Quick-And-Dirty tips
to getting explosive

APP DOWNLOADS GROWTH

OmniShop

omnishopapp.com

So you have an app. What now?

Quick-And-Dirty tips to getting explosive app downloads growth is an Omnishop short guide dedicated to increasing your profit by boosting app downloads.

How can app download growth help your business in the long run:

Engagement

Conversion

Retention

How many downloads should my app get to be successful?

There's no easy way to offer a benchmark "x downloads will be enough" because it also depends on the type of app, but receiving 100+ downloads a day can be considered an excellent starting success.

However, you will not reach that number just by launching the application on the market, so we have prepared a quick manual to help you achieve it.

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Quick tip #1

USE EVERY MARKETING CHANNEL YOU HAVE TO PROMOTE YOUR APP FREQUENTLY.

STRATEGY SAMPLE

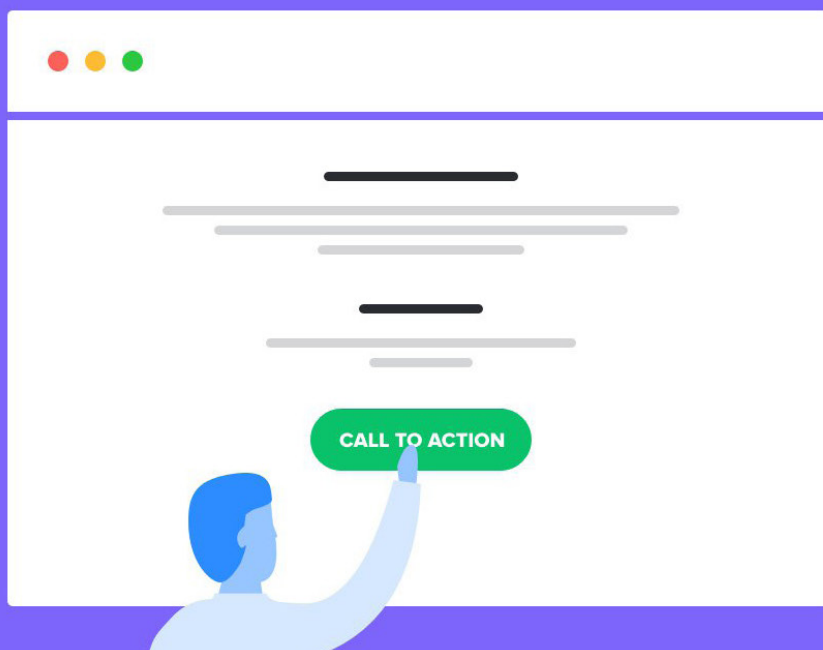✉️ **Email**

💬 **Sms**

📦 **Package**

🔗 **Social media**

Perfect your call to action

CTA's are the most crucial component of an email campaign. No matter how successful your open rates are, they don't mean much if your call to action doesn't work. And as the name describes, it is a call to action, so people need to understand what the action is.

A call to action is typically written as a command or action phrase, such as "Sign Up" or "Buy Now" and generally takes the form of a button or hyperlink.

CALL TO ACTION

Put your call to action into the Above The Fold

It is very important to include CTA's to the Apple Store and Google Play in the email above the fold. ATF is the area your subscribers see first after opening any message, without scrolling down the screen. In email form, above the fold area is about 350 pixels high and 650 pixels wide.

Remember that above the fold on the mobile phone screen have smaller dimensions, so make sure that CTA fits in the body of the email on a smartphone before you send it.

Create a value proposition

Make sure that you tell your subscribers why they should care about your app. Include a line of copy that clearly and concisely explains the benefits of downloading and using your app to make a great value proposition.

For better highlighting, use bold text, bullet points and describe the features only briefly.

Our Great Services !

On the othend, we denounce with righteous indignation and dislike men On the othend, we denounce with righteous indignation denounce

EASY TO FIND
★★★★★
On the othend, we denounce with righteous indignion

DETAIL IINFO

SAVING MONEY
★★★★★
On the othend, we denounce with righteous indigion

DETAIL IINFO

FULL STOCK
★★★★★
On the othend, we denounce with righteous indigion

DETAIL IINFO

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Make it easy for them to download

One of the quickest ways to promote your app is to notify your customers via SMS. While they may ignore other messages, people still read virtually every text message they get because SMS hasn't become overloaded like an inbox.

The main advantage of SMS marketing is that you can include a link directly to the app store in a text. When they tap on it, they should be redirected to the store to download the app instantly.

Engage them into app download with a physical product

Inform your customers about the new app and engage them to download it through the product packaging. The art of unboxing has become a popular trend on social media, so make an attractive present-like product package and include a QR code. QR codes are a great way to engage customers in a quick download and provide an excellent user experience.

