

How to launch a

MOBILE APP

Successfully!



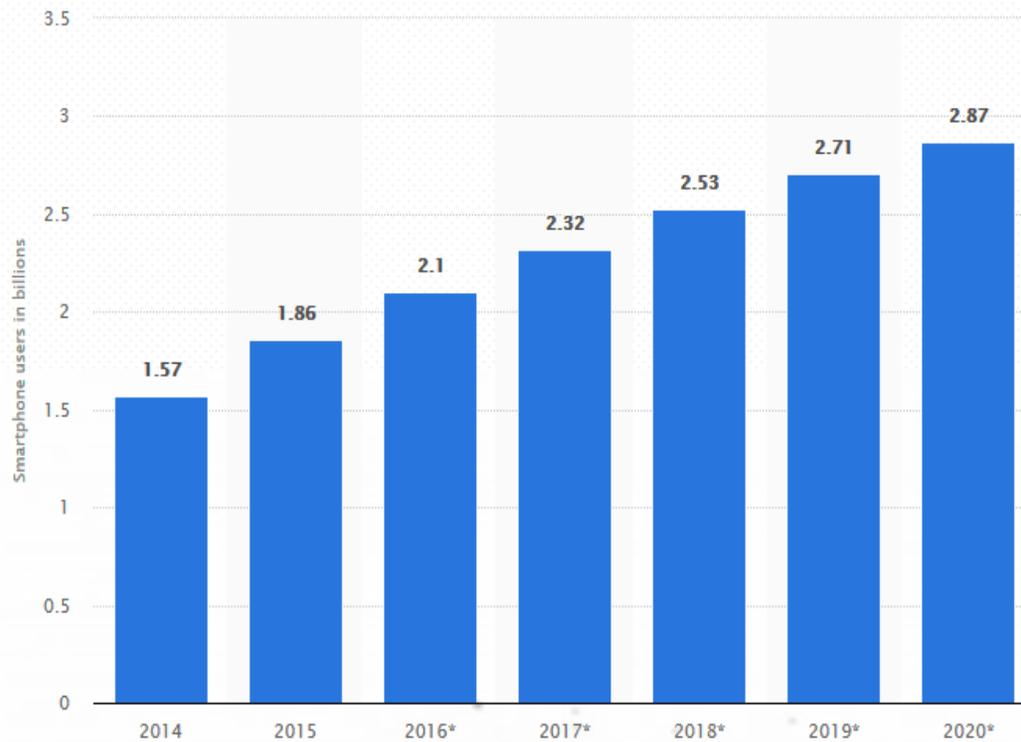
Whitepaper – How to Launch a Mobile App Successfully!

Since the launch of smartphones, mobile industry embarks several milestones that attracts several industries and developers to enter with their unique approach. Due to that there are more than 12 million mobile app developers around the world ([source](#)) and the numbers continuously increasing day-by-day.

Even the leading search engine – **Google** also prefer mobile adaptive websites to rank higher than other and they have already announced their mobile friendly update – Mobilegeddon for that. Last year they announced their switching over mobile first index, although it hasn't happened yet, but it will be happened soon. Several specialists have already included it in their [SEO 2018](#) plan and suggest their associates to move over mobile friendly websites and applications.

