60 Kick A$$ Mobile Marketing Strategies

Everything You Need to Market a Successful Mobile App
Mobile is an essential hub to reach your customers.
Apps account for 89% of mobile media time.

Source: Impact Branding & Design
Over 50% of smartphone users grab their smartphone immediately after waking up.

Source: Impact Branding & Design
68% of companies have integrated mobile marketing into their overall marketing strategy.

Source: Impact Branding & Design
Both brands – and their users – rely on mobile apps now more than ever before.
Why is mobile app marketing so important?
Mobile apps spend an average of $2 to acquire each user.
But the majority of your users abandon the app by day one.
So how do you keep app users engaged?
You have to build an all-star mobile app engagement strategy.
This includes mastering mobile marketing strategies like:

- App Store Optimization
- User onboarding
- Integrated mobile messaging
- Personalization
- Mobile A/B testing
- App analytics
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Let’s get started with App Store Optimization.
This section of tips is brought to you by apptweak
1. Leverage App Store Optimization (ASO) to optimize your app visibility in the store and drive more app users.
2. Use your strongest keywords in your app title.
3. Optimal Keywords

- High Relevance
- Good Search Popularity
- Low Competition
4. Apple App Store

- Use single keywords separated by commas.
- Don’t repeat keywords.
5. Google Play Store

- Repeat targeted keywords 4-5 times each in your app description.
- Works like SEO
6. Use **all available** screenshot slots.

Showcase your most important features on the **first two**.
7. Make **regular ASO updates** (+- 4/6 weeks).

**Replace** unranked keywords.

Keep **testing** and **testing**.
Build a solid ASO strategy to increase your app rankings and boost the number of your app users.

Try AppTweak
Once you acquire users, you need to onboard them.
This section of tips is brought to you by APPCUES
8. 86% of new mobile users **never return** after initial download.

The good news?  
*You can do better.*
Fidelity uses a series of sliders to orient new users to its mobile app.

9. Hook your users into your product by explaining its features and benefits the first time they use it.
Before asking users permission to access phone features, prompt them with your own ask.

Facebook for Business explains why it needs photo access before iOS asks for it.
Twitter announced its Giphy integration with a simple tooltip.

11. Use tooltips to drive attention to features through the user journey.
Canva uses Appcues to onboard users to their products.

Want to improve your new user onboarding?

Do it code-free.

Try Appcues
Post-onboarding, retain users with mobile messaging.
This section of tips is brought to you by

LEANPLUM
Let’s talk about mobile messaging channels.
There are 4 major mobile messaging channels.
A. Push notifications
B. Email
C. In-app messages
D. App Inbox

For successful app marketing, you need to integrate them all and coordinate across all channels.
13. Push Notifications

Communicate with users outside of the app with compelling push notifications that encourage reactivation.
14. Email

Extend your mobile messaging programs with email to drive reactivation campaigns and other programs.
15. In-App Messages

Trigger in-app messages that guide users through onboarding tutorials, promote sales, request app permissions, etc.
16. App Inbox

Reach 100% of your audience with an in-app content channel of key notifications customized to each user.
To learn more about each channel and how to integrate, check out this post:

A Step-by-Step Guide to the Perfect Mobile Message

View Post

LEANPLUM
Engage users throughout their journey with these messaging use cases.
Onboarding

Integrated Mobile Messaging
17. Push Pre-Permissions

Build your audience with a push pre-permission that suppresses the default iOS prompt and asks users to opt-in at a more engaging time.
18. Tutorial Screens

3 out of 10 users abandon an app after first use, meaning your first impression is everything. Set up a series of in-app messages to explain navigation and common flows.
Personalized Onboarding Reminders

Automate unique onboarding reminders, based on where users drop off, that will cancel if completed within a certain timeframe.

