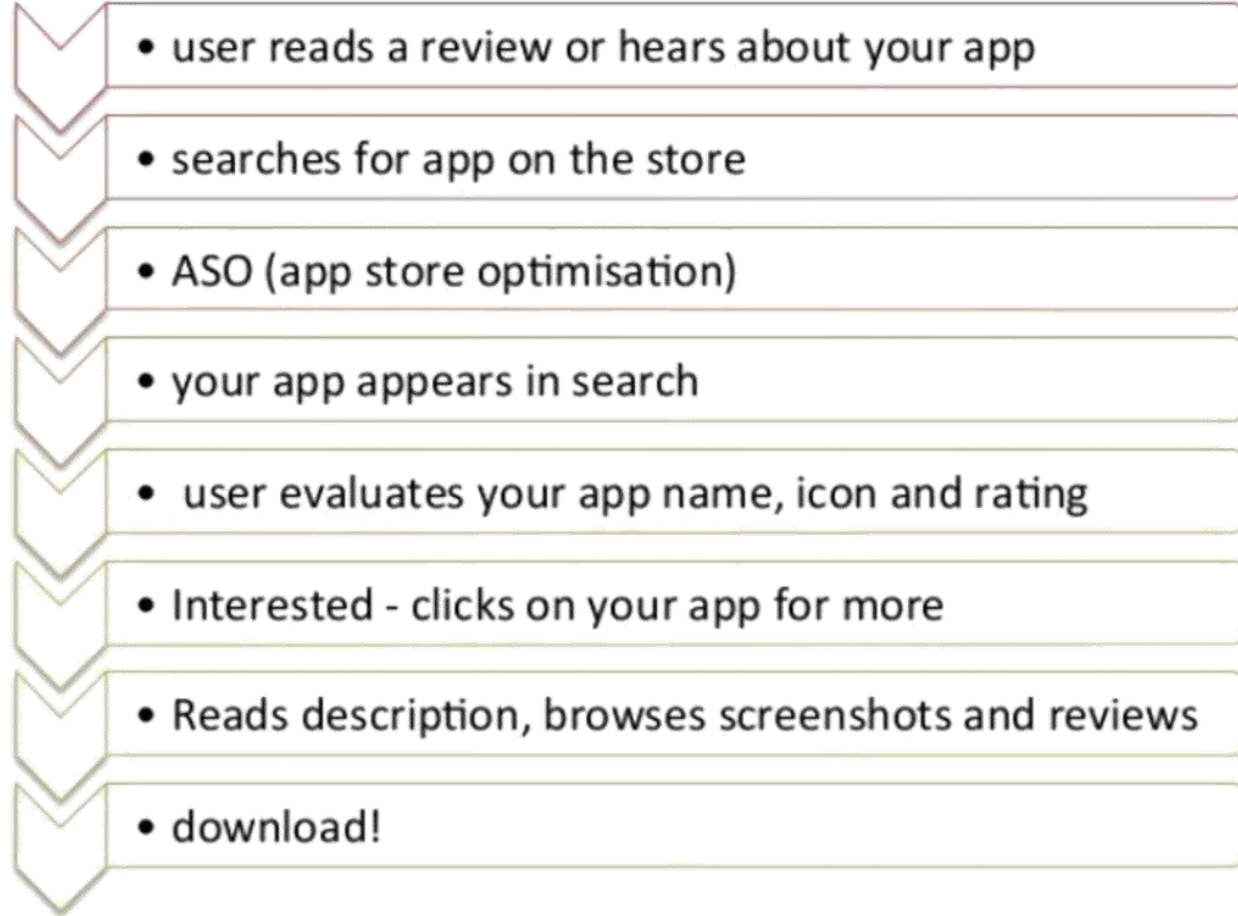


MOBILE MARKETING SOLUTIONS



THE APP STORE FUNNEL



HOW DO WE REACH OUT

- ❖ **MOBILE APP LANDING PAGE FOR SUBSCRIPTIONS**
- ❖ **ASO (APP STORE OPTIMIZATION)**
- ❖ **SEO (SEARCH ENGINE OPTIMIZATION)**
- ❖ **PPC (PAY PER CLICK) PROGRAMS**
- ❖ **MOBILE APP INSTALL ADS**
- ❖ **EMAIL MARKETING**
- ❖ **VIDEO TUTORIALS**
- ❖ **REVIEW MANAGEMENT**

MOBILE APP LANDING



POST LAUNCH :

- MOBILE FRIENDLY ADS
- BLOGGER OUTREACH
- VIDEO ADS
- EMAIL MARKETING
- PRESS RELEASE

APP STORE OPTIMIZATION (ASO)

Search and app store browsing is the most used method for discovering and downloading new apps – **accounting for up to 63% of all app discovery.**

- ❖ ICON
- ❖ APP NAME (TITLE)
- ❖ DESCRIPTION
- ❖ KEYWORDS
- ❖ SCREENSHOTS

SEARCH ENGINE OPTIMIZATION

❖ Mobile Friendly Pages

❖ Fast Loading Website

❖ App Store Intent Links

❖ Keyword Research

❖ Organic Traffic

PPC (Pay Per Click Programs)

Google Adwords

- ❖ Paid Traffic
- ❖ Mobile App Install Ads
- ❖ Search based ads
- ❖ Google Display Network (GDN)
- ❖ Ads on 3rd Party Mobile Apps

MOBILE APP INSTALL ADS – THROUGH SOCIALMEDIA PLATFORMS

Reach the right people at scale
where they are most engaged, in News Feed.

Grow your mobile app
drive installs to App Store and Google Play.

Facebook Suggested Apps

Instagram “Install Now” Campaigns

YouTube Video Campaigns

Twitter App Install Ads

Video Ads Recommended

EMAIL MARKETING

▼ Drip Email Campaigns

❖ Thank You Email Newsletters

❖ Email Blast (Separate Charges)

❖ Seasonal Emails

❖ Offers/Discount Emails

VIDEO TUTORIALS

- A short video that showcase where to download, how to download and how to install
- Or how to register and search
- Followed by its features
- Optimize the video with regular social media sharing, keywords tagging etc. (important)

REVIEW MANAGEMENT

Feedback Online Forms (Landing Page)

❖ Facebook Reviews

❖ App Store Reviews

❖ Google Play Store Reviews

❖ Video Testimonials **



Activity	Monthly Budget Required
App Install Ad - Fb/Instagram	90,000
App Install Ad - Twitter	90,000
YouTube Video Ad	55,000
Email Blasts (Database of UAE Residents based on Age, Gender, Location)	65,000
Google Adwords	90,000
Blogger Outreach	1,35,000
Review Management	55,000

**** 15% Fee for all Ad Budgets**

THANK YOU