

Marketing plan for “Twibfy” iOS application

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Abstract <p>Mobile application industry is growing at a significant rate and all forecasts are agreeing on the fact that the growth will continue in the foreseeable future. Due to a low entrance barrier and, hence, ever-growing amount of apps, the competition on the market is fierce. To stand out from the crowd an application needs a well-designed marketing plan.</p> <p>The main goal of this thesis is to provide a practical insight on how an iOS application can be marketed with a relatively low budget. Building upon fundamental concepts of marketing planning it proposes several methods that have a significant practical value.</p> <p>The thesis is based on a case study for an iOS application "Twibfy". The case was analyzed using the "5C" situational approach, which allowed to form a comprehensive image of the problem from several perspectives.</p> <p>The main result of the thesis work is a detailed marketing plan which can be utilized in practical applications and also serve as a methodological guideline for a similar case. The analysis includes both definitions of key metrics used to track the performance of an application and techniques which can be used to attain the required KPI values.</p>		
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1 Introduction

Mobile revolution of the past few years is widely acclaimed as one of the most significant technological shifts of the modern time. Mobile application industry is growing at an impressive rate. Some figures from the leading market research companies illustrate this. Thus, according to the data from Gartner (2013), one of the worlds most known information technology research and advisory company, the amount of shipped mobile devices has grown from 1,807 millions of units in 2013 to 1,895.1 in 2014. Amount of shipped tablets has grown from 195.4 millions of units in 2013 to 270.7 in 2014. This data becomes even more interesting given that the sales of traditional desk-based PCs and laptops are decreasing each year.

Research shows, that one out of four smartphone users aged between 18 and 44 cannot recall when was the last time their phone was not in the immediate vicinity (IDC, 2013). By obtaining leading positions in the Internet browsing time ranking mobile devices start to be a market of choice for those companies that want to succeed in the future.

An average user is consuming media content for entertainment, information and connection at the rate of 60 hours per week (Nielsen, 2014). Out of this time 34 hours are spent using any app/web on a smartphone (Nielsen, 2013). This figure demonstrates the massive amount of time that an average user spends using a mobile device. Another interesting fact found in (Nielsen, 2014) is the comparison of the time users spend accessing the Internet from a non-mobile device and when using any app/web on a smartphone. As can be seen in Table 1.1 the former has declined from 2012 to 2013 and the latter increased. Also, the share of time spent by the users consuming media through mobile apps and through the mobile Internet browsers are 81% and 19% respectively (Nielsen, 2014).

The total amount of app users will increase from 1.2 billion in 2012 to 4.4 billion in 2017, mostly due to rapidly growing developing countries such as India and China. However, the European market will also show growth from 467 million users in 2013 to 918 million in 2017 (Whitfield, 2013).

All these figures show a clear shift in everyday computing from desktop to mobile devices . This is what makes the mobile app market exceptionally attractive for young companies and independent developers that are entering the competition for consumers time and money.

	Composite		African American		Hispanic		Asian American	
	Q4 2013	Q4 2012	Q4 2013	Q4 2012	Q4 2013	Q4 2012	Q4 2013	Q4 2012
On traditional TV	155:32	156:24	218:01	215:02	123:25	131:08	92:13	99:30
Watching timeshifted TV	14:40	12:38	11:31	9:45	9:20	8:21	10:37	9:06
Using a DVD/Blu ray device	5:21	5:39	6:00	6:12	5:27	5:41	4:04	4:33
Using a game console	7:54	6:35	9:14	8:17	8:20	7:22	5:27	4:56
Using a multimedia device	1:12	n/a	0:35	n/a	0:46	n/a	4:03	n/a
Using the Internet on a computer	27:44	29:23	28:13	31:33	21:20	26:01	34:35	38:19
Watching video on Internet	7:34	5:54	10:09	8:15	9:03	7:20	13:30	10:59
Using any App/Web on a smartphone	34:03	27:22	42:32	32:36	37:19	33:11	33:53	24:13
Watching video on a smartphone	1:23	1:00	2:01	1:20	1:54	1:30	1:39	1:17

Table 1.1: Monthly time spent by medium. Users 2+ in hours:minutes. (Nielsen, 2014)

However, research shows that “for the majority of app developers app development is not financially rewarding”, and “67% of developers are not making enough to sustain them or their business” (VisionMobile, 2013). The same report provides several causes of this situation ((VisionMobile, 2013), p.34).

Table 1.2 shows that only 24% of users discuss their app projects with users before developing them, while only 18% purchase market research data beforehand. This might lead to a potential problem in acquisition of users after the launch. If an app is not targeted and tailored for the target audience it will probably fail to win their attention and never reach their mobile device. The second problem, which can be observed, is a lack of understanding of the importance of marketing. Frequently, it is the case that independent developers and small agencies do not have promotional budgets which could have allowed presenting their products to the public in a proper way. This again leads to poor user acquisition, due to the simple fact that users are not aware of the app existence. However, even with a low marketing budget it is possible to create an efficient marketing campaign that will generate a significant outcome. This thesis work could be used as a guideline of how such campaign can be created.

	Percentage of the developers	Monthly revenue per app
Develop apps that I use	49%	\$779
Discussing with friends	35%	\$1021
Develop me too apps	10%	\$1148
Buy market research	18%	\$1685
Discussing with users	24%	\$1713
Monitor app stores	24%	\$1183
Extending apps to countries	7%	\$1952
Extending apps into verticals	13%	\$2957

Table 1.2: Popularity and average revenue per app per month by method used to decide what app to develop next (VisionMobile, 2013)

Motivation of the research

“Twibfy” is a well-designed and an easy-to-use app, which provides its users with a variety of features to collect and organize materials for visual inspiration . Nevertheless, since the launch of the first version its user base has not been growing. Currently marketing of the app was conducted mostly intuitively without thorough planning or specific objectives. Twibfy team efforts were mostly focused on the web platform and the application was thought to play a secondary role.

Due to the fact that the mobile marketing industry is relatively young and changes rapidly, currently there does not exist a universal method that would guarantee a successful campaign. This means that each technique and approach should be tailored individually for each specific case.

The aim of this thesis is to provide a comprehensive review of the available app marketing methods and approaches in order to choose the most appropriate mixture that would allow developing a successful marketing campaign for “Twibfy”. It is worth mentioning one more time the fact that due to the limitations of the marketing budget, the final plan was built using low-cost solutions that still, when properly, used can generate a significant outcome.

This research problem has given me a great opportunity to perform a deep dive into the field of mobile application promotion, which closely relates to my own professional interests in digital media. Considering the facts given in the beginning of the chapter, I personally see the mobile industry as a very promising one in terms of career and business. My internship in the agency that has developed “Twibfy” allowed me to understand the great importance of a well-planned and organized marketing campaign. A team of talented developers and designers can create a very appealing product, but in order to succeed it is also necessary that this product is presented to the audience in a proper manner.

Research objectives

Given below are the main objectives of this thesis. They are examined in detail in the corresponding chapters.

- Getting a general knowledge of marketing techniques that are used to promote a mobile application;
- Conducting situation analysis for “Twibfy”, determining its target audience, main competitors, potential collaborators, strengths, weaknesses, threats and opportunities;
- Defining key performance indicators that can be used to evaluate the result of the marketing campaign;
- Preparing a detailed marketing plan for “Twibfy”.

Organization of the study

In order to obtain the basic understanding of marketing techniques and tools a comprehensive literature research was performed. This research included recently published books, articles, reports and blog posts related to the studied problem. Along with it “Twibfy” case was studied using a 5C situation analysis, which also included SWOT business analysis (Ferrell and Hartline, 2012). Quantitative data was gathered with through several online tools that will be described in Section 3.2. Once these two important stages were completed, a marketing plan was created based on their results and initial research objectives. The plan includes several numerical objectives, a selection of tools and a number of key performance indicators to measure the progress of the planned campaign.

2 Theoretical foundations

2.1 Mobile app market overview

The handset industry is underpinned by the Google/Apple duopoly in mobile platforms (VisionMobile, 2013). Due to this fact the majority of developers are creating their products for one or another platform or for both at the same time. The main marketplace for iOS applications is the Apples App Store and for Android apps it is Google Play Store.

The report (VisionMobile, 2013) also offers interesting comparison between iOS and Android application stores, stating that Apple clearly outperforms its competitor in the terms of app discovery (50% vs 23%), revenue potential (66% vs 12%) and documentation to support (34% vs 24%).

Due to those crucial factors the market share of Apple App Store still remains higher than that of Google Play. According to Distimo's report in November 2013 it was 70% vs 30% and in June 2013 it has changed to 63% vs 37% (Schoger, 2013).

Apple App Store

Apple App Store was launched in July 2008 with only 500 apps in its inventory. As of May 16th 2013 the total amount of apps has grown to 850,000 apps in total for iPhone, iPad and iPod touch. The applications are divided into 23 categories. On May 16th of 2013 it was announced that the total amount of downloads from Apple's App Store has exceeded 50 billion. The following categories were the most popular in Apple's App Store in 2013 (Schoger, 2013): All Games, Social Networking, Newsstand, Music, Entertainment, News, Education, Books, Productivity, Navigation.

App store business models

Paid apps

Paid applications can be classified into two major types: non-premium, which are priced below certain level and premium, which are priced at or above the

certain level (McCann, 2011). Those price levels are subjective and depend on the category, number of downloads and other factors.

McCann (2011) suggests a number of criteria that can help application developers to make a better decision about the price range of their application. The following check-lists are meant to help to choose whether it is better to use the premium or the non-premium pricing model.

An app in the premium category should have unique features or aesthetics comparing to its competitors. It should be constantly updated and provide its users with constant support, do not have any rough edges being significantly better than free apps in the same niche. Premium apps are expected to be free from ads and have exceptional and lasting entertainment value.