CHECK OUT OUR NEW APP

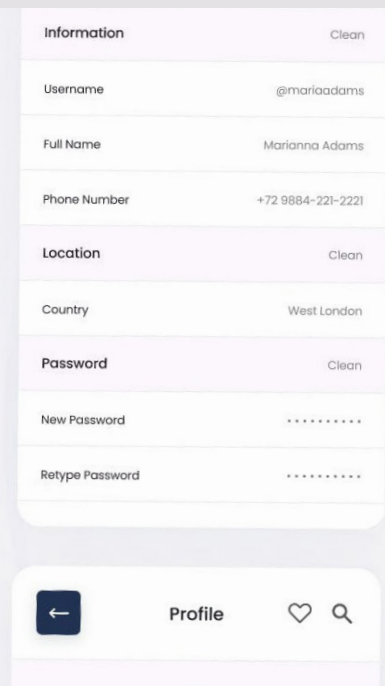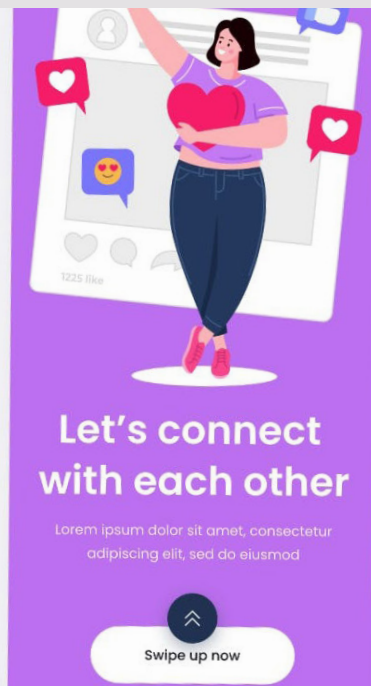# Target customers where they constantly are

Use social media for app promotion in a way that can entertain your audience. With the help of clever quotes, high-quality images, catchy captions, and attractive posts, try to portray the unique features of your app.

Know your audience well and highlight the benefit of your app that will encourage them to download it.

DownLoad New Mobile App

INSTALL NOW

Let's connect with each other

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

Swipe up now

Key takeaways for social media strategy

1   **Feature app on social media posts**

2   **Make a promo video**

3   **Showcase ratings and reviews**

4   **Generate traffic with hashtags**

Quick tip #2

USE THE WEBSITE TO PROMOTE
YOUR MOBILE APP.

STRATEGY SAMPLE

Landing page

Banner

Send organic traffic from a website

A dedicated landing page should describe your app's features and value proposition so that visitors are tempted to click the CTA button, download, and install. Your app's landing page is a point-of-entry and starts the customer journey, so make sure you have a strong headline, concise copy, social proof, and attractive visual elements.
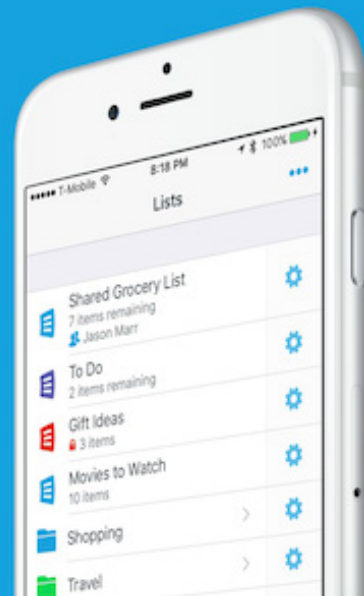
Features ▾   About   Blog   Support   Contact   Sign In

AnyList

The best way to create and share a grocery shopping list and organize your recipes.

Download on the App Store   GET IT ON Google Play

Now Available on **Android**

Lists

Shared Grocery List
7 items remaining
Jason Marr

To Do
2 items remaining

Gift Ideas
3 items

Movies to Watch
10 items

Shopping

Travel

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Place a download app banner

Including promotional banners throughout your website experience is a cost-effective way to inform users about a new app.

Those who prefer using mobile devices will download it to access the eCommerce platform. Moreover, mobile app users are more likely to revisit you in future.

AD

🔒 oceanjournalweb.com

Ocean Journal
Nature Lab
★★★★☆
GET — On the App Store

✕

View

Quick tip #3

CREATE AN APP-CENTERED PROMOTIONS.

STRATEGY SAMPLE

Giveaways

In-app discount

Wake the child in customer with presents

Giveaways are a very effective way to quickly expand brand awareness, increase your follower base, and gather new leads.

Giveaways have a conversion rate of almost 34%, which is higher than other types of content. Include app-oriented promotions to motivate your customers to download and use your mobile app.

Motivate them to come to your app with a special discount

If you can genuinely offer a discount of value to your customers and promote this discount at the most appropriate time, your app will shine among the others. Highlight in-app discounts on all media channels your business owns to motivate users to download the app.

