




# Mobile App Marketing Plan

 App name: \_\_\_\_\_

 Overall budget: \_\_\_\_\_  Length of time: \_\_\_\_\_

## MARKET RESEARCH ALIGNMENT

### Goals/KPIs

List your top 4 goals to help you centralize your plan.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

### Target Audience

Who is your target audience?

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### User Personas

Create user personas to represent your target customers.

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Bio: \_\_\_\_\_ Bio: \_\_\_\_\_

Traits: \_\_\_\_\_ Traits: \_\_\_\_\_

Goals: \_\_\_\_\_ Goals: \_\_\_\_\_

Frustrations: \_\_\_\_\_ Frustrations: \_\_\_\_\_

### Competitive Analysis

Who are your competitors?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Strengths: \_\_\_\_\_ Strengths: \_\_\_\_\_ Strengths: \_\_\_\_\_

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Weaknesses: \_\_\_\_\_ Weaknesses: \_\_\_\_\_ Weaknesses: \_\_\_\_\_

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## IMPLEMENTATION AND PROMOTION

### Promotion Plan

What channels are you going to use?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Social Media

What platforms fit the app you're promoting?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Email, Text and Direct Marketing

What platforms fit the app you're promoting?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Content Marketing

What features do you want on your website?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### App Store Optimization

How will you optimize your app to reach users?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Summary

Provide an overall summary of your mobile app marketing plan.

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## PERFORMANCE

### App Metrics

What metrics will you use to track performance?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### User Feedback

How will you track user experience?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_