At the same time, an app in the non-premium category should provide its users with unique original content, and have high practicality or usefulness. Such apps are usually supported with in-app purchases.

Freemium apps

After the release of iOS 3.0 in June 2009, the App Store introduced the model with in-app purchases for paid apps and in October 2009 the policy against free apps with the same functionality was removed (McCann, 2011). Those two events opened a new field of opportunities for developers, giving birth to the so-called “freemium” model. Freemium apps are the free apps that generate revenue through in-app purchases. “Freemium” is the most successful business model in the app store nowadays. When talking about current trends in Apple App Store it is inevitable to mention the fact of the growing amount of apps with the freemium business model. This is clearly visible in Table 2.1:

	App Store - USA	App Store - Japan
Free apps with in-app purchases	92%	98%
Paid apps	4%	1%
Paid apps with in-app purchases	4%	1%

Table 2.1: Market share by app type, November 2013 (Schoger, 2013)

It can be seen that for the largest app markets: USA and Japan, applications with the freemium business model are significantly outnumbering paid applications. There are two necessary conditions for the freemium business model to be considered suitable for an app. Firstly, the application should be modular, so it can be separated into the core and complementary parts. Secondly, it should be created with the goal to generate long-term revenue, in which case high brand awareness in a combination with in-app purchases should provide the desired result (McCann, 2011).

2.2 Marketing foundations

Marketing plan

Two main goals of marketing are acquisition of new customers and retention of the current ones by delivering the promised product value which leads to satisfaction (Kotler and Armstrong, 2013). A marketing plan is a paramount instrument for control and coordination of all marketing activities. Marketing plan specifies target markets and values to be offered to customers in those markets and tactics to attract and retain them (Kotler, 2009). A good plan should be specific and flexible at the same time. Its execution progress should be measurable and it should allow including modifications if needed. According to Wood (2007) a generic marketing plan should include the following stages.

First thing which needs to be done is a thorough audit of external and internal environment of a product. Internal analysis of the company implies examining the mission, vision, capabilities, significant business connections and outcomes of previous plans. External analysis helps to get an understanding of situation outside the company's walls and looks at it from the perspective of political, economic, social-cultural, technological, legal and ecological angles.

Second step in marketing planning should be a thorough customer research. It is important to conduct a thorough analysis of current customers demands, their consumption patterns. It is also important to get an understanding of current trends to be able to predict they might change tomorrow. For a sustainable business it is important to look beyond the short-term need of customers and target their long-term needs that might be serve as a good basis for an ongoing long-lasting connection.

Third, it is important to decide on what categories of customers will be targeted in the marketing plan. Those categories might be based on multiple factors such social characteristics, demands, consumer habits or needs. On this stage it is also important to decide what segments should be targeted. Another important decision is positioning which means finding a right spot in a mind of targeted consumers.

Fourth step implies formulating both short-term objectives and long-term goals that will be built on those objectives. It is highly important to set realistic objectives and goals, taking into consideration a current state of a company and to have a clear vision of direction in which a company should move.

Next, in order to achieve objectives that were formulated earlier it is necessary to frame a strategy that will efficiently lead to their achievement. Significant part of the overall strategy along with branding, price and logistics is a promotion strategy. For a product's success it is crucial to reach potential customers in the most efficient way and being able to influence their perception of a product and

general feelings. It is also important to make this communication process to flow in two directions, which can be done with tools like social media that give customer an opportunity to interact.

After objectives and strategy haven been defined the next step is to work out a clear measurement system that will allow tracking a progress of plan implementation. In order to come up with a correct evaluation of an affect of one or position in a plan it is important to look at it in comparison with previously achieved results and also competitors activity. Last step of the plan should be its implementation. In order to be able to control an implementation there should be used previously formulated objectives and measurement system.

Target audience

Pursuit of a target audience starts with a market segmentation. Market segmentation is used to divide large variegated market into smaller segments in order to address to define and satisfy needs of costumers that belong to this defined group in a more successful way. There are few ways to segment consumer markets: geographic, demographic, gender, psychographic and behavioral segmentations (Kotler and Armstrong, 2013). Marketers rarely use only one approach of segmentations, but instead of it mixing them in order to get more clarity in definition of target groups and their members. Mobile user segmentation is highly recommended in order to achieve success in an app business (Lele, 2014). Practices that are commonly used in major industries can be also utilized with success in mobile app marketing. Same segmentation rules as described above are also applicable for mobile user segmentation. “Mobile user segmentation can give fresh insights into user behavior. Good insights lead to great actions” (Lele, 2014). In the following chapter devoted to case description there is one section fully devoted to a case target audience definition. The best first step acknowledged by many marketers is a behavioral segmentation (Kotler and Armstrong, 2013), which is based on occasions when users might use a product, benefits that they want to get from a product, user status, usage rate loyalty status. The description of the target “Twibfy audience” is mostly based on behavioral segmentation as detailed further. After discussions with Twibfy creators this approach was chosen to be the most appropriate when defining the “Twibfy” target audience group. “In evaluating different market segments, a firm must look at three factors: segment size and growth, segment structural attractiveness, and company objectives and resources. The company must first collect and analyze data on current segment sales, growth rates, and the expected profitability for various segments. It will be interested in segments that have the right size and growth characteristics” (Kotler and Armstrong, 2013). After segmentation is done a company should choose the best fitting segments for its product. This choice should be based on three factors: overall size

of a segment and its growth rate, segments structure and its attractiveness and the resources a company is ready to invest into penetrating into a chosen segment according to predetermined objectives.

2.3 Marketing strategies

General inbound marketing strategies

According to Ganguly (2013b), inbound mobile marketing can learn quite a lot from the existing web techniques. There are three main strategies which are well-known in web marketing. Firstly, an active usage of social media is of paramount importance. The application should be actively promoted via social networks, such as Twitter or Facebook. Second important thing for an application is being able to tell a story that a potential consumer would find appealing. This is primarily achieved via ASO techniques and emphasizes the importance of a wisely chosen title, keywords, well-thought icon and description. Along with the App Store tools, a personal website or a landing page will also help to convey the story to a potential customer. Furthermore, an application with an appealing story can attract attention of bloggers and major tech oriented media which in turn is very likely to boost application downloads. Third crucial part of a successful inbound marketing strategy is to encourage app users to share their stories about your app, in particular to share app content on their personal social media profiles. According to Nielsen global trust in advertising survey from 2011, recommendations from people we know is the most reliable source of information. As the chart in Table 2.2 below shows, 92% of the survey respondents said that they trust such information.

	Trust completely	Do not trust
Recommendations from people I know	92%	8%
Consumer opinions posted online	70%	30%
Editorial content such as newspaper articles	58%	42%
Branded Websites	58%	42%
Emails I signed up for	50%	50%
Ads on TV	47%	53%
Brand sponsorships	47%	53%
Ads in magazines	47%	53%
Billboards and other outdoor advertising	47%	53%
Ads in newspapers	46%	54%

Table 2.2: Level of trust for various sources of information (Ganguly, 2013b)

Social media

“Social media” is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction.” (Ryan, 2014)(p.152) This communication can involve all different types of content like text, images, video, audio, etc. Social media is a way for growing Internet audience to communicate with each other, based on a basic human needs. It is a dynamically changing open space, where marketers do not have a full control, but can only participate, trying to lead a conversation in a right direction and avoid making mistakes that can lead to unexpected negative outcome (Ryan, 2014) (p.154).

In general in order to build a successful social media strategy it is important to avoid pushing a marketing message across with a brute force without listening to an online audience. Work with social media requires certain subtleness, which should lead to consumers engagement. Determining topics and content that can be interesting for an online audience, because of what they might get engaged is one of the most challenging, but also vital parts of social media strategy (p.155).

Various authors are offering their own definitions of social media in a way, that better suits their research purposes. Thus, a generally accepted academic definition of social media is still hard to find. However for this case study only a generic one is needed, which can be formulated as an “Internet-based application which contains consumer generated content” which includes “media impressions created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers” (Blackshaw, 2006).

Social media has become a part of marketing strategies for lots of modern companies despite of their scale and business field. In general there can be distinguished three major ways of how businesses can benefit from social media: creating buzz, learning from customers and targeting customers. An amount of companies that are utilizing social media like Facebook or Twitter keeps on growing (Saravanakumar and Suganthalakshmi, 2012). Researchers from Kelly school of business have defined 7 functional blocks of social media. First one is identity, which stands for a degree in which users are ready to share their personal details. Second block is conversations, which is simply describing with what intensity users are communicating with each other. Third one is sharing which describes a degree with which users interacting with content by exchanging, distributing and receiving it. Fourth is a presence, which stands for an opportunity to check whether other users are available. Fifth block is relationships, which is describing an intensity of user interaction and interconnection. Sixth one is a reputation which is defined by an amount of information that one user can get about status of another one. The last building block is called groups and it describes a degree with which users are inclined to create a specific order or build a community. It is not necessary that

all of these elements can be found in one or another social media channel, however this methodological approach allows getting a better understanding of how generic social media is constructed (Kietzmann et al., 2011).

Facebook

According to the latest stats from Simply Measured there are more than 1.26 billion registered users (1.19 billion of whom are active on a monthly basis), 350 million daily uploaded photos, 4.75 billion average daily shared items and 20 billion minutes of usage per day (Measured, 2014). Those impressive numbers are making Facebook highly attractive for marketers all over the world. The great thing about Facebook marketing is that on initial stages it can be done cost free. Obviously overall success of a Facebook marketing campaign can be measured with a variety of different KPIs. However, for the purpose of this case study there were chosen three of them: total amount of fans, engagement and growth rates. If total amount of fans is self-evident and does not require a further explanations the other two will be explained bellow.