Discount Sale

Dirty tip #1

USE INFLUENCER MARKETING
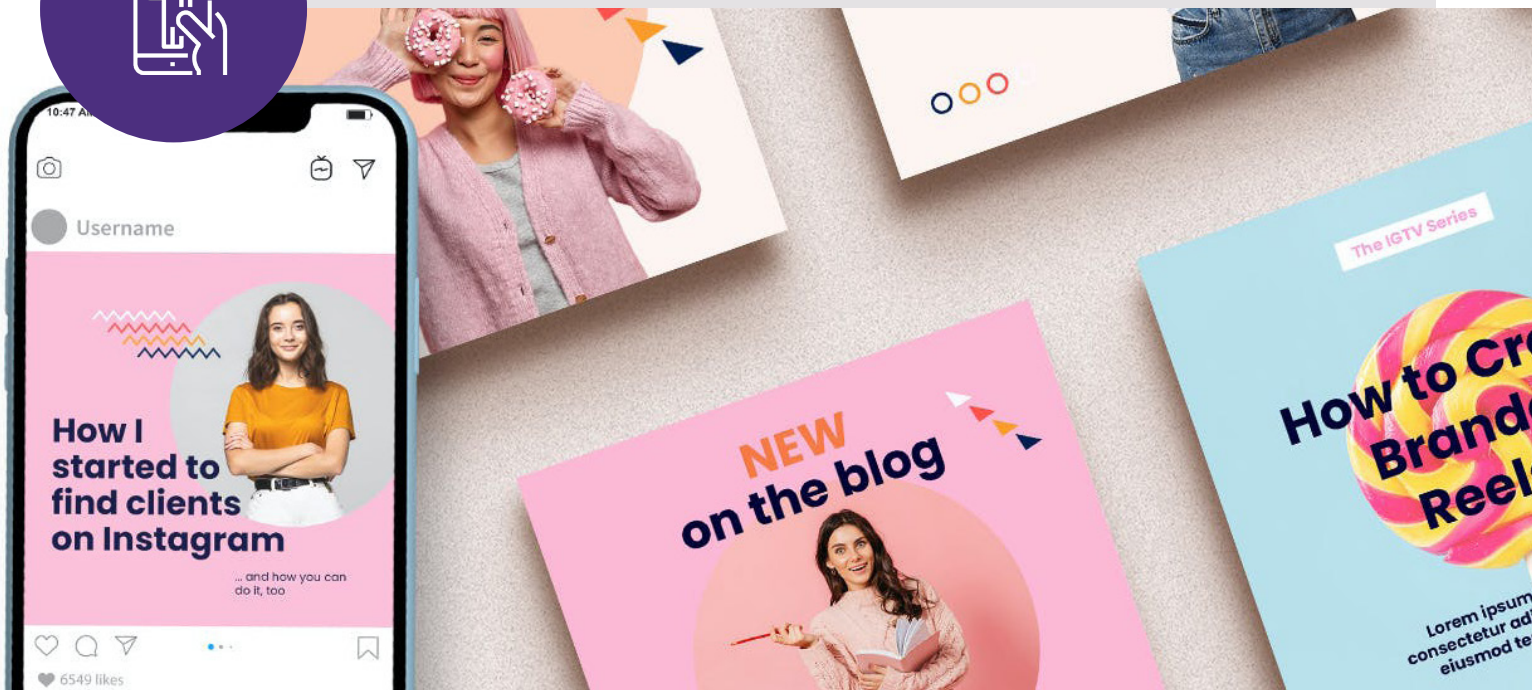TO PROMOTE YOUR APP.

STRATEGY SAMPLE

Social media influencers

Partnerships

Use influencers as your app promoters

Influencer marketing allows you to boost sales quickly. The influencers usually leave a link to an app they are promoting, providing direct traffic and driving app downloads.

Influencers are crucial for strengthening the social proof of your business. Statistics show that 49% of consumer purchasing decisions depend on the recommendations of influential people.

How I started to find clients on Instagram

... and how you can do it, too

6549 likes

NEW on the blog

The IGTV Series

How to Cr
Brand
Reel

Lorem ipsum
consectetur ad
eiusmod te

Make partnerships to create new connections

Partnership with another company can be an excellent way to promote the app, expand your reach and convert new customers.

Cross-promotions show you're not all about getting new users but that you are a great collaborator also.

Quick tip #4

INCREASE APP DOWNLOADS
WITH MOBILE NATIVE ADS.

STRATEGY SAMPLE

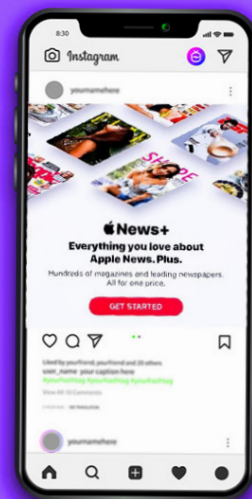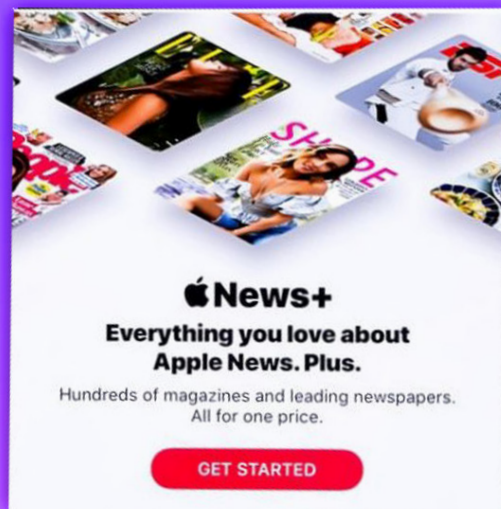**Instagram ads**

Apple app search ads

Google ads

Promote app with Instagram

You can significantly boost app downloads and usage through a strong Instagram ad campaign, turning your target audience into satisfied users.

Instagram ads appear within a user's natural Instagram feeds, stories, explore, etc., letting you pay to get in front of potential customers.

1 Switch to the business profile that drives more quality leads

2 Target your buyer persona

3 Segment audiences based on mobile devices

4 Use intuitive video to show your app in use

5 Emphasize downloads are free

6 Do A/B test with "Learn More" and "Download" CTA's

Launch the ad where users are looking for an app

Apple Search Ads are the ads that appear at the top of the search results when a user searches for mobile applications. The platform operates with a cost-per tap system, so you only pay if someone clicks on the ad.