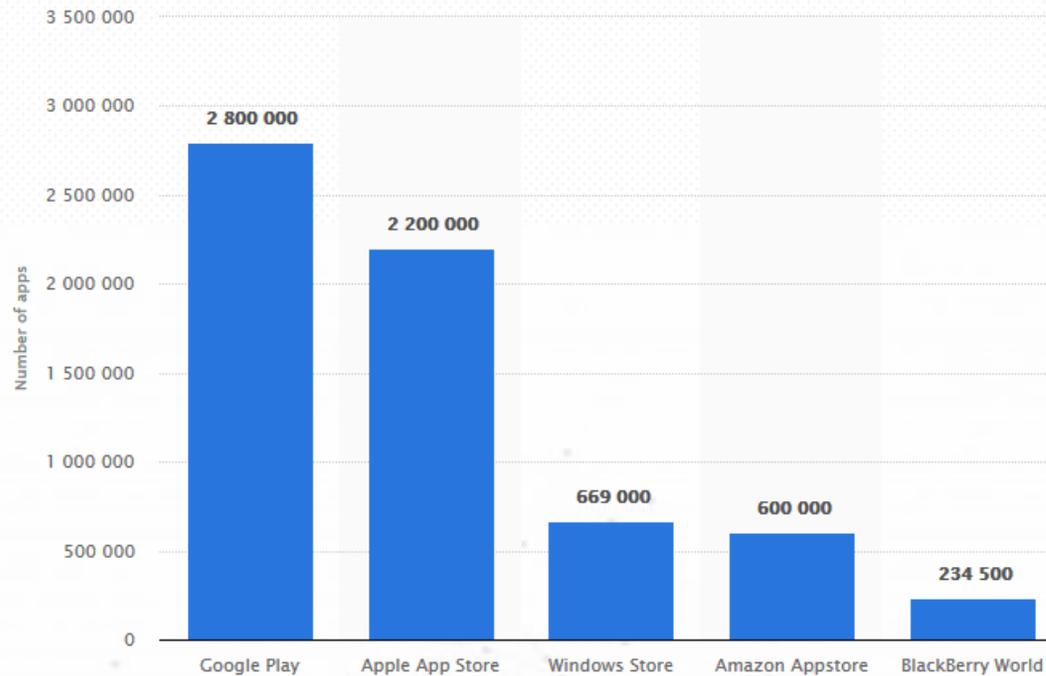
According to the **Statista stats**,

- There are more than 2.32 billion smartphone users exist worldwide and the numbers will reach to 2.87 billion in 2020. ([source](#))



- On an average around 30 thousand apps used to submitted every month on Apple iTunes only.
- By mid-2016, around 130 billion apps were downloaded from iTunes and around 65 billion from Google Play Store.

- As of March 2017, there are around **2.8 million apps** available on Google Play Store, while on iTunes, there are around **2.2 million apps**. ([source](#))



NUMBER OF APPS AVAILABLE IN LEADING APP STORES
AS OF MARCH 2017

The above stats are enough to make a clearer view about the mobile industry and the targeted audience, due to which every business wants to build an eye-catching application for their potential users. As there are more than 12 million developers available, you can easily get one for your idea under your preferred budget as well, but the thing is that-

Did you get your desired result with it?

Or

Is your Mobile Application worth to launch?

Or

How can you make your app considerable?

Being an enthusiastic persona, you are surely going through a long process of idealization and validation of your app idea along with planning, resource gathering, market researching and executing, but you have to consider a few more things while launching an app in the market (as there are more than 1800 apps launched every day on iTunes and Google Play Store together).

Due to the throat-cutting competition, it's hard to survive without proper analysis and research, that's why you have to consider several things to accomplish your goal. Even your selection of developer can affect your goals, so keep your eyes on every aspect. To make it easier to go through, we have broken these points into three segments – Before Launch, During Launch and After Launch.



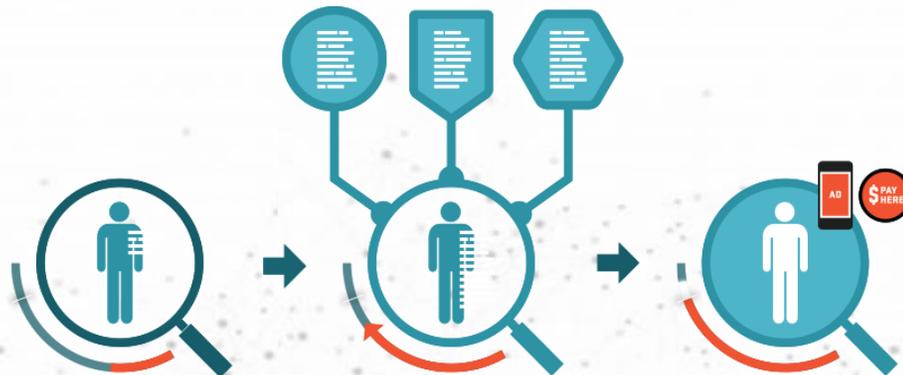
Things to consider **Before**
APP Launch



One of the crucial stage, where you have nothing to lose, but have a huge burden of success and failure. This stage can build your path of success or ruin it completely. So, engage with more concentration and research deeply to resolve each and every circumstance of failure. Just do the groundwork, by analyzing:

1. Targeted audience

To whom you're going to launch your app will define your success. You have to know that and you should make it worthy for your audience to download and engage with your app



To make it understandable, you can ask three general questions to yourself:

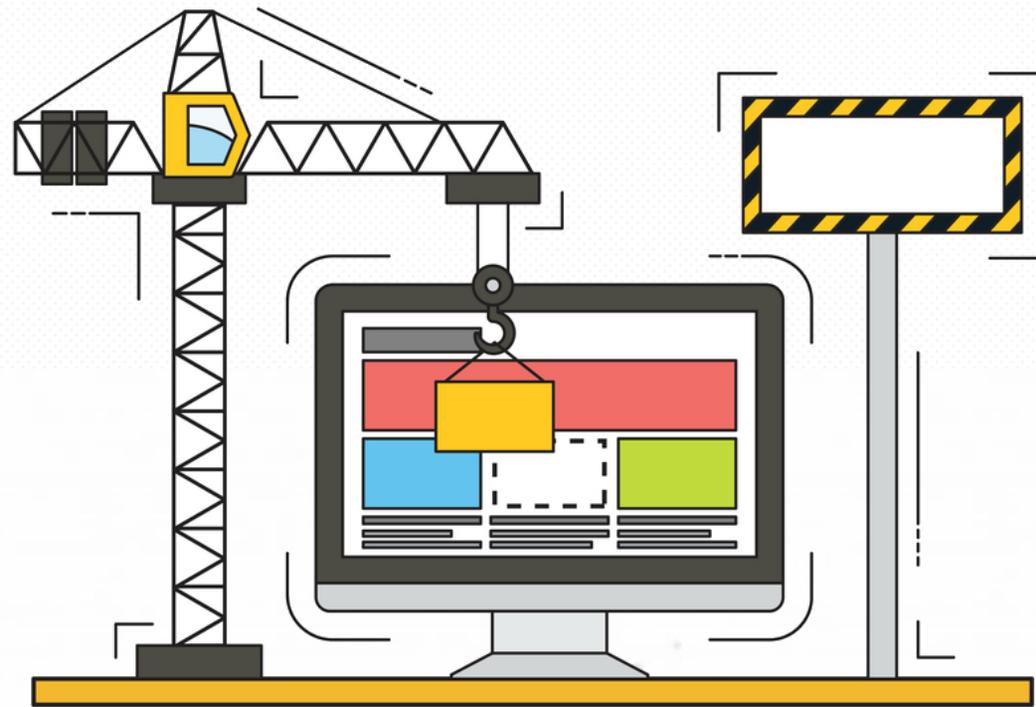
- a. Who is going to use your app?
- b. Is your app providing value to your audience?
- c. Why they have to download your app instead of your competitors?

Your answers will make you more convince towards the success of your application and also suggest you some improvements to append in your app.

2. App Landing Page

Your app isn't only thing that can attract a user. You should create a landing page with appealing graphics, engaging content and an animated sign up form that help you to build a great email list of subscribers and can further use it to market them directly.

Even it helps your audience to get aware about your application features, functions and more.



Acquiring an engaging landing page will allow you to make your targeted audience more curious through running a launch countdown, inserting animated screens of your application or adding a promo video. You can create a landing page by using [Instapage](#) or [One Page Love](#).

3. Appealing Promo Video

A promo video will be a great strategy to generate curiosity among the audience and pitch your concept. Through an appealing promo video, you can showcase main features of your app and help your relevant audience to viral it throughout the internet.

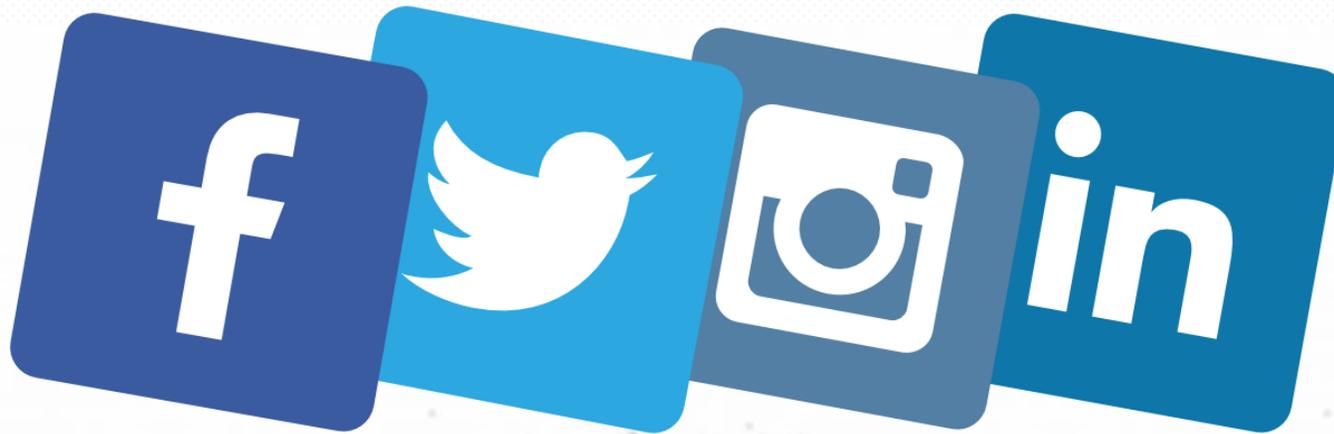
An ideal video length considered around 30 seconds to 3 minutes, to clearly describe what actually it does. You can use actual screens of your app or the mockups to show how it looks, key features, functions, etc.



