




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?

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: _____

Weaknesses: _____ Weaknesses: _____ Weaknesses: _____

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.

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. _____