According to Apple, you can reach 70% of App Store visitors looking for a mobile application similar to yours.
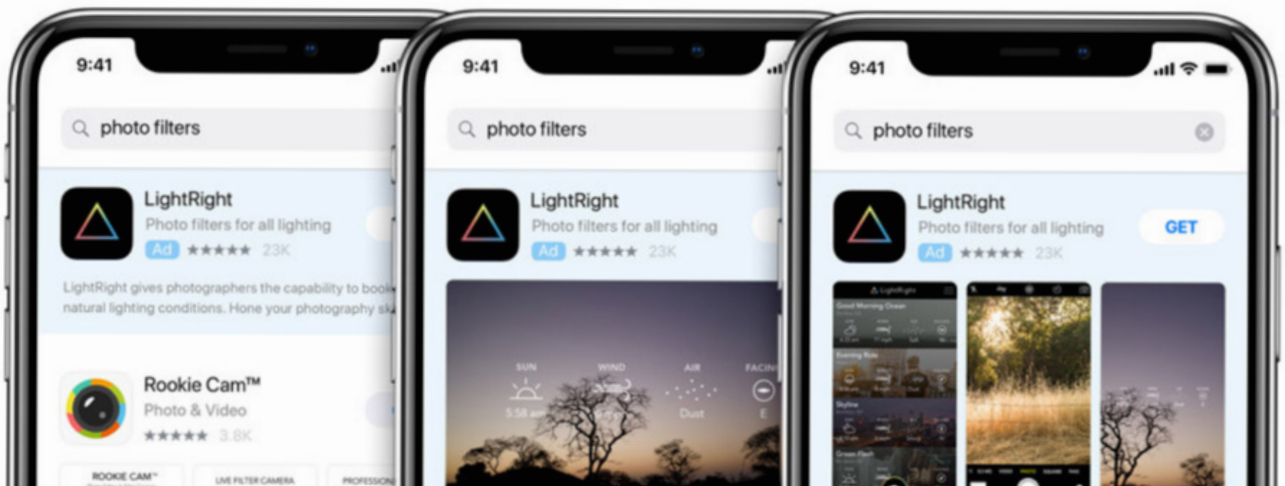
1 Review app metadata before starting a campaign

2 Targeting keywords based on your USP *(unique selling proposition)*

3 Use your existing Apple ID to cross-promote

4 Segment countries & regions

Review app metadata before starting a campaign

Before starting a new campaign, you need to review your app metadata (located in the App Store Connect, app metadata is the same one used to publish the application).

The layout of your ad creative is based on this metadata and cannot be changed after you launch a campaign.

Note that with Apple Search Ads, the same ad will not necessarily appear for every user. There are several types of ads, and variants include the number of screenshots, videos to view, and application descriptions.

Targeting keywords based on your USP

It is essential to understand how your target audience will try to find the mobile application you offer. How will you transfer USP to your application?

This could be, for example, adding "meal planning" and "calorie counters" as keywords for your health and fitness application. Knowing what your audience is likely to search allows you to generate the best possible conversion rate.

KEYWORDS
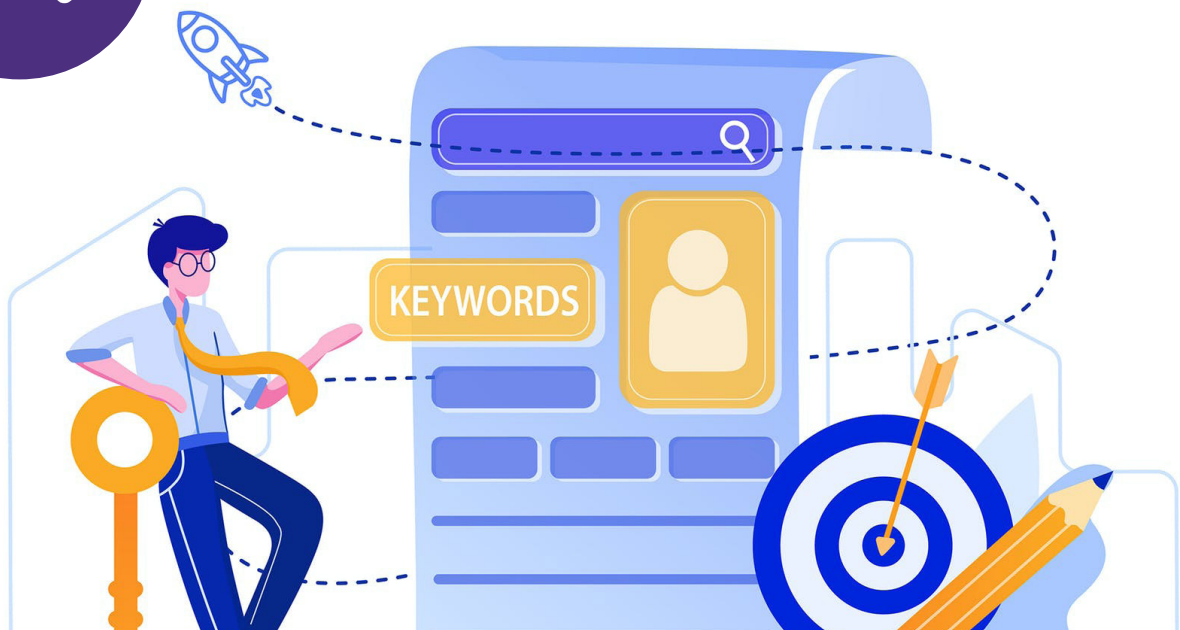
# Use your existing Apple ID to cross-promote

When you sign up for Apple Search Ads, make sure you're using the Apple ID associated with your App Store Connect account.