Engagement rate is an indicator that stands for a percentage of users that have somehow interacted with content from a total amount of users to whom this content was exposed. Measuring engagement rate for each individual post allows evaluating the quality of the content. By observing this indicator it is possible to say whether or not the content is interesting for a group audience (Measured, 2014).

Growth rate is an indicator, which shows how many fans has a group gained in a certain time period. It is highly useful for evaluation of a fanpage development. By observing the growth rate it is possible to correct negative fluctuations in group performance if they occur or otherwise see what actions lead to positive changes in overall group performance.

Twitter

Platform has been launched in 2006 and has became extremely popular in 2009 when it has reached 58.5 million world users, which appeared to be a growth in 949% since September 2008. Twitter is known for its short messages tweets that are limited maximum with 140 characters, which means that they can quickly translate an essence of happening. That is what making Twitters owner and experts define it as an information company or a digital projection of the Word-Of-Mouth. In order to create a successful twitter marketing campaign it is recommended to work with important group of users that are called influencers and amplifiers. Influencers are simply thought leaders in a chosen niche, they are early

adopters and trendsetters their opinion has a weight among their followers. Building good relationship with influencers is one of the key points in successful twitter campaigns.

Amplifiers. Twitter power users or amplifiers are a second important group of users that should be taken into consideration. Those users can help to boost impressions and obtain more followers. Amplifiers or how they are also called power users are more active on Twitter relative to regular users: they are posting more tweets, retweeting things more often and getting engaged with a larger amount of brands (Connell, 2014).

A survey created by Twitter and Compete last year (Twitter Advertising, 2013) is a good source of insights about this group of users. Firstly, amplifiers are spread among all demographic groups, so it is hardly possible to define the terms of age, gender, income level, etc. Second important thing is that more than 50% of amplifiers usually access Twitter from their mobile devices. This means that a shared content should have the ability to be effortlessly consumed on the move. Third observation supports the chosen content strategy by stating that amplifiers have a higher engagement with tweets including visual content.

Blogger outreach

Why a blogger outreach is important There are a number of benefits that can be derived from blog marketing. Firstly a blogs content can go viral due to the fact that a single blog post can be picked up by other bloggers and easily reposted or quoted. Second important thing is that an effect of blog marketing can be measured in comparison with a traditional word of mouth. At the present moment there are multiple services that can provide a marketer with a precise data and insights of how the published content is getting spread. Third important point is that blog marketing helps a brand to obtain its personal human face. Fourth important factor is that a message, which was communicated trough a blog has more credibility in comparison with traditional media. Fifthly, among with other social media tools, blogs open a new channel for a dialog with customers, they turn a monologue into a dialogue (Kirby and Marsden, 2006).

Types of influencers There can be defined five types of influencers (Morin, 2013). First one is a social butterfly, who can be described as a front-line user, who expresses himself only after positive or negative experience, which has motivated him or her to create and publish a post. Broadcasters are a type of influencers that use their extensive social network in order to amplify their message. Networkers have a large contact list, present on lots of different platforms at the same time. Trendsetters are those who stand on a cutting edge, they are first who discover the latest trends, new products, services and technologies. Thought leaders are

those who are highly respected in their field, their knowledge makes them early visionaries and their authority makes people trust their opinion and quote it.

How to create a pool of bloggers Based on the previous observation it is recommended to build a list of mid-level bloggers that fall in a particular niche. In order to build an authentic relationship with them as a one of the recommended practices it can be a good idea to invite them to check out a company's product. It is considered to be a good manner to inform a blogger upfront about what kind of remuneration he or she is going to get after the post about a company. Types of remuneration can vary and highly depend on a budget. Posts can be paid with money, free product samples, exclusive information, etc. It is also worth mentioning that bloggers like to be handpicked, so the company's product should fit the general set of topics a blogger usually writes about. In case of blogger outreach it is considered to be a bad tone to address a bulk of bloggers without taking into consideration specifics they are writing about. When contacting a blogger it is highly important to have a clear plan to address him or her with an informative and interesting pitch that should grab attention immediately. The pitch should be written with an understanding that bloggers during their working hours can receive lots of other pitches. The pitch also should include a brief explanation of what a company is expecting to see as an outcome from the blogger's post, provide him or her with a framework, links to brand information. It might be helpful as well to include a bit of personality and humor in a pitch in order to stand out from the many other offers a blogger might potentially receive during the day.

How to benefit from blogger outreach In order to gain brand engagement instead of just a plain awareness it is recommended to make an agreement with chosen bloggers to publish more than one post. If posts related to a company are being shown in a blog more than once (for instance three times) brand reminds a potential customer about its existence and by doing that is gaining higher chances to stay in top of mind and become a brand with which it is possible to get engaged. Each time a company wants to build a new relationship with a blogger a thorough planning should take place in order to have a clear picture of what is going to be posted, how often and what kind of compensations a selected blogger will get for his/her efforts. It is not a secret that bloggers also use social media channels in order to stay in touch with their audience. It is highly recommended also to include those channels into a blogger outreach strategy in order to maximize an effect of it. Doing this allows working with less influencers with a better outcome. Thus, a part of the strategy should become defining social media channels that certain bloggers use in his/her practice. Instead of waiting for cooperating bloggers to share company information on social media channels by themselves it is recommended to take a proactive role and ask them about it (Matthews, 2013). One more thing

that is important to take into consideration is that working with bloggers based on their high outreach numbers is not always the best practice. Recent trend that has started with small companies was working with “mid-level” influencers that often do not have impressive amount of users, but instead have a certain weight in a targeted niche. Later on bigger companies have picked up this trend as well as a more cost effective one which builds a connection with a better quality of users.

App store optimization

There are differences in how free and paid apps are reaching top positions in the apple app store. (p.12) Free apps are often getting to the top due to the viral effect, because of the recent trends or rapid gain of popularity.

Paid apps are those that have a distinct marketing strategy and very rarely if ever their success is built upon a viral effect or an ongoing trend. Their clear vision of market and meeting a real expectations of what market wants this is the their key to success.

Another interesting thing about the difference between free and paid apps is that some categories are more likely to have users that are seeking for free apps and some in opposite are determined by a strong “buying intent (Machuret, 2014).

Current situation at the app store search ranking reminds its web analog 10 years ago, when there were no complicated systems of indicators that were determining a web page rank. Same picture can be observed in the nowadays app store, which is lacking a well-thought system for app search discovery. Thus, even a high-quality, well developed app might be left unnoticed by a customer or categories curators.

It is highly important to remember that in case if an app is available in more then one language, hence targeting more then one geographic region, the metadata in the app store should be also localized for a chosen app market.

Another good organic discovery practice is to include into an app recent technological changes that were in a targeted mobile platform. Often users are eager to discover what do those innovations can add to their experience so it might be additional factor to gain their interest.

One of the best strategies that is considered to give significant results is to focus on an app-launch moment to attract as much downloads as possible to get a growth spike and to get noticed by ranking system. Obviously large amount of downloads equals to good ranking and potential popularity. Nowadays this strategy is considered to be a mainstream one.

The most brute and blunt way to increase downloads on a launch stage is usage of paid downloads, which is officially prohibited by an app store, but nevertheless is considered to be a common practice. Paid downloads practice is usually built on CPI (cost per install) principle, where developer is paying only for app installation.

Consequently this practice brings inequality to the app market environment due to the fact that efficient paid downloads campaign requires a lot of money, thus small scale developers with limited budgets can not afford themselves to compete with bigger players then can spend sufficient amount of money on those kinds of campaigns. It is a risky method due to the fact that an app search is getting manipulated by a third party, which is usually prohibited by the user agreement. Those paid downloads are also often referred as incentivized downloads.

Another way of getting downloads or so-called non-incentivized downloads that can be caused and affected by using app review sites, targeted adds, store built in discovery tools, etc.

One of the positive outcomes from incentivized downloads might be that after bringing an app to the top in app store and by doing so attracting additional attention by other users to it, it might cause a growth if organic downloads. However the other side of this method is the fact that incentivized downloads are mostly bringing the users that are not really interested in the app, but just downloading it in order to get a reward.

While doing an ASO it is highly important to have a clear vision of what keywords to rank, what to leave out and how properly monitor ranking and setup the tracking system.

In order build an efficient ASO strategy it is important to understand that ranking for or track ranking for a single keyword is often useless, because this is not how users are usually searching for a desired app. Lots of available online ASO tools are giving a list of single keywords as an outcome, after an app has been uploaded for a review. Those keywords are actually not a ready made solutions for which an app should rank for in order to achieve a success, but more considered to be seed keywords that should be used to form a long tail keywords, that are essentially might be used by a potential costumer form a targeted niche.

Long tail keywords are specific short phrases that are more likable to describe apps functionality then just a single keyword. According to author they have a higher potential to be converted to sales, because of the lower level of competition. In fact, as an author states the more specific the search, the closer the searcher is to the act of purchasing a product or service.

In a tracking process it is equally important to look for competitors progress and understand what keywords they are working with. One thing which is needed to be taken into consideration while doing an ASO is that an app is not competing again all 800K + apps in the app store, but just against 10 or less apps in the same category that are using the same keywords. This way of defining a competitor might bring a tremendous change in the way of how ASO is done. Consequently the better a company understands its target market, consumers needs and potential competitors the more efficient its ASO strategy is.

However it is important to understand that even not every app, which ranks for chosen keywords is a potential competitor. In order to build a sufficient ASO strategy it is usually enough to compete against 10 strongest apps in a given niche. To define the strongest competitors for a given keyword according to the author it is necessary to look for certain parameters, that are: updates periodicity, launch date, amount of reviews for a recent updates, amount of lifetime reviews, apps publisher, average rating, keywords that are ranked by an apps title and possible keywords an app is ranking for in general.

