

The Mobile App Promotion Strategy PDF

We've compiled a checklist of the best mobile app promotion strategies you can use for before, during, and after your app launch. For the full post, read: <https://clevertap.com/blog/mobile-app-promotion-strategies>

PRE-LAUNCH

Mobile App Promotion Strategies



Shepherd your prospects into your email list



Use referral campaigns



Give exclusive previews to influencers



Prepare a great demo video



Tell the press a compelling story



Invest in content marketing

LAUNCH-TIME

Mobile App Promotion Strategies



Plan for a viral launch campaign



Initiate contests or giveaways



Ask for feedback everywhere



Harness the power of online communities

OLD SCHOOL

Mobile App Promotion Strategies



Pay for ads



Produce classic swag: flyers, stickers, t-shirts



Personalize your direct mailers



Rent a billboard



Get an SMS short code and start SMS marketing

POST-LAUNCH

Mobile App Promotion Strategies



Incentivize your best customers and turn them into brand ambassadors



Deep link to your content



Apply for mobile app awards



Submit your app to app review sites