marketing plan in the world, but if your app is lacking, it will fall flat. App quality and usability are of immense importance.

By establishing a feedback loop with other vested parties, you are able to provide important information regarding metrics, app landing pages, app consistency, ad testing and conversion rates important to ROI.

An App Marketing Plan Template

Developing a strong marketing plan is vital to your app's success. The template below can be customized to fit your needs:

- Name of your app
- Platforms on which it will be deployed (Android, Windows, iOS)
- Your marketing goals
- Key performance indicators (KPIs)
- Geographic locations (marketing campaign locations)
- Marketing channels used
- Mobile media channels used
- App store landing pages
- Strategy for attribution and optimization
- Ad network SDK integration
- Outside vendors
- Localization
- Measurement and reporting
- App budget
- App timeline



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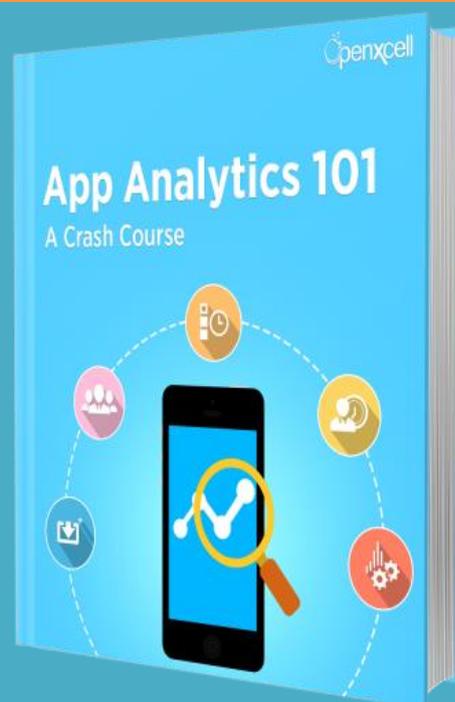
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At OpenXcell, we have the experience, expertise and technology required to build your app business. Our innovative mobile marketing solutions help you delve into important metrics, track and analyze performance identify ideal ad networks and more. We're here to support you throughout the app lifecycle.

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