This approach for determining customers helps to understand several important things about a targeted niche. It brings an understanding about what apps are alive and constantly updating and what have been already abandoned, what apps are ranking for selected keywords by mistake and what are there because of conscious choice, what apps might actively use ASO and marketing techniques.

Some of the indicators that have been mentioned above are also important because they might bring additional insights about a chosen niche. Updates periodicity helps to estimate a potential level of income inside a niche. It would be logical to assume that apps that are getting updated often are staying in the marketplace because of some benefits they are getting. There is no real clear reasons behind updating an app without getting some outcome from it.

Launch date can help to gain some insights about a life cycle of an app. If it has been published years ago and since then have not been updated there is probably no ASO techniques are used in order to promote, due to a relative novelty of this approach in marketing. On the other hand if an app has been launched recently it is high ranking might be a temporary because of a “new app” effect, thus its ranking position is potentially not stable and might soon go down.

Amount of reviews for a recent update can give a better understanding about strength or weakness of one or another keywords. If a recent update of a top-ranking app for this keyword has gained little amount of reviews this thing might serve as an indicator of a potential weakness for this word. In opposite big amount of reviews for a keyword can potentially point on fact that the chosen keyword is strong and has a popularity among customers (Machuret, 2014).

App store optimization is the process of optimizing mobile apps to rank higher in an app store’s search result (Ganguly, 2013a). The higher position an app occupies in the ranking system, the more traffic it gets on its page in the app store. A highly important factor for a successful ASO campaign is the understanding of target audience, which includes knowledge of the keywords that potential customers can use to search for similar applications.

Table 2.3 below shows that ASO plays a crucial role in promotion of mobile applications, since 63% of potential customers are discovering new apps through app store searches. In other words, the search system is actually the largest discovery

channel in the App Store. Smart application of ASO techniques can significantly improve download statistics of an app without a necessity to have a large promotional budget.

	iOS	Android
General browsing in an app store	63%	58%
Speaking with friends or family	50%	41%
Browsing “top rated” or “most popular”	34%	25%
Application pre-installed on the phone	20%	23%
On a social networking website	19%	15%
General browsing on the Internet	16%	13%
Searching via an Internet search engine	14%	16%
Seeing an ad in a magazine or newspaper	7%	4%
Reading Blogs	7%	6%

Table 2.3: New app discovery methods (Ganguly, 2013a)

ASO process is based on a number of factors which can be separated into primary and secondary. Main factors that affect ASO success are title and keywords. On average apps that are using keywords in their names are scoring 10.3% higher than those that do not (Ganguly, 2013a). A crucial step in keywords optimization is to form a full list of words that app’s target audience is using in their search queries. Monitoring competitors on a regular basis might help to get a better understanding of how these keywords can be optimized. Secondary factors that are used during ASO process are the total amount of downloads, ratings and reviews. However, unlike the title and keywords they are obviously not under control of the app publisher.

According to Machuret (2014) consistent app store optimization leads to a gradual ascension in the app store ranking. Optimization itself can be divided into two smaller subtasks, success of which can be easily measured using simple numerical indicators. Those are: keyword optimization and reviews. Keyword research process will be described more thoroughly in a corresponding subsection Chapter 4.

Apple App Store allows users to share their stories about applications by posting ratings and reviews. However, only less than 0.1% of downloads result in a rating or a review in the app store (Ganguly, 2013b) so it is recommended to actively remind customers that they can share their opinion about the app. There are a few simple and elegant ways to motivate users to leave a review (Young, 2014). The first option is to utilize one of the App Review Plugins that can be installed directly in the app. Those plugins create a pop up window similar to the one shown in Figure 2.1, which offer users to take a moment to rate the app. Second one is to motivate users to rate the app in exchange for a small in-app present. For instance, in a game with virtual money, users can be offered a certain

amount of coins in exchange for their effort. Next, users could be provided with a customer service by implementing two-way instant messaging window that allows them to express their concerns directly. After each session offer a user to leave a review using a pop up window as discussed above. Also, it is efficient to prompt users to leave a review after they have accomplished or achieved something within the app. The last option is to run a contest for the best review with an appealing prize.

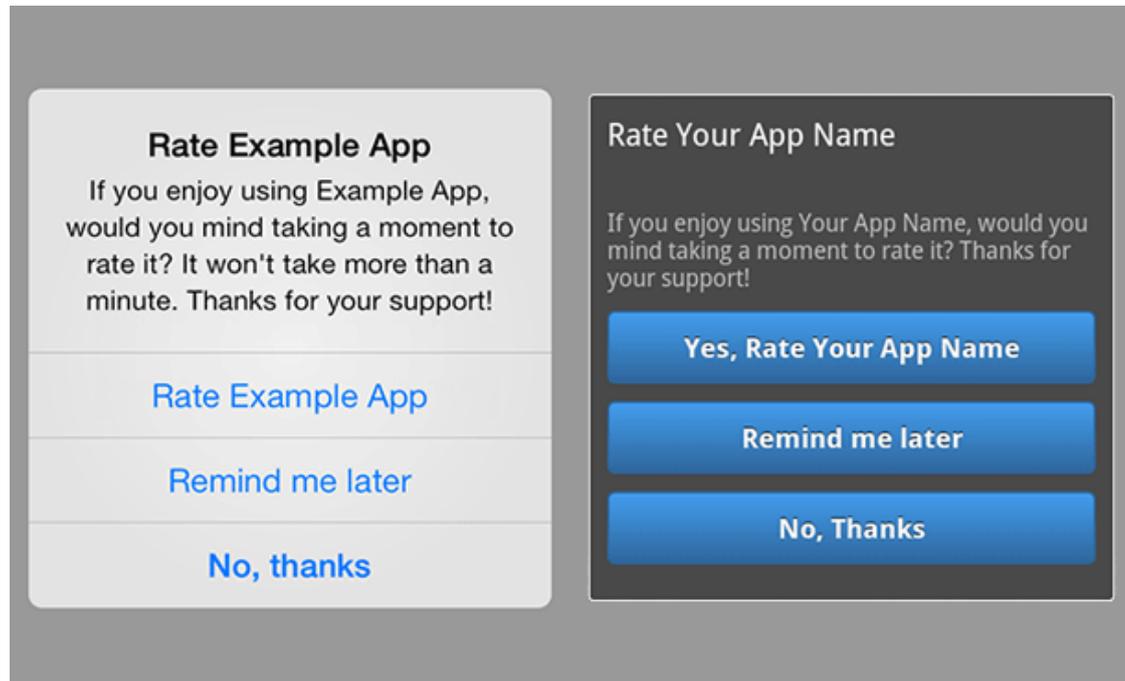


Figure 2.1: In-app review screen example (Young, 2014)

Another convenient method to increase review numbers is to submit the application to the AppReviewMe platform (Machuret, 2014). It is a peer review platform which allows app creators to test and comment on each others products. Apart from increasing the number of reviews it also has a positive impact on the number of daily sessions. Platform has a karma system where for each posted review a user gets one point and for each received review one point is deducted from the total karma count, consequently the amount of posted and received reviews is supposed to stay equal.

Getting featured

According to Table 2.3, 63% of apps are getting discovered by general browsing in the app store. To have the app noticed by a potential customer it might be extremely helpful to get featured in a special category of the App Store. Which applications are getting featured is chosen by category curators and the developers have little control over their choice. However, there exist a few methods that might help to get the app selected for featuring in a category (Ganguly, 2013a):

- Timeliness. Modifying and altering an app according to a large global event increases its chances to be selected and featured (e.g. apps that were created specifically for the latest World Cup).
- Integrating recent iOS features can help to get the app noticed by the selecting team. Every time Apple releases software with new capabilities, they are looking for apps that utilize and take advantage of the new technology.
- Being featured in major media sources might help as well in a challenge of getting noticed by the App Store selecting team.

According to Distimo there are two main featuring categories: permanent categories and categories for special occasions. Permanent categories like “Best new apps” or “Best new games” are constantly available in the app store. To those two most known categories there was recently added another one that is called “Only on the app store”.

Categories from the second group are created specifically to emphasize a certain genre or event. Distimo report contains a few examples of how applications have showed a significant increase in downloads and revenues after being featured. For example, revenue for an application called Shark Dash that was featured in a special occasion category “Amazing puzzlers for 99 cents”, was 9 times higher during the featured period compared to the 7 days before this (Agten, 2014).

3 Case and implementation

3.1 Case study

As it was stated in Robson's guide for undergraduate students (Robson, 2007) in a simple words a case study is a study of a certain case. Case itself may vary broadly from one extreme when it is focused for instance on a small one-day local event to another extreme when the case is a global change in a world media consumption habits. Case study is a study where a researcher looks at chosen phenomena from different angles and by utilizing different research method in order to get as full understanding as possible.

The case study perfectly fits to a chosen thesis topic, due to the fact that it is actually based on a real product. Chosen method provides an opportunity to conduct a research less artificially without using such formal methods as experiments or surveys (Robson, 2007).

Any marketing plan has to take into consideration the current financial situation of the company. In case of Twibfy all tools were selected in order to fit a small marketing budget. In particular, all tactics, KPIs and tools to measure those were picked from a huge variety available for application promotion in a way that all selected tools could be easily managed by a single in-house employee without the need to outsource any activity to a third party, thus significantly reducing the costs and staying within the budget constraints. The aim was to choose tools that were cost-effective and at the same time powerful enough to allow the company to meet its marketing targets.

Methodology

In this thesis to gain data for a case study there were used two methods. First one was inspecting products business plan document that was created to showcase "Twibfy" product for potential investors and media representatives. This document has helped to gain insights about Twibfy product, its core principles, potential competitors and customer benefits.