This allows you to cross-promote your ads to existing users and add them as an audience user type. Apple also has a duplicate feature that will enable you to easily copy many settings.

Segment countries & regions

You can create campaigns that group countries and regions based on similar preferences for those using ASA Advanced. Market segmentation allows you to optimize your campaign based on specific attributes, such as language and user place of living, to target your audience precisely.

You can learn the value of each country or region beforehand by creating and analyzing individual campaigns.
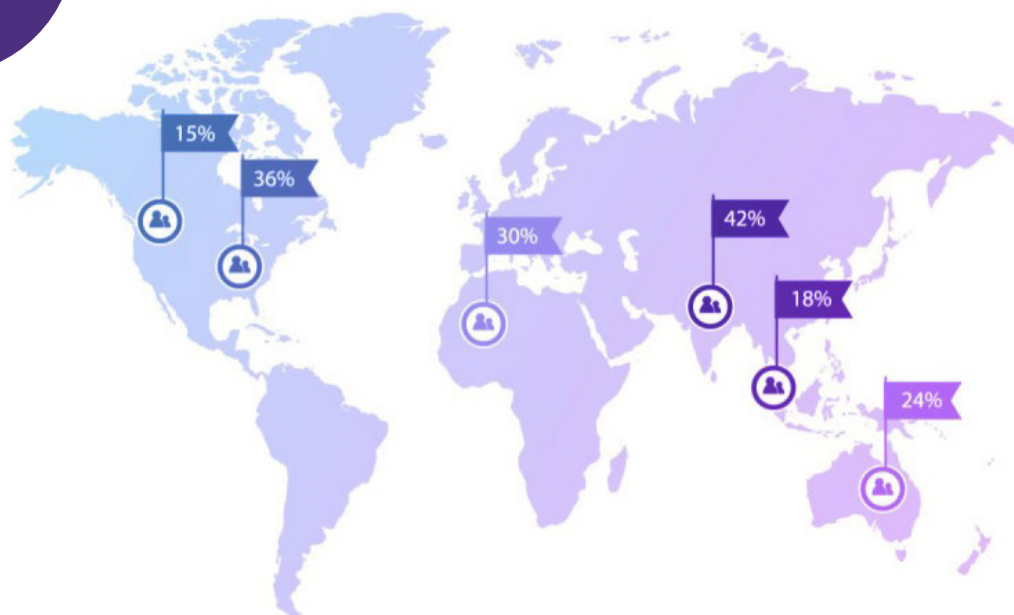
# Find prospects that are ready to convert on various Google Ads network

App advertising campaigns on Google can drive both installations and in-app conversion actions. As far as placements go, an app campaign connects you to users across Google Search, Google Display, YouTube, and Google Play.

While Instagram, Google Play and App Store are native mobile ads because these platforms are primarily used on smartphones, Google Search and Google Display can be also used to launch an ad for your website also.

Universal App Campaigns (UAC) are an automated ad type in Google Ads that help advertisers generate more app installs and/or drive in-app conversions.
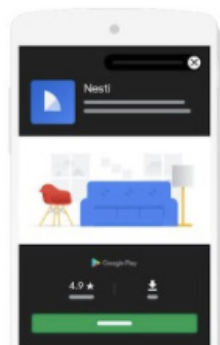
They do this by using machine learning to identify your best-performing ads and show them to the most relevant users. In fact, Google claims that this process can help drive 140% more conversions per dollar than other Google app promotion products.
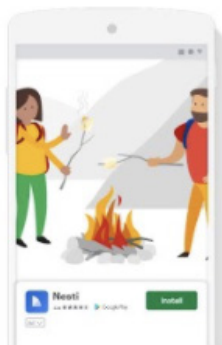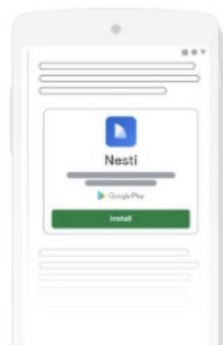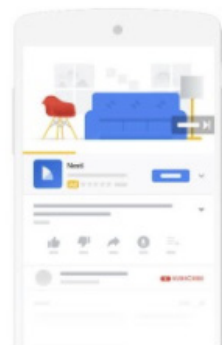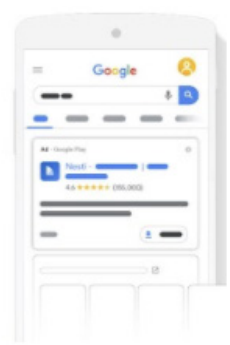

| Display Network | Gmail | Google Play | YouTube | Google Search |

THIS TYPE OF AD CAMPAIGN ALLOWS YOU TO ADVERTISE ON SOME OF THE LARGEST GOOGLE AD NETWORKS, SUCH AS:

Google Search Network

- Driving direct conversions
- Capturing high-intent buyers

Google Display Network

- Building brand affinity
- Indirectly increasing conversion rates and click-through-rates

Google Play

- Increasing qualify traffic
- Decreasing cost-per-action

YouTube

- Generating impressions that matter
- Getting in on the vanguard of an exploding trend