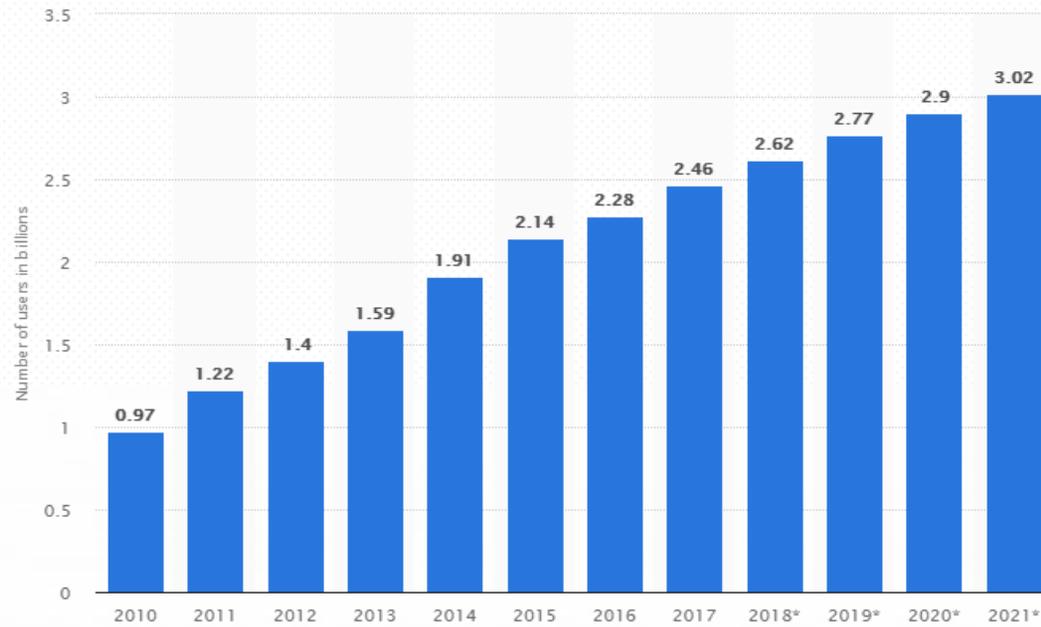
You can create animated promo videos through [PowToons](#) (paid version should prefer, if you want to remove their trademark) or other third-party video creation tools. Even, you can go through with PowerPoint to create a complete custom video (if you have in-depth command over it). Apart from it, you can capture the screens while testing or using your app.

4. Active Social Sharing

Once you have ended up with the resources like – audience selection, promo video making and landing page creation, now, you have to appear with strong taglines, hash tags and regular updates on your social accounts.



According to the Statista research, there are around **2.46 billion social media users worldwide**, who actively participates on different social media platforms and the number assumed to cross 3.02 billion mark till 2021. ([Source](#))



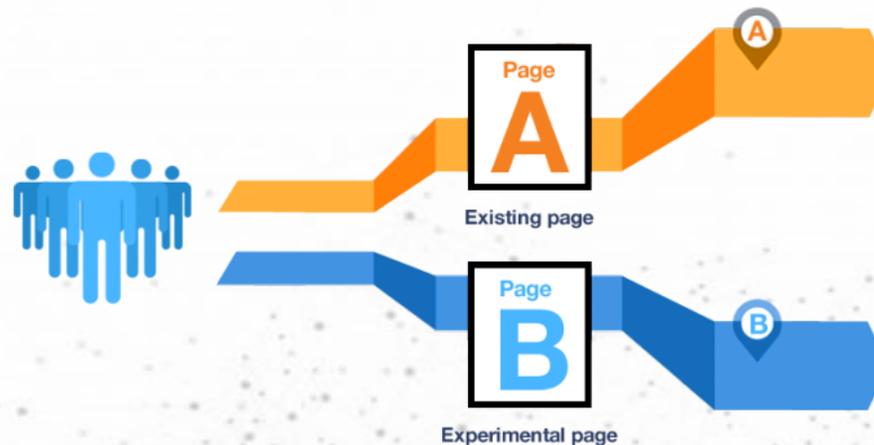
Number of social media users worldwide from 2010 to 2021 (in billions)