Second method was evaluating a set of numerical indicators from "Twibfy" and its competitors related to different parts of marketing mix described in a previous chapter. Data for this method was collected with a usage of variety online tools.

In order to get a clear perspective on a Twibfy case there was chosen a situational analysis method, which allows to understand the current situation and provides a sound basis for further marketing developments. One of the most widespread frameworks for performing such analysis is the so-called “5Cs”: Company, Customers, Competitors, Collaborators and Context. Analysis for every “C” should be performed as thoroughly as possible and backed up with data. This initial situational analysis also serves as a good starting point for primary marketing research (Iacobucci, 2014).

3.2 “Twibfy” case analysis

Company

Twibfy is a visual content platform designed and developed for web, mobile and tablet users. Twibfy started as a project in December 2012, and was officially founded as a company in September 2013. The platform offers a feed of user generated images and videos selected and curated by the in-house editorial team. The platform allows users to discover high-quality images and videos from around the web, find like-minded people to share with, and to organize the content within their own environment.

Twibfy seeks to become the leading online creative social platform where people seek inspiration, and co-inspire each other with visual content.

The company has two objectives. It aims to facilitate an intuitive and user-friendly platform that offers inspiring and beautiful visual content and to allow users to interact and engage with this content, and offer the opportunity for like-minded users to share inspiration.

In order to be able understand better inner and outer issues of the company a well-known SWOT business analysis was used. Strengths, weaknesses, opportunities and strengths of Twibfy company and its mobile product are given in Table 3.1.

Customers

A detailed image of the target audience was built using information from two main sources: Twibfy creators original vision of target audience and data gathered online using a number of tools. With those data it was possible to establish a rough estimate of the market size and to describe the audience from a demographic point of view. Additionally for a better understanding of target audience needs a problem based analysis was conducted.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Editorial team with clear aesthetic criteria for content selection • Growing pool of images and videos • Pre-selected high-quality content • Understanding of creative community needs based on personal experience • 10+ years experience in digital industry • Growing network of potential collaborators • In-house team of designers and developers • Intuitive user interface • Powerful search engine 	<ul style="list-style-type: none"> • Lack of experience in business development and promotion of digital start-up projects • Lack of clear marketing strategy • Insufficient web and social media presence
Opportunities	Threats
<ul style="list-style-type: none"> • Growing popularity of social networks based on visual content • Increasing amount of images and videos available online • Increasing amount of users that are seeking for visual inspiration online • New web and mobile technologies • Increasing standards for minimal bandwidth, widespread availability of high-speed Internet • Growing amount of mobile devices • Increasing average amount of the time share spent using a mobile device 	<ul style="list-style-type: none"> • Strong competitors with established growing audience • Low budget • Low brand awareness • Slow tempos of customer acquisition • Lack of investors

Table 3.1: Twibfy SWOT analysis

How does Twibfy defines its target audience

The primary target audience is the “creative professional”, who is generally considered to be an early adopter . The secondary segment of the audience are the vast and growing ranks of creative amateurs, who are starting to discover their creative

side regardless of what their day job might be. The primary audience is either employed in or studying to be a part of the following industries: advertising, art, film, design, technology, photography, etc. The Twibfy audience is a user group that looks for images in a structured way. They are searching for that one image that inspires them or that collection of images that look appealing. They do not want to go through vast volumes of relatively banal or low-quality pictures before finding the right one. By using Twibfy, users do not have to search through the proverbial haystack of visual images in order to find that one image that inspires them or says just what they are looking for at that moment. Twibfy provides its users with a universe of pre-selected images that are directly appealing and inspiring.

Market size estimation and demographic portrait

In order to get a rough estimation of the market size and demographic characteristics of the target audience several online analytic platforms and tools were used. Google adwords keyword planner is a useful tool which allows to get an estimation of how many times a keyword was used in searches. Google global market finder provides information on monthly keyword searches per country. Finally, AppAnnie is a platform which provides statistical data on relations between applications and keywords. It allows to see how many applications are linked to a particular keyword and also provides ratings of top applications for each keyword.

The key purpose for using these tools was to define a list of keywords that could be used for analysis and the marketing campaign. After reviewing Twibfys objectives and target audience vision a decision was made to use the following five keywords: inspiration, visual, image, creative, idea.

Displayed below is the outcome data from all tools organized into three tables below.

Table 3.2 displays top 5 countries by monthly searches for each keyword. This can allow to understand where the potential consumers might be located. Table 3.3 displays amount of total searches and mobile searches for each keyword. Table 3.4 displays the total numbers of applications related to each keyword.

Problem-based analysis

The final step in getting a comprehensive picture of the target audience is to conduct a problem-based analysis. This is done to understand what potential customers are looking for and how their problems can be solved by “Twibfy”.

Twibfy is a useful tool for creating mood boards, and can be thus used by creative professionals who are dealing with creation of such boards in their regular work. Twibfy allows its users to create mood boards based on a variety of

Keyword	Top 5 countries	Monthly searches
inspiration	Denmark	74,000
	United States	60,500
	Brazil	14,800
	Japan	14,000
	United Kingdom	12,100
visual	United states	9,900
	Brazil	5,720
	South Korea	5,310
	Germany	4,490
	Japan	4,400
image	France	673,000
	Switzerland	568,270
	Indonesia	590,500
	Japan	558,100
	Thailand	450,000
creative	United States	33,100
	Japan	18,100
	Brazil	14,400
	United Kingdom	12,100
	India	12,100
idea	India	368,000
	United States	49,500
	Germany	39,200
	Brazil	32,500
	Russia	14,800

Table 3.2: Top 5 countries by monthly searches for each keyword

	Inspiration	Visual	Image	Creative	Idea
Total	9,366,210	1,838,930	19,605,650	1,732,150	6,818,510
Mobile devices	44,4% (4,162,528)	11,7% (215,999)	29,0% (5,681,502)	13,1% (226,289)	18,9% (1,288,865)
Tablets	8,3% (773,218)	3,7% (67,781)	6,0% (1,177,246)	5,9% (102,683)	3,3% (222,432)

Table 3.3: Amount of total searches and mobile searches by each keyword.

	Inspiration	Visual	Image	Creative	Idea
iPhone	1,424	2,192	2,200	2,193	2,194
iPad	847	1,929	2,199	2,192	2,192

Table 3.4: Total numbers of applications related to each keyword.

highly artistic items combined with optional individual content which users can add themselves. The application is complementing this functionality with a mobile package, by giving users an ability to capture inspiring moments on the run, process it with one of the unique filters provided and upload them to the platform.

In order to understand the target audience of “Twibfy” it might be interesting to do a deeper analysis of the design process flow and specifically its research stage.

“In design, creativity relies on visual thinking” (Keller, 2007). Every designer is striving to express her ideas visually in a best way possible. Initial stages of the design process often involve creating collages and mood boards that are constructed from previously selected materials: photos, videos, product catalogues, etc. Those pre-selected materials are playing a significant role on the research stage when design professionals look for inspiration Keller, 2007. By placing several pre-selected items next to each other in a context of one collection a new meaning is created, which can lead to new insights relevant to the ongoing research of a problem Keller, 2007. After asking a group of designers about their image of a perfect collecting tool, Keller (2007) came up with a guideline, which includes 6 points:

1. The tool should provide its users with an ability to actively collect things, with a focus on flexibility of a process, rather than on creating a collection as a final object.
2. The tool should be able to effectively merge sources of digital and material inspiration.
3. Interaction with the tool should include a possibility of offhand encounters that could be an important source of inspiration.
4. The tool should provide its users with the ability to interact with images by viewing them, but also allow interaction through keywords.
5. The tool should provide its users with an option to break away from their working routine and leave their desk for some time, in order to search for inspiration in outer world.
6. The tool should include an ability to share results of collecting process with other and build a continuous communication inside a community.

Competitors

Defining main competitors

According to David Robustelli (“Twibfy” CEO) “Twibfy” is aiming to unite functionality of Pinterest and Weheartit with the content from Behance, Cargocollective and Designspiration. However, not all of those platforms have a native mobile app. After researching the market of currently existing apps that fit demands of potential target audience described earlier, Pinterest and We Heart It emerged as two direct competitors. In addition two more apps were marked as indirect competitors: Tumblr and Behance.

Competitors App features

Main features of the competitor apps are given in Table 3.5.

App market performance analysis

To conduct app market performance analysis the previously mentioned AppAnnie was complemented by two more tools: AppTrace, which helps to get an overall amount of ratings and a position of an app in the global ranking and Xyologic, which gives an estimation of monthly and total amount of downloads an app has.

Web and social media presence

Next step in the research of competitors was to analyze their social presence using several key metrics. This analysis was performed using a tool called Wildfire. The research was based on data from three major social networks: Facebook, Twitter and Google Plus. The results are given in the table below.

It can be seen that Twibfy has a poor social media performance in comparison with its competitors due to its short existence, lack of organized marketing activity and small marketing budget. However, based on this data it is possible to define clear marketing campaign objectives that will be described later in Chapter 3.

Since all analyzed applications are linked to web platforms, which have significant impact on their success it is helpful to look at the web presence data, which was collected using two tools: Alexa and Compete.

The numbers in Table 3.8 can be interpreted as follows: “Global Rank” is calculated by combining the average amount of daily visitors and page views over the period of last 3 months. “Bounce rate” is the percentage of single page views among the overall amount of views. “Daily pageviews” is the amount of unique daily page views per visitor. “Daily Time on Site” is the daily time per visitor. “Search Visits” are the percentages of paid and free traffic originating from a search engine over the previous 3 months. “Total Sites Linking in” is the number of sites that are linked to the target site. “Unique visitors in June 2014” is self-explanatory.