Google Search Network

The Google Search Network is a group of search-related websites and mobile applications where your ads can appear. When you advertise on the Google search network, your ad may occur when someone searches using terms related to one of your primary keywords.
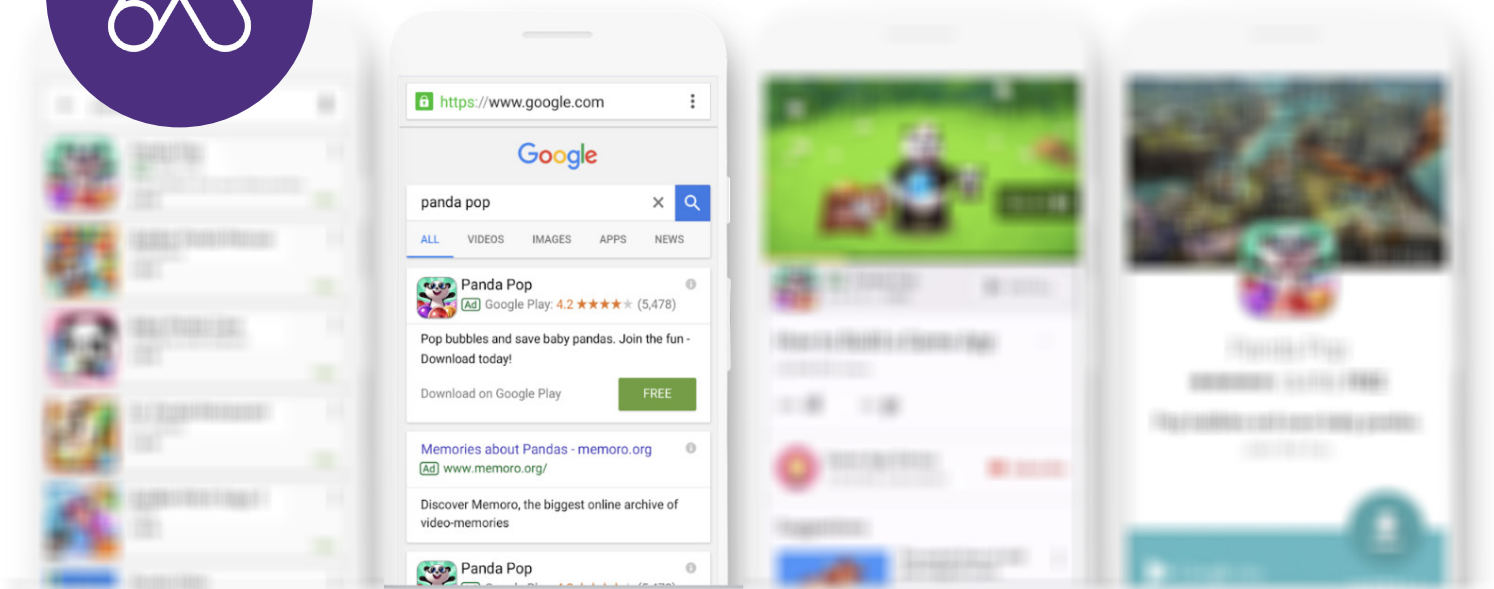
Google Display Network

The Google Display Network (GDN) is a group of more than 2 million websites, videos and apps that can help you reach people with targeted Display ads while they're browsing the internet.

Panda Pop

★★★★☆ (5,478) FREE

Pop bubbles and save baby pandas.
Join the fun.
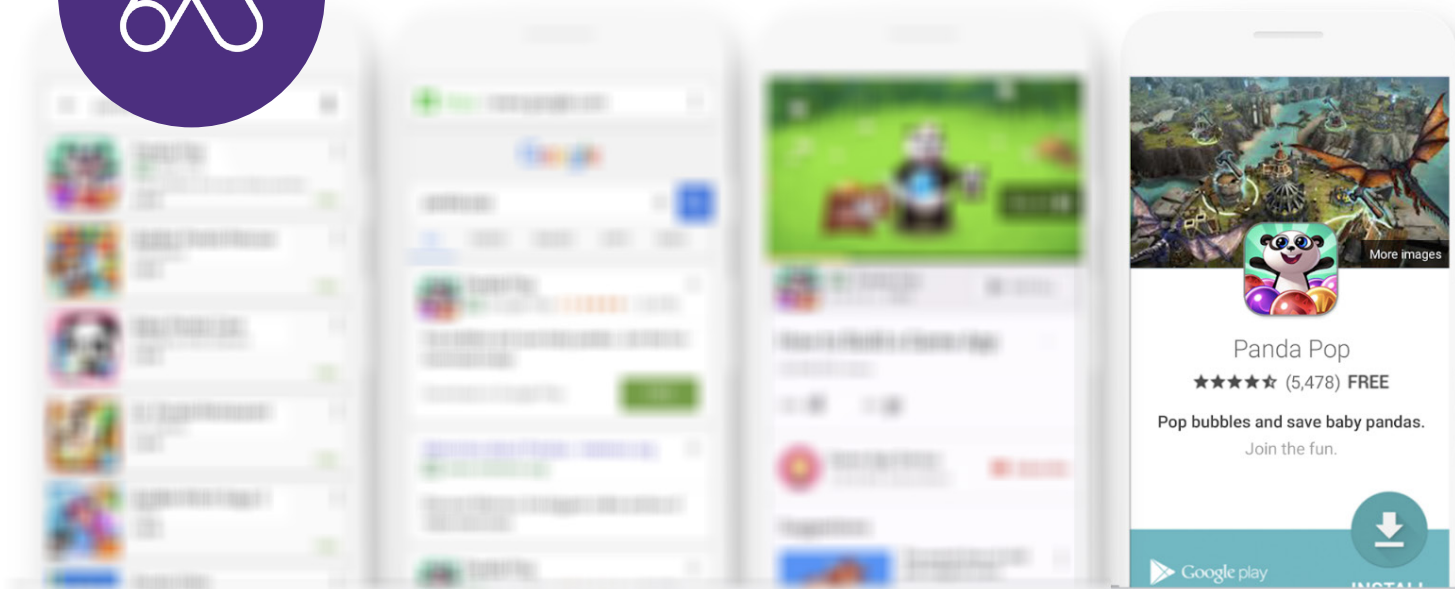
Google play