Day 1 retention is 40% higher for users who receive onboarding reminders.
Automate a series of tips for the first few days to educate users and keep your app top of mind. You will increase overall retention and keep users coming back to the app.
Integrated Mobile Messaging

Engagement
21. Geo-Location Targeting

Set up geo-location tracking to alert users via push with personalized content like their name, airport gate changes, or wish list items.
22. Just-in-Time Information

Pull just-in-time information, such as real-time weather and inventory. Personalize messaging and in-app experience to deliver relevant content that easily scales to millions.
23. Time-Sensitive Promotions

Alert users to timely news or promotions they would otherwise miss, including iOS app badges that encourage users to check out what’s new from their phone’s home screen.
24. Targeted Messages Based on Global Events

Automatically send messages to segments based on behaviors, in response to events like news updates, content releases, and promos.
Conversion

Integrated Mobile Messaging
Early Monetization

Persuade new users to make a purchase within the first 3 days by offering discounts. Users who monetize early are more likely to be repeat buyers.

Only 0.1% of users make in-app purchases on their first day using the app.
26. **Shopping Cart Abandonment**

If a user adds an item to their cart, but doesn’t purchase, coordinate push and email, personalized to the shopper.

90% of mobile shopping carts are abandoned.
27. In-App Purchases

Choose a moment of happiness when a user is more likely to convert. Then deliver in-app messages in real-time as a response to behavior.
28. Trial-to-Paid Subscriptions

Send in-app messages when users are engaged. Every time they do or don’t interact, influence their path to guide them towards the milestone.
When users make a purchase, there could be other opportunities for them to buy. Inform users of add-on products or complementary items.
Integrated Mobile Messaging

Re-Engagement
30. Dormant Users

Remind users why they enjoy your app by sending notifications to users who have been dormant for 7, 14 or 30 days.

"Leanplum’s powerful suite of marketing features has helped us re-engage with users, throughout their lifecycle, in ways we’ve never seen before."

– Frank & Oak
31. App Updates

Prompt users to update with a deep link to the app store. The more users who update, the less time you spend supporting older app versions that may cause issues.

Over 10% of users will fail to update the app 3 weeks after the update is available.
32. New Features

Inform users of new features when they open the updated app. For users still on an old version, direct them to upgrade to receive access to new features.

Only 21% of iOS users and 76% of Android users upgrade to the latest version of your app within a week of it going live.
Loyalty

Integrated Mobile Messaging
33. 5-Star App Ratings

Request app ratings after loyal behavior. If they say “yes,” deep link to the app store. If they say “no,” direct them to a private feedback page.

96% of users say they would install an app with four stars.
1% of your users are responsible for 80% of revenue.

34. **Loyalty Status Update**

Alert users to an increased status or perks to get them to engage with new loyalty program opportunities.
Milestone Achievements

When users achieve a milestone, provide them with a reward, such as a discount code, free in-app currency.

35. Milestone Achievements

Users who receive an achievement recognition spend 10% more time in an app.
36. Social Sharing

Personalize social share requests with a user’s favorite network (Twitter, Facebook, etc.), segmenting out users with less social activity.

Word-of-mouth user acquisition is free, and data shows that organic users stick around longer.
37. VIP Rewards

Inform VIP users of status change with a message highlighting benefits. A/B test different rewards, like bonus points, free stays, or upgrades.

Twice as many loyalty program members use a brand’s mobile app compared to non-loyalty members.
After loyal behavior, like repeat purchases, offer discounts and ask users to subscribe to your VIP list for future savings.
Want to learn more about cross-channel messages?

We can help.

Get a Demo
Now personalize every aspect of your push notifications.
There are 3 aspects of push notifications to personalize:

A. Content
B. Behavior
C. Geography

You should personalize every push notification to create a 1-1 conversion.
40. Personalize Content

You can personalize message content based on any number of factors, including:

- Demographic info
- Lifecycle stage
- Localization
- Technology
- Behavior

Hey [first name], don’t forget to place your order of [item name] you left in your cart. Check out before 8pm today, for [percent] off your next purchase.
41. Bonus Points: Use Emojis

Another great way to personalize content? Add emojis!
42. Bonus Points: Use Emojis

Emojis increase push notification opens by 85%.
43. Bonus Points: Use Emojis

Emojis increase conversions by 9%.
44. Bonus Points: Use Emojis

Emojis increase app retention by 28%.

Emojis increase retention 28%
45. Personalize Deliveries

By recognizing user behaviors and sending messages in response, you can increase open rates up to 800%!

Examples of Behavior-Based Messaging

Send a message in response to a traveler booking a flight.