Collaborators

Since Twibfy aims to be the place for the high quality visual inspiration and a hub of like-minded people, the platform strives to build special collaborative relationship with inspirational and influential bloggers. These bloggers from around the world can join Twibfy with a special Blog profile. With this profile they can use Twibfy just as any other user. However, each item they post will link back to their own resource.

It is a situation from which both parties benefit. Twibfys database is getting enriched with the best visual content from around the web, making it the place to be in a wide range of categories but always curated to maintain the high quality standards. For the bloggers it is generating traffic and awareness within the audience they normally would not be able to reach. Users can follow these bloggers and receive updates on their activity automatically when new content is added or new collections are created.

Another opportunity for fruitful collaborations can be learned from the Behance case. Art galleries, advertisement and design agencies, companies that are producing supplies for the creative community all of them can be provided with their personal space on Twibfy to showcase their recent projects. These collaborations might work in the same way as it does with influential bloggers which has proved to be a success generating strategy.

Climate

Recent technological achievements have created a propitious climate for mobile app industry in general and visual content apps in particular. Global mobile data traffic has increased by 81% in 2013 from 820 petabytes in 2012 to 1.5 exabytes in 2013 (Cisco, 2013). In 2013 video traffic has reached the mark of 53% from the general traffic. The global mobile connection speed has increased from 526 Kbps in 2012 up to 1,387 Kbps in 2013, which means that it became more than two times faster. Traffic from non-PC devices in 2018 will increase up to 57 percent and global Internet traffic will be 64 times greater than the traffic in 2005 (Cisco, 2014). Forecast for 2018 states that broadband speeds will triple and reach the level of 42 Mbps. Video traffic will grow from 66 percent in 2013 up to 79 percent in 2018.

Visual Web and social media platforms built around it are rapidly gaining momentum (Gregorio, 2014). Recent famous acquisitions of Instagram by Facebook and Tumblr by Yahoo speak in support of this statement. The growth of visual web can be explained by several reasons. First one is again linked with the growing numbers of mobile devices with Internet access. A significant share of users is accessing their favorite visual content social media platforms from a mobile device, for instance for Pinterest the share of mobile users reaches 75%. Another reason behind this trend is the growing availability of wireless networks (Gregorio, 2014).

Tumblr	We Heart It
<ul style="list-style-type: none"> • Allows adding different types of content: photos, video, quotes, chats, links, and text. • Allows to manage multiple blogs • Has a built-in messenger • Provides an offline support for posting, liking, replying and reblogging • Allows to perform content search through trending topics, blogs and tag search • Allows following blogs of personal choice. Recent posts from those blogs are getting displayed on a home screen with infinite scroll • Includes variety of sharing options: social media, iphone messenger or e-mail 	<ul style="list-style-type: none"> • Allows adding photos, gifs and videos • Allows to create collections with any chosen content • Provides an opportunity to follow users • Allows to search through collections, personal likes, other users • Provides a user with multiple save options of favorite content • Has a built-in web browser, that allows a user to search for new content on the web without leaving the app • Includes variety of sharing options: social media, iphone messenger or saving an image inside the phone • Homescreen displays featured images and videos
Pinterest	Behance
<ul style="list-style-type: none"> • Allows sharing photos, videos, articles and links • Allows creating collections with any chosen content, sharing those collection with friends, inviting other users to add content to a collection • Homescreen displays recently pinned content • Provides an opportunity to follow users • Allows to search through featured categories and also pins, pinners and boards • Includes a built-in messenger 	<ul style="list-style-type: none"> • Allows to follow users • Allows users to share their projects with text description, images and videos. Projects are divided into two main categories: finished and work in progress • Homepage displays posts from followed users and posts that got appreciated by those users • Provides an option to browse through special served category of pages: galleries curated by a certain brand, which is producing their products specifically for creative community or galleries curated by a certain art and design institution • Provides an option to search through projects, work in progress section, people and collections

Table 3.5: Competitors' App features

	Twibfy	Pinterest	Weheartit	Tumblr	Behance
Downloads	6,000	55,000,000	21,000,000	28,000,000	1,300,000
Times featured	1	2484	493	1158	1059
Overall ratings	7	1,162,469	300,781	427,376	10,899
Global rank	-	49	3,865	458	18,714

Table 3.6: Main performance indicators of competitor apps.

	Twibfy	Pinterest	Weheartit	Tumblr	Behance
			Facebook		
Likes	2,330	3,488,950	2,794,666	3,340,994	362,943
Growth in last 3 months in %	-	4,12	8,1	13,66	10,46
			Twitter		
Followers	462	1,814,104	230,449	1,737,755	614,494
Growth in last 3 months in %	-	4,72	2,66	7,29	4,23
			Google+		
Followers	4	519,777	-	0	3,587
Growth in last 3 months in %	-	43%	-	0	-

Table 3.7: Social presence of competitor apps.

	Twibfy	Pinterest	Weheartit	Tumblr	Behance
Global Rank	550,455	26	1,156	38	763
Bounce Rate in %	45.8	34.9	28.7	44.1	41.4
Daily Pageviews per visitor	3.30	7.44	11.72	6.24	5.3
Daily Time on Site	3:26	6:58	6:30	6:26	5:12
Search Visits in %	6.2	9	13.8	10.7	9.1
Total Sites Linking in	90	1,576,965	34,352	517,388	67,513
Unique visitors in Jun 2014	—	40,189,235	865,076	25,598,422	1,097,404

Table 3.8: Web presence of competitor apps.

4 Results

4.1 Marketing plan metrics and objectives

Defining KPIs

For any successful marketing plan it is highly important to set clear objectives that are realistic, measurable and are based on good understanding of the current state of affairs. The best way to get a clear understanding of the current apps situation as it has developed is to introduce meaningful performance indicators.

Aggregating all main KPIs in one table is a good basis for defining SMART objectives for a marketing plan. SMART is a set of commonly acclaimed criteria for setting objectives. It is an acronym which stands for five key factors a good objective should be Specific, Measurable, Assignable, Relevant, and Time-bound.

Table 4.1 below contains key performance indicators for the last 3 months collected using the “Appboy” platform, which is a tool for collecting and processing mobile marketing data when creating online campaigns.

For planning purposes in addition to metrics provided by this platform it was required to evaluate the monthly retention rate. It was calculated using the following formula (Even, 2014):

$$\text{Monthly Retention\%} = (\text{Monthly Active Users} / \text{Total Users}) * 100\%$$

Monthly retention is an important indicator that shows how many users are coming back to an app after downloading it once. According to Even (2014), “most mobile experts agree that in the world of apps, retention is the most important measurement today to gauge just how valuable your app is in the eyes of your users”.

The majority of the metrics in Table 4.1 are self-explanatory, however, one of them stickiness needs a further commentary. Stickiness is a percentage of Monthly Active Users that were using the app every day during the analysis period.

	June 2014	July 2014	August 2014
MAU (Monthly Active Users)	463	456	370
Average Stickiness, %	8.38	6.94	6.92
New users per month	298	191	115
Average Daily Active Users	36	32	27
Average Daily sessions	70	58	49
Daily sessions per MAU	0.16	0,12	0,13
Total users	687	878	993
Monthly Retention, %	73%	52%	39%

Table 4.1: Twibfy KPI.

Objectives

“Twibfy” app was created as a free mobile extension of a web platform. At the time of writing it has not been using any monetization practices. Its web “big brother” is planned to start generating revenue from sponsored content or traffic. Similarly, the most logical way to monetize “Twibfy” itself would be by using in-app ads.

According to McCann (2011) the best way for a free app to monetize on in-app ads is to combine high user engagement with a short session requirement. That means that with a high number of average monthly sessions per user, ads are getting served much more frequently. Consequently, in order to create a constant income flow it is highly important to maintain and improve the following key metrics: total users, engagement rate and monthly retention rate.

The main objective of the marketing plan presented below is to improve three main application metrics: user acquisition, user engagement and user retention. These metrics, in turn can be evaluated using the following key performance indicators from Table 4.1: user acquisition is equal to the value of “new users per month” , user engagement can be measured using Monthly Active Users (MAU), stickiness and average daily sessions per MAU, finally, user retention is given by the “monthly retention %” metric.

The timeframe for the first set of objectives was chosen to be one year with a monthly progress revisions and adjustments of objectives and tactics. Objectives were based on both the historical data from Table 4.1 and SWOT analysis that was conducted in section 3.2.

Objectives that were set for the selected period of time are generally aiming to improve three main application metrics: user acquisition, use engagement and user retention. The summary of the objectives that are supporting those three main goals (and others) is presented in Table 4.2. Meaning of the metrics that need further explanation and a detailed description of aims and tactics will be given in the corresponding sections of the following chapter.

Three main objectives of the plan are:

- The target for user acquisition is to reach the level of 14000 new users by the end of the year. There are two common ways of how new users are getting to download an app: discovery (65%) and referral (35%) (Apptentive, 2013). Discovery happens when a user is navigating through the app store. Referral downloads are those that happen after a potential user was brought to an app page following a reference link from a blog, social media page, etc. Thus, in order to increase the number of discovery downloads it is necessary to increase the visibility of the application in the app store using a process called App Store Optimization (ASO). To increase downloads through the second channel – referral downloads, social media marketing and blog outreach will be used.

- To improve user engagement it is planned to increase daily sessions per MAU to the category average of 0,7 (Farago, 2013) by the end of the year and to rise stickiness value to 20%. These metrics would mainly be affected by social media and push notification campaigns.

- User retention should be increased to the category average retention level of 62% (Farago, 2013). The main mechanism allowing to achieve this is push notification campaigns.