Google Play

Google Play is an online store where people find and enjoy their favourite apps, games, movies, TV shows, books, and more on their Android devices. Google Play is available in 190 countries and has partnered with developers worldwide to distribute their apps, making Google Play an ideal place for targeted ads.
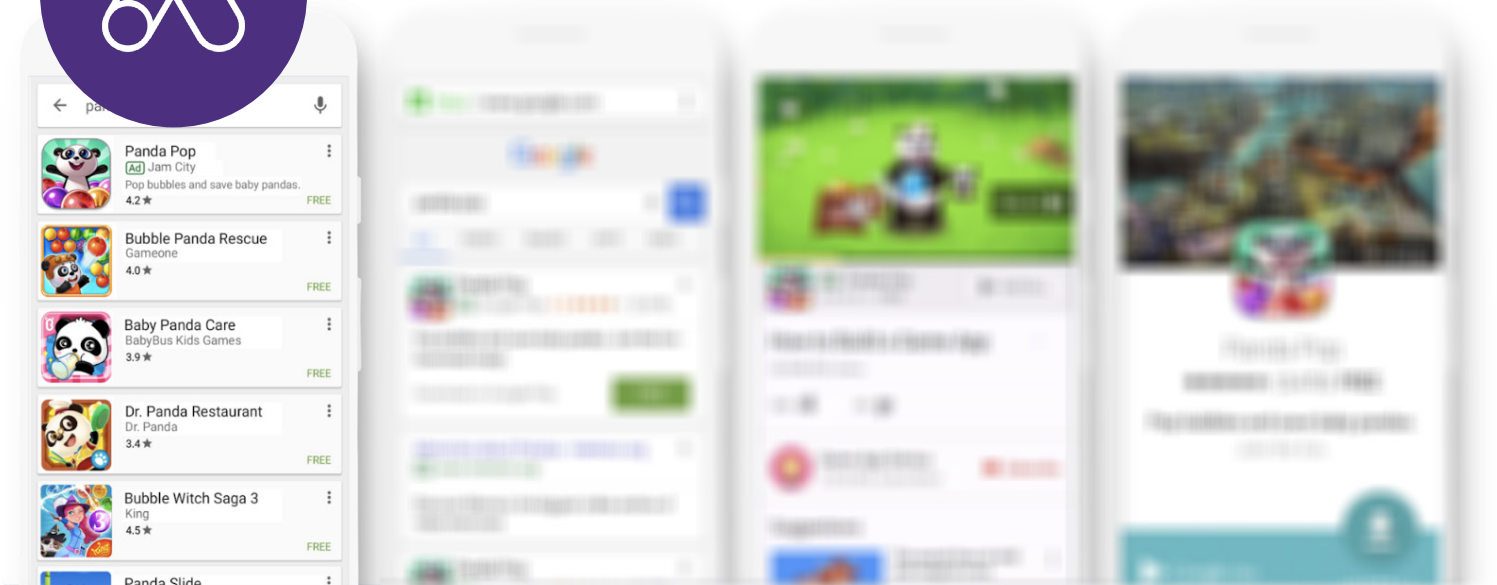
YouTube