You can create business page, profiles, and participate in different groups and communities to promote your application. To manage all social profiles through a single platform, you can choose anyone from [Hootsuite](#), [Buffer](#) or [Sprout Social](#), according to your convenience.

5. Keep your eyes on App Testing

The major reason behind an app rejection on app store is - crashes, bugs and improper UI, and to make it error free, you have to do A/B testing or you can check your app performance manually, before launching your app.

A/B testing will enhance your chances to get a better retention of audience and make you able to choose most performing designs and functions for your application. While on other side, manual testing allows you to check whether your application working fine or not as per user expectations.



To measure app quality and performance, you can go through 3rd party tools such as – [Aptelligent](#), or [Crashlytics](#). These tools will pinpoint major issues, suggest your appropriate performance, and ensure uptime.

6. Explore App Store Guidelines

Before making your app live on leading App Stores, you have to explore their submission guidelines, which help you to idealize what exactly a store is looking. On an average, there are around 20% rejection of apps identifying every day due to several reasons including crashes, bugs, safety issues, legal crisis, etc. So, keeping your eyes on the guideline will help you to get approval on your first attempt.

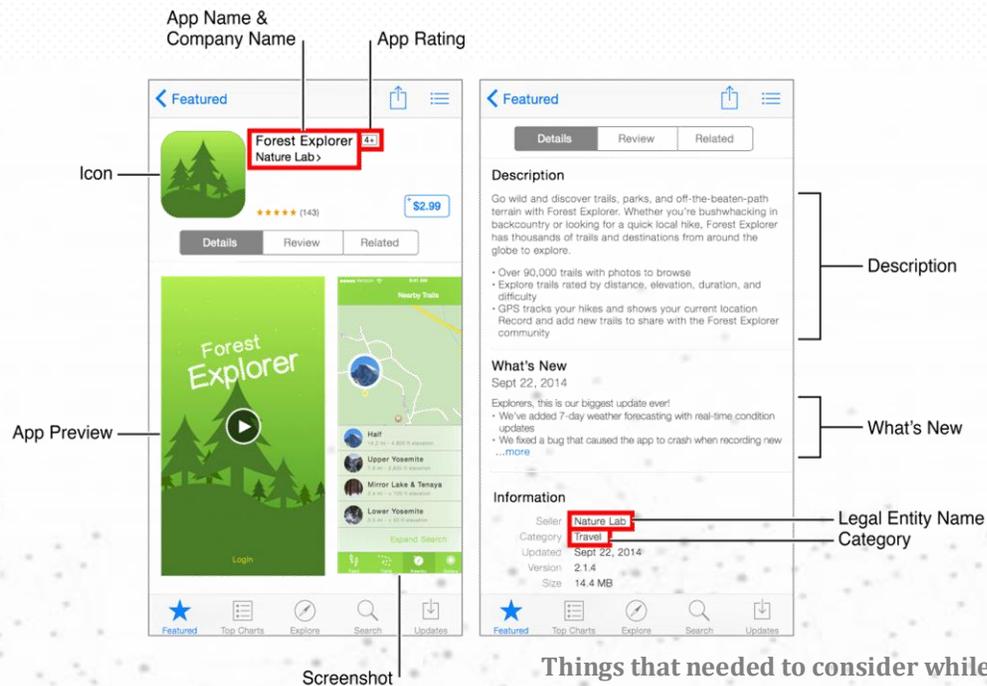
On Apple App Store, there are 5 major aspects, you have to consider – safety, performance, business, design and legal. They again divided into several sub-elements, which can be explored at [app store review guidelines](#). Whereas, Google has published its 18 point [launch checklist](#) to make you aware about their guidelines.

Things to consider **During**
APP Launch



It's time to make your audience oblige with your app launch as you have already created a pitch between them and boosted up their curiosity through social media engagement, promo video and landing page.

7. Submit your app properly



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