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
ASO												
Reviews	10	30	50	70	90	110	130	150	170	190	210	230
Total Users	1200	1500	1875	2344	2930	3662	4578	5722	7152	8940	11175	13970
User growth rate	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Social Media Marketing												
Facebook												
Fans	2400	2621	2935	3264	3682	4286	4989	5807	6759	7876	9158	10659
Engagement rate	0,2%	0,4%	0,6%	0,8%	1,0%	1,2%	1,2%	1,2%	1,2%	1,2%	1,2%	1,2%
Growth rate	5,8%	9,2%	12,0%	11,2%	12,8%	16,4%	16,4%	16,4%	16,4%	16,4%	16,4%	16,4%
Twitter												
Followers	547	574	632	727	872	1090	1417	1842	2394	3113	4046	5260
Growth rate	5%	10%	15%	20%	25%	30%	30%	30%	30%	30%	30%	30%
Bloggers outreach												
Mentions	10	10	10	10	10	10	10	10	10	10	10	10
Impressions	500000	500000	500000	500000	500000	500000	500000	500000	500000	500000	500000	500000
Push notification campaigns												
Monthly retention rate %	40%	42%	44%	46%	48%	50%	52%	54%	56%	58%	60%	62%
Daily sessions per MAU	0,1	0,15	0,2	0,25	0,3	0,35	0,4	0,45	0,5	0,55	0,6	0,7
Stickiness	8%	9%	10%	11%	12%	13%	14%	15%	16%	17%	18%	19%

Table 4.2: Twibfy KPI target summary.

4.2 ASO

Keywords based on a product

Keywords are a result of a brainstorming process, which is focused on core product features and user problems that can be solved with the marketed app. Based on the company and target audience description from chapter 3.2, it is possible to figure out several word combinations that an ASO process should be based on. Those combinations were grouped into two categories: “angle” is a group of keywords related to the niche and “actions” to the functions of the app (Machuret, 2014). These groups and related keywords are presented in Table 4.3 below.

Angle	Photos, Images, Illustrations, Inspiration, Architecture, Fashion, Art, Design, Graffiti, Street Art, Graphic Design, Trends, Quotes, Modern, Intuitive, Mood Board, Social, Curated, Gallery, Vision, Idea, Concept, Feeling, Project, Color, Choice, Collection
Actions	Collect, Organize, Socialize, Share, Search, Upload, Create, Get Inspired, Follow, Prototype, Choose, Explain, Justify, Relax, Chill, Explore, Discover, Make Photo

Table 4.3: Angle and Actions keywords.

Keywords that have been used by competitors

This data was collected using an online tool called App Annie. Along with keywords that are used by competitors it is also possible to check the ranking position of the applications when searches are made with these keywords. Table 4.4 below lists the keywords for all main competitors discussed in Section 3.2, such that the ranking of an application in the results list is not less than 4.

Current trends

Current trends form a third group of keywords that should be taken into consideration during keyword research. This data (Table 4.5) was collected using Google Trends tool, which conveniently separates them into two categories: top and rising. This selection helps to get insights into what current trends could be used in app store optimization process.

Personal and competitors reviews data mining

Review data mining is a great source of information about keywords (Even, 2014). Data in Table 4.6 lists keywords related to five-star reviews added by users from the USA in the last 3 months.

App name	Rank 1	Rank 2	Rank 3	Rank 4
Pinterest	diy, diy recipes, jewellery, jewelry, pin, pins, pinterest, woman, women	Cook, shops, social, tattoo shop	discover, discovery, recipes, shoe, tattoos	Inc, quotes, recipe, tattoo
We Heart It	gallery, it, social, we, we heart it	Inspiration, share it	gif it, heart, inspirations, love, pictures	sharing
Behance	behance, gallery design	creative portfolio, portfolio designers	fashion photography, illustration	-
Tumblr	blogging, microblog, photo blog, posts, social networking, tumbler, tumblr, video blogging	blog, blogs, reblog	-	post, social

Table 4.4: Search keywords for competitors.

Top	Inspiration design, quotes inspiration, a mood board, design mood board, design board, fashion board, art gallery, photo gallery, the gallery
Rising	Logo inspiration, fashion inspiration, website inspiration, inspiration design, create mood board, mobile gallery, feeling quotes, curated art, curated content, creative ideas

Table 4.5: Trend analysis.

Application	Keywords
Twibfy	Inspiration boost
Pinterest	Popular boards, sharing information, flick of a finger, fantastic ideas, pass time without boredom, addictive,
Behance	Creativity inside, constant inspiration,
We Heart It	Escape boredom, gorgeous pictures, Unique pictures, super entertaining, cool pics, great time passer, great positive timewaster, creative content
Tumblr	Functional app, passion, art pictures, positive vibes, favorite artists, dazzling performance

Table 4.6: Keywords obtained by review data mining.

Keyword summary

Based on the four sources of information discussed in the previous sections it was possible to form keyword combinations that could be used in the ASO process. After those combinations have been selected, there were additionally analyzed with

an ASO tool App Tweak, which allows characterizing a keyword by its competition level and search volumes. Keywords that have higher search volumes and lower competition levels are considered to be more efficient. Based on the data that was gathered at the previous stages over 50 keyword combinations were created and ranked with App Tweak. Finally, 10 keyword combinations with the best competition/search volume ratio were selected as the final list of keywords for ASO. The chosen keywords are listed in Table 4.7 with some additional characteristics provided for a better understanding of the keywords.

Keyword combination	Volume	Competition
Inspiring layout	71	26
Capsule inspiration	58	49
Pass time without boredom	75	57
Graphical pattern	69	42
Feeling quotes	74	69
Mood board	76	80
Vision boost	71	85
Capsule visual inspiration	67	63
Visual Inspiration	79	85
Create mood board	84	83

Table 4.7: Keywords - summary.

During the plan implementation these words are going to be included and tested in the app title and specific field for keywords. One with the highest search volume should be included in the title and others in keyword field which is limited to 100 symbols. In the end of each month the keywords should be revised and tested again to check whether they are reaching the targeted objective or not. If the chosen keywords are not affecting the total amount of downloads the whole process should be repeated in order to find more effective word combinations.

4.3 Social media promotion

Of all things Twibfy offers, the most valuable one is the beautiful and inspiring visual content. Twibfy communicates with its users mostly with the help of visuals and very rarely falls back to words. Thus the most logical way to tell its story is to express it with visual content. In order to promote the application and its platform a decision was made to focus efforts on two social media platforms: Facebook and Twitter. Facebook has the largest audience among all social networks websites, about 1.15 billion people, and Twitter has 271 million monthly active users. Consequently, these are good place to address the target audience of a product. Each of these platforms has their own benefits that will be analyzed in the corresponding paragraphs. One main feature which makes them both highly

attractive as a social media tool is a possibility to share images in an appealing way.

The perfect thing with the approach focusing mostly on a visual content is a fact that it can be utilized on both platforms of choice - Facebook and Twitter without significant modifications. Thus the job of pre-selecting the content to be used in the campaign has to be done only once. Due to budget limitations this fact is playing an important role in saving time of the employee in charge of the marketing campaign.

Every piece of published content is marked using a general hashtag policy. Every social media post includes two compulsory types of hashtags, brand and content ones, and also one optional hashtag of trending type. Brand hashtag a hashtag which mentions companys name or a name of marketing campaign organized by a certain brand. Content hashtags describe what is included in the post and make it easier for users to find this piece of content if they are looking for some specific keyword. Trending hashtag type is related to a topic which is favored at the given moment of time (Bunskoek, 2014). Content selection is partly based on real-time, trend-catching marketing approach. That means that all selected social media networks are constantly monitored for trending hashtags. In case one of them turns out to be related to the “Twibfy” brand it is used in content descriptions.

Facebook

Targets

Engagement rate is a metric which stands for a sum of likes, comments and shares per fan in a given time period. Objectives for Facebook campaign are based on an assumption that an average engagement rate for a Facebook group equals 0,2%. This value is to be used as a starting point and in the following months it is planned to gradually increase it up to 1,2%, which is considered to be a benchmark a rate that only top 10% of branded Facebook groups have achieved (Eyl, 2013).

Engagement rate is considered to be a highly important indicator due to the fact that it is closely related to another important metric growth rate. Growth rate describes an average change in the number of page fans at a given moment of time. With the increase of engagement rate growth rate is also increasing (Eyl, 2013). Again, the initial objective was is to achieve the rate of 10% top branded Facebook groups. Thus, by the end of the plan execution time frame it is expected to reach engagement rate of 1,2%, growth rate 16,4% and increase the amount of Facebook fans to 10659. According to a recent research showing that 78% of Facebook fans have already become brand customers before liking a page this results in 2344 (22%) of potential new customers (Syncapse, 2013). However, the main aim of the Facebook campaign is to maintain engagement of the existing users, rather the to

acquire new ones.

Methods and Techniques

Posts that include images generate 104% more comments and 53% more likes, which again suits the general social media strategy focused mostly on visual content. Emoticons included in post are increasing share and comment rate by 33% and like rate by 57%. This fact is usually attributed to the fact that emoticons add “more human side to a communication”. One more important detail is that shorter posts (below 250 symbols) increase engagement by 60% (Cooper, 2013).

Resulting Strategy

Following recent research results (Lee, 2013) on how posting frequency should be adjusted to maximize campaign effect on the engagement rate it was decided to publish one post a day. Thus, the resulting strategy on average should include 30 posts a month with images and a text description with less than 250 symbols.

Twitter

Targets

The key metric for Twitter is the amount of followers, for which it is planned to reach the value of 5260 by the end of the year. In order to achieve this, growth rate has to be boosted from the average 5% (SimplyMeasured, 2013) up to 30% with the help of techniques described below.

Methods and Techniques

In order to attract more followers without spending money on paid promotion, it is recommended to contact power users such as niche influencers and amplifiers that can help to extend the overall accounts audience significantly (Connell, 2014). There are a few recommended tactics for Twitter which will be analyzed below.

