



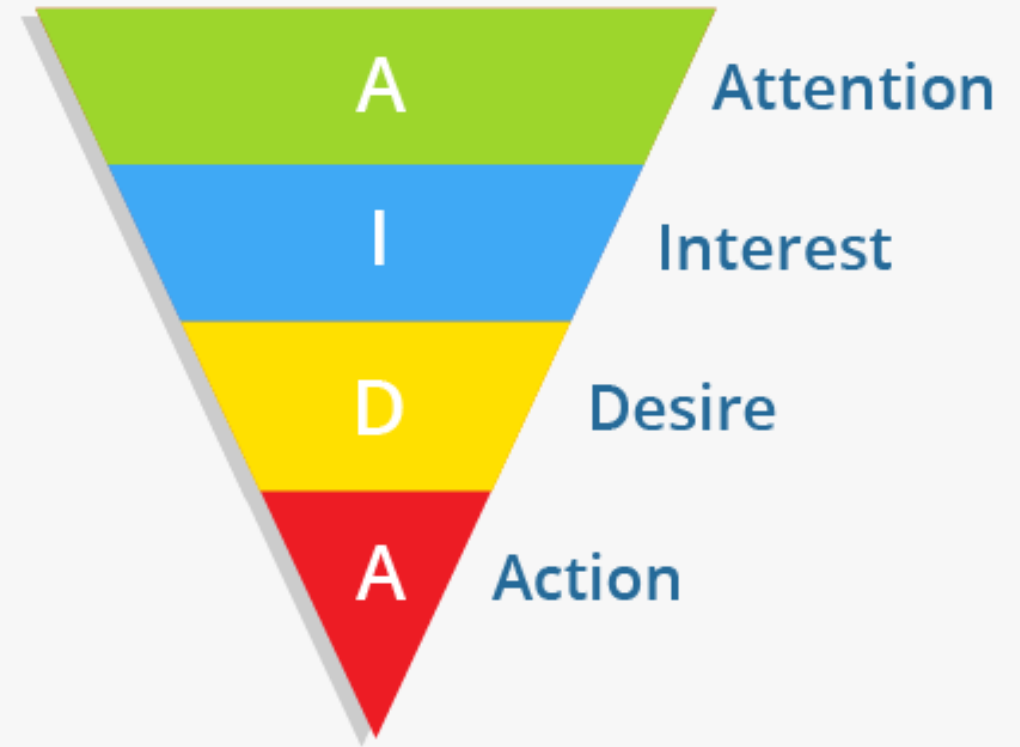
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# Mobile App Marketing vs. Website-Centric Marketing

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# Marketing Principles Are the Same

- Psychologically, the customer decision journey is the same
- Good stories still sell: emotional connection, humor
- Social proof - review sites, influencers, KOCs
- Iterate with A/B testing



# **Differences between Mobile App & Website Centric Businesses**

## Mobile App

## Website

Organic Discovery

### ASO

- GummyCube
- GoGoChart
- AppFlow
- AppTweak

### SEO

- SEMRush
- Milestone
- SimilarWeb
- BrightEdge
- MozPro

VS

Paid Discovery

- ASA
- Google UAC
- Facebook automated bidding
- LiftOff
- Twitter/Yahoo/DSP mobile install ads

- Google SEM / Bing Search Ads
- Facebook Ads
- Twitter Ads
- LinkedIn Ads
- Pinterest/DSP - web lead generation



# Optimization

A framework for app store optimization by:



increase visibility



increase conversion



tools



outside of the store

<b>Search</b> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px dashed gray; padding: 5px;"> <p><b>Title</b></p> <p>Subtitle</p> <p>Short description</p> </div> <div style="border: 1px dashed gray; padding: 5px;"> <p><b>Keyword set</b></p> <p><b>Other Metadata</b> Description Developer name APK name etc.</p> <p><b>In-App Purchases</b></p> </div> </div> <p><b>Visual word recognition</b></p>		<b>Feature</b> Long term (Collections etc.) Temporary (Today etc.)		<b>Browse</b> Category switch Related apps Recommended apps Trending searches Burst campaigns		<b>Store Ads</b> Search Ads Universal App Campaigns		<b>Localization</b>	<b>Ratings &amp; Reviews</b>	<b>3rd party Android distribution</b>	<b>Black Hat ASO</b>
		<b>Icon</b>	<b>Feature Graphic</b>	<b>Screenshots</b>	<b>Video</b>	<b>App Size</b>					
 iTunes Connect	<b>Keyword Rank Tracking</b>	<b>Keyword Research</b>	<b>Ratings &amp; sentiment Tracking</b>	<b>Replying to reviews</b>	<b>Competitive Intelligence</b>	<b>User Experience Feedback</b>					
 Google Play Console	<b>Metadata Management</b>	<b>Keyword Prioritization and Weighting</b>	<b>In-App Rating prompts</b>	<b>Screenshot builders</b>	<b>App Store Analytics</b>	<b>A/B testing tools</b>					
<b>Product</b>	<b>Alternative User Acquisition Sources</b>		<b>Content Indexing</b>	<b>App Streaming</b>	<b>App Packs (SEO)</b>						

# Growth Stack

MobileGrowthStack.com															
Acquisition								International	Retargeting	Partnerships & Integrations	Channels				
PR	App Store Optimization	Content Marketing	Performance Marketing	Distribution Deals	Viral loops	Cross-sell	Content Indexing				Push notifications				
											In-App Messaging				
											Email				
Engagement & Retention														SMS	
First Time User Experience	User Accounts	Deep Linking	Lifecycle Marketing	Activity Notifications	Community								Search		
													Social Networks		
Monetization														Mobile Ad Networks	
Revenue Model	Payment Processing	Upsell	Pricing	Ad Inventory Management									TV, Print, Radio		
												Owned Channels			
										App Store Listing					
Analytics & Insights															
Install Attribution	Deeplink Attribution	Event Tracking	Cohort Analysis	Campaign Measurement	User Segmentation	ASO Keyword Performance Tracking	App Store Analytics	Growth Accounting							
A/B testing	User Testing	Sentiment Tracking	Content Analytics	Screen Flows	Conversion Funnels	Performance Analysis	LTV Modelling	Growth Modelling							






## Retention & Engagement

- Mobile apps suffer greater retention “death” problem
- Lots of techniques to bring users back to the app: push notifications, emails, in-app promo and prizes
- The key is to become indispensable by building a habit - in 1-week
- Content & community - turn the “hook” from purely B2C into B2C+C2C

### The Retention Problem



 Apptentive



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