Advertising on YouTube is very different from running a PPC or paid social media campaign. There are many options for this platform, and you need to carefully make your video for the target group before you even plan your YouTube campaign to make the most of paid opportunities. In recent years, Google has introduced some changes that make advertising on YouTube a precious investment.
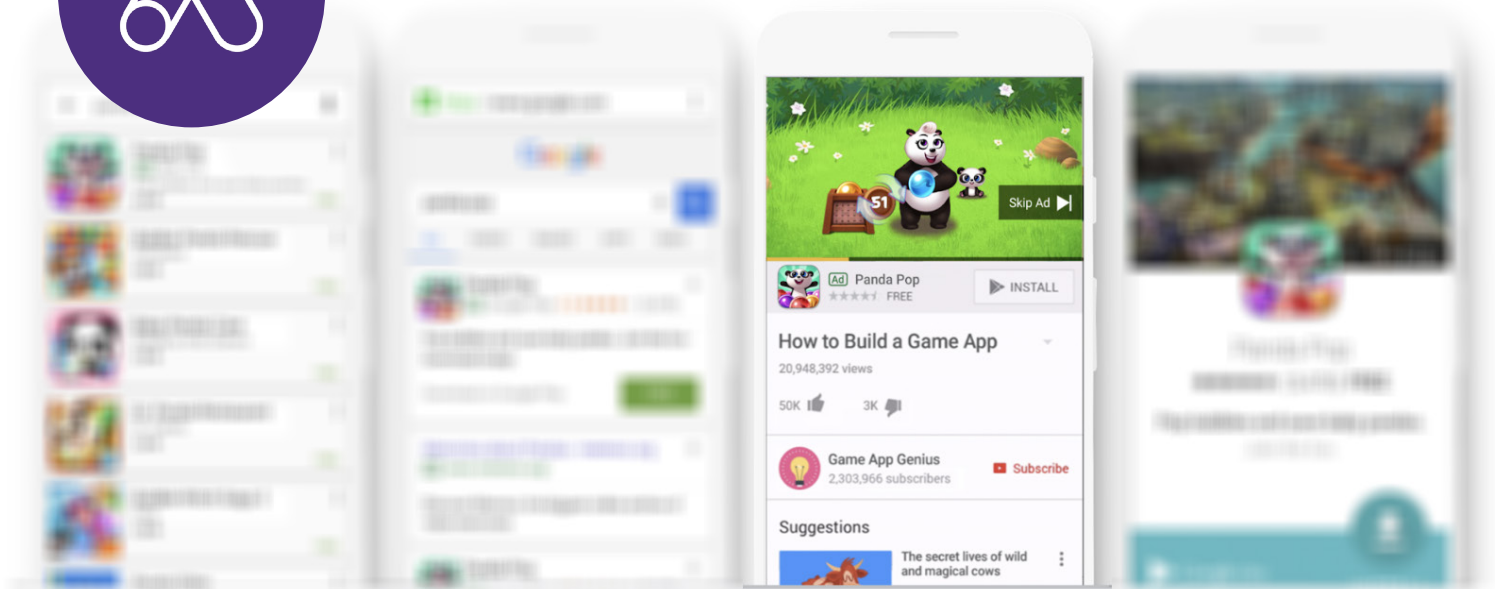
Dirty tip #2

COMBINE ORGANIC AND PAID TRAFFIC FOR ULTIMATE APP DOWNLOADS GROWTH.

STRATEGY SAMPLE

App Store Optimization (ASO)

App Store Advertising (ASA)

Rank higher in an app store's search results

App Store Optimization (ASO) is fundamentally about improving the organic visibility of your apps inside an app store search engine such as Google Play or Apple App Store.

You can support other goals by increasing impressions, such as traffic to your app and app downloads.

1 Choose the right name for your app

2 Include relevant keywords

3 Write engaging description

4 Add 4 to 5 high-quality screenshots or a video tutorial

5 Make an effort to collect positive reviews from your existing users

6 Pick the right category

7 Focus on icon design

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Paid marketing is an App Store Optimization (ASO) trigger. Downloads are a known ranking factor.

The more traffic your listing gets from an ad, the higher the number of downloads will occur, boosting your app ranking, thus creating a positive loop: the higher your rank, the more visits you get.

The task of paid advertising is to bring a potential user in your app store listing, and what happens next is where ASO comes into the mix. Fantastic design and copy should be consistent, so it is crucial that your listing is as attractive as the ad itself.

A combined ASO & ASA strategy helps to achieve the following:

- Merges the advantages of paid marketing with organic practices, greatly enhancing chances of success.
- Offers the ability to strategically pinpoint and counter the weaknesses of one with the strengths of the other.
- Provides more insight into algorithms and user behavior to plan the next steps.

Visuals (screenshots, game trailer)

Keyword Research

ASO

Game Title

Game Icon

Dirty tip #3

THINK OUTSIDE OF THE BOX.

STRATEGY SAMPLE

Blog posts

Guerilla marketing

Free trials

Podcasts

Expand awareness of your mobile application

Make a blog post on your website that will link to your application, or create a guest post on one of the partner websites. You can also hire tech bloggers and writers in the niche to write an honest review about your app and thus entice their fans (your potential customers) to download your app.

Stay better connected with the Teams desktop app

Download the Windows app   Use the web app instead

Already have the Teams app? **Launch it now**

Be creative and unconventional

Guerrilla marketing is an excellent alternative to traditional marketing. It thrives on original thinking and creativity, where imagination and ingenuity beat out big budgets.

Guerilla marketing is most effective in areas with a high density of your target customers. The foundation of a guerilla marketing campaign is:

1 Appear

2 Confuse

3 Clarify

4 Disappear

Note: The clarification must be the genius part of your campaign!

Jaw-Dropping guerrilla marketing examples

Guerilla marketing of Axe company shows women chasing the men on Exit signs.

Guerrilla marketing for the King Kong 3D movie on the beach.

Have you ever thought about crosswalks as an ad space?
Mr. Clean did.

Duracell Guerilla ads are contextual and use existing light sources.

Give users the opportunity to try your app before buying it

If your app is paid, promote a free trial to encourage users to install and try out the app. A positive experience from a free trial can encourage customers to remain on the app even when the trial period ends.

Take advantage of the growing audio marketing trend

Podcast listeners score high in terms of engagement with ads, with 76% of listeners saying they've taken action after hearing a podcast ad, such as visiting a website, making a purchase, or taking a subscription.

AND NOW YOU ARE READY TO INCREASE YOUR PROFIT TOMORROW, BY APPLYING THESE POWERFUL QUICK-AND-DIRTY TIPS TODAY!

Once your mobile app gains some authority and customers start downloading it themselves, that's it. At that point, maintaining an eCommerce business becomes much easier.

Still stuck?

We are here to help you make the whole process of creating, launching, and advertising your mobile application with no sweat. So schedule your free 30-minute consultation.

FREE 30-MINUTE SESSION