Send a message in response to a listener playing music from a particular artist.
46. Personalize Based on Geography

Users around the world engage with push at different times. Respect cultural differences by sending messages when users in each region are most likely to open.
Why Personalize?

"In our industry, personalization is paramount to users. Leanplum gives us the insights we need to launch, analyze, and scale campaigns for millions of users. The data that Leanplum gathers to engage and optimize is a game changer, and demonstrates how mobile marketing automation maximizes ROI."

– Last Minute Travel
Want more great personalization tips? Download **Personalize or Bust** Today.

Download Now
All the while, you need to A/B test and improve your UX.
A/B test everything to continually iterate and improve.

This includes both messaging and in-app UI.
A/B Test Messages

A/B test messages, including:

- Segments
- Timing
- Channels
- Tutorials
- Deep Links
- Permission Requests
A/B Test In-App UI

Optimize in-app content to maximize conversions, such as:

- Buttons
- Text
- Images
- Hidden Elements
- App Logic
Coordinate campaigns with messages to serve an integrated and seamless in-app experience.
Simplify your login by offering to automatically pull credentials from a social profile. Then, personalize this by showing the login users prefer.
52. A/B Test Discounts

Ask customers if they’re interested in using various promotions and A/B test offers to improve conversions and ROI.
A/B test new feature rollouts with a small percentage of users, to mitigate the risk of a new release negatively impacting your user experience.
For Tesco, the static “add to cart” button in its app was pushed out of sight whenever there were long product details. Customers weren’t sure how to purchase.
Tesco set up an A/B test with a new button that scrolled as users moved down the page.
Tesco Case Study

“The platform’s ease of use, coupled with some excellent support from the Leanplum team, has helped us to increase our rate of A/B testing and has enhanced our learning of customer behavior on apps.”

– Tesco

56. Results

Tesco saw a 3.3% lift in items added to cart!
See the Study
You also need **analytics** on both your product and users.
This section of tips is brought to you by Amplitude
57. Make **retention** your **primary growth metric** because your business depends on how well you retain users.
58. Start measuring and optimizing retention as soon as you have users.
59. Define a critical event — the action you want users to perform to be counted as truly active or retained.

<table>
<thead>
<tr>
<th>App</th>
<th>Purpose</th>
<th>Critical Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mindfulness App</td>
<td>Self-guided meditation</td>
<td>Complete a meditation session</td>
</tr>
<tr>
<td>Lifestyle app</td>
<td>Find and book nearby fitness classes</td>
<td>Book a class</td>
</tr>
<tr>
<td>Mobile game publisher</td>
<td>Mobile MOBA games</td>
<td>Play a game</td>
</tr>
</tbody>
</table>
60. Calculate your **product usage interval** to get a clear understanding of your retention numbers.

**PRO TIP**

The **product usage** interval is the frequency (daily, weekly, monthly, etc.) with which you expect people to use your product.
Become a master of user retention and product analytics.

Get the Playbook
At the end of the day...
If you want to build an all-star marketing strategy you need:

- App Store Optimization
- User onboarding
- Integrated mobile messaging
- Personalization
- Mobile A/B testing
- App analytics
Mobile messaging — especially push notifications — is critical to retain the users you worked so hard to acquire.

Send push early, and often.
And to make sure your strategy is working, A/B test everything, from messaging to in-app UI.

Your users will thank you for it.
“Leanplum’s integrated platform for both push notifications and in-app A/B testing is far superior to managing standalone vendors.”

“With Leanplum, we get an integrated solution to manage content quickly, optimize the app experience, and deliver greater levels of personalization.”

“Leanplum is helping us optimize the customer journey and create a more personalized and engaging app experience.”

Top Apps Trust Leanplum

- tinder
- lyft
- Macy's
Master Your Mobile Marketing

1. Reduce onboarding dropoff
2. Reactivate dormant users
3. Increase push opt-in rates
4. Drive new feature adoption
5. Reduce shopping cart abandonment
6. Incentivize high app store ratings
7. Improve early user monetization
8. Optimize push send times
9. Encourage upsells and cross-sells
10. Personalize cross-channel campaigns along user journeys
Get a Personalized Leanplum Demo

Get a Demo

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