Posting timing and content. It is recommended to publish tweets one by one with a certain time interval in between and not in bulk, in order to prevent followers from negative experiences. As in case with Facebook it is also advised to share stories and engaging content instead of just advertising a product every time. One more professional tip is to choose 2-3 subjects the account will write about and concentrate on them. Tweets that include visuals have a higher engagement rate. Relevant hashtags increase chances of a tweet to get elevated. It is also highly important to understand what is the best time during the day to tweet. It appears that the Click-through-Rate peak happens at 18 pm when it reaches an average score of 4.25% (Sign-Up.to, 2013) .

Resulting strategy

It is planned to publish on average 2 posts a day that include visual content and related hashtags. The objective is to be mentioned by 10 influencers and 10 amplifiers each month with a total average audience of 800.000 followers which will guarantee a constant flow of impressions that are likely to cause an increase

in the growth rate.

4.4 Blog outreach

The main marketing goal of the blog outreach is user acquisition. In order to maximize the outcome of every publication they should be posted in blogs that write on topics relevant to Twibfy app and are read by the audience that potentially might get interested in downloading an app.

Targets

Each month Twibfy should be mentioned not less than 10 times in blogs with the audience of not less than 500000 readers.

Methods and Techniques

Below it is explained how the pool of bloggers was compiled for the first month of the marketing plan implementation. This procedure will be repeated at the beginning of each month with minor adjustments.

Influencers were located using a pool of keywords created earlier (table 4.7). These keywords were used as search queries in several online tools (Buzzsumo, Technorati and Google News) to find blogs covering topics related to Twibfy.

An estimation of how many users might download the app after the materials about Twibfy get published was calculated using the following formula:

$$\text{Final amount of downloads} = UU * BR * ABCR * AICR,$$

where UU is the amount of unique users, BR^* is the bounce rate, $ABCR$ is the average blog conversion rate, $AICR$ is the average itunes page conversion rate. Average blog conversion rate was assumed to be 4% and average itunes page conversion rate - 33% (Apptentive, 2013).

A good way to estimate the number of impressions is to check blogs twitter account to see how many followers it has. Table 4.8 contains top 10 selected influencing bloggers twitter profiles chosen for the first month of the campaign.

Resulting strategy

Bloggers are selected similarly to twitter influencers and amplifiers. In the beginning of each month they are contacted with a well-planned brief, which describes last significant events related to “Twibfy”. When approaching bloggers it is a thing of great importance to tailor the brief according to their key topics and audience specifics. This measure allows building stronger relations and increasing chances of getting covered. As an additional benefit, bloggers with large amount of visual content can be offered cross-promotion through the “Twibfy” platform.

Twitter profile name	Number of followers
@Inspirationf	169.440
@cruzinecom	129.878
@itsnicethat	120.938
@howbrand	118.549
@_theinspiration	116.319
@freshome	113.315
@huffpostarts	111.841
@dandad	108.103
@colossal	98.088
@designsoak	81,894

Table 4.8: Twibfy twitter.

4.5 Push notification campaigns

Targets

It is planned that push notification campaigns will help to improve and maintain the following metrics on a sufficient level: monthly retention rate%, daily sessions per MAU and stickiness. Numerical objectives for those 3 metrics can be found in Table 4.2.

Methods and Techniques

At the moment of writing 23 campaigns were completed using the Appboy service. Nine campaigns with the highest number of sent messages were selected for the analysis. Data for those campaigns is displayed in Table 4.9. Campaigns are sorted by the date of their creation starting from the most recent one. For the last four metrics also given is the percentage of change from the previous day level, which helps to understand the short-term effects of the campaign. These figures are used further to make an estimation of the effectiveness of each push notification campaign based on the amount of messages sent, messages opened, and improvement percentage of the last 4 metrics.

It can be seen that push notification campaigns in general have a positive impact on engagement metrics. The most successful campaign by all parameters was conducted on 24/07/2014. This can be explained by the content of the message sent on that day. It presented a new photo feature and invited users to try it out.

However, looking at the data from the following days it seems that the positive impact of push notification campaigns have is very short-lived. After a few days all metrics return back to their average values. This could be explained by the fact that all of those campaigns were targeting a general group of users, so content of the sent messages was not specific enough to create a higher and longer lasting engagement. In order to improve this for future campaigns it is decided to target more specific user segments as explained below.

Resulting strategy

Date	Messages Sent	Opened Messages (With % from total messages)	Directly Opened (With percent from total %)	Daily Sessions (With growth %)	Stickiness (With growth %)	Daily Active Users (with growth %)	Daily Sessions per MAU (with growth %)
05.09	258	43(16,67%)	14(5,43%)	92 (87,8%)	13,60%(217,1%)	51 (218,8%)	0,25 (86,8%)
14.08	234	49(20,94%)	5(2,14%)	71(82,1%)	13,64%(104,6%)	54(100,0%)	0,18(85,7%)
05.08	228	46(20,35%)	8(3,54%)	74 (19,4%)	12,62%(64,8%)	54(63,6%)	0,17(20,2%)
01.08	225	36(16%)	11(4,89%)	91(116,7%)	13,32%(137,6%)	59(136%)	0,21(118,1%)
24.07	213	51(23,94%)	9(4,23%)	100(72,4%)	14,13%(131,5%)	66(127,6%)	0,21(75,4%)
30.06	163	42(25,77%)	11(6,75%)	64(30,6%)	9,94%(43,7%)	46(43,8%)	0,14(30,6%)
24.06	151	32(21,9%)	7(4,64%)	102(82,1%)	13,29%(98,5%)	61(96,8%)	0,22(83,7%)
11.06	114	34(29,82%)	4(3,51%)	82 (0,00%)	11,40%(18,4%)	53(20,5%)	0,18(-1,7%)
04.06	91	30(32,97%)	8(8,79%)	118(93,4%)	18,32%(86,4%)	70(94,4%)	0,31(86,4%)

Table 4.9: Push campaigns.

Users can be ranked by the date when they have used the app for the last time using Appboy. This feature allows creating a special group of “lapsing” users those users that have not been using an app for more than a week. Such users should be contacted on the second week of their absence with a re-engaging message which informs them about some content inside the app or an app feature they might find interesting. It is possible to automate the appearance of reoccurring messages on users screens after a certain time interval. The best day for sending such messages should be defined experimentally.

Along with the method to find lapsing users, Appboy offers a variety of filters to tailor a push notification campaign for a specific user segment. For instance it offers an option to track events that are happening inside an app and to set an automated reaction when they happen. Using this feature it is possible to track for recent tags a user has been searching through and when his/her current session is over send a message offering to look through the corresponding categories.

Another approach to track user activity inside the app is to divide user audience based on tags they are searching through. Whenever a certain amount of new content is published in a category of interest targeted group of users is getting a notification with an offer to have a look.

Those categories should be carefully revised on monthly period based on metrics of generally opened and directly opened messages. During the entire period of marketing campaign groups that show poor performance should be redesigned or removed and groups based on new insights should be added.

Finally, the general “all users” group will also receive push notifications on a permanent basis. It is planned that this group will be contacted on big occasions only, such as upcoming updates, new features, major changes in content and special events related to “Twibfy” brand.

5 Discussion and conclusion

The outcome of the work presented in this thesis is a marketing plan for the “Twibfy” application. It was created with the consideration of the highly limited financial resources available to the company which develops this app. The plan was developed in three stages:

Stage 1. Situational analysis was conducted, which included company analysis, target audience characterization, defining possible collaborators, competitors analysis and a detailed description of the current business context.

Stage2. Using the data collected at Stage 1, it became possible to define SMART objectives, time framework and KPIs to track the progress of the campaign.

Stage3. Plan implementation includes several main directions.

App store optimization (ASO) is used to increase the amount of application users. It is focused on two main aspects: reviews and keywords. Reviews are a part of the equation which is hard to control. To increase their number it was decided to use platforms like AppReviewMe and to ask users for reviews using in-app pop up screens. Decision on the final set of keywords used in the campaign was made after conducting a detailed research based on competitor analysis, current trends and review data mining. These results were used in combination with the outcome of product centered brainstorming process to create a pool of potential keywords. The focus was made on word combinations, rather than individual words. After the pool of words was created, it was additionally analyzed to obtain figures for search volumes and amount of competition for each of them. Combinations with the highest search volumes and smallest competition were selected. The most descriptive keyword was chosen to be used in the app title and the others in the description and keywords field.

Social media campaigns are a great tool to attract new users and to keep them engaged. Before choosing specific platforms it is important to get a good understanding of the core content of the application. A brand should have its consistent voice. For the Facebook campaign it was decided to publish one post every day, which seems to be the optimal schedule according

to various research sources. Posts will contain images and a text description with less than 250 symbols. Performance of the Facebook promotion will be measured by the amount of page fans, comments, likes and shares. The Twitter campaign will be based on influencers and amplifiers. Success of the Twitter campaign will be measured by the amount of followers, retweets, replies and comments. Postings will happen two times a day and will include visual content and related hashtags.

Another mechanism which is to be used to increase the amount of new users is the blog outreach. A pool of relevant blogs and review platforms was created using the keyword list used for ASO. Doing background research on blog authors will help to tailor pitches and consequently increase chances to be reviewed.

Push notification campaigns is a great tool to improve user engagement and retention rates. Analysis of the past campaigns showed that in order to get the most leverage out of this tool it is required to perform constant monitoring of KPIs related to engagement and retention. Success of a push notification campaign is based on its frequency and attractiveness of the messages which are sent out.

This thesis can be used as a guideline for a start-up company, which is striving to minimize its marketing expenses and maximize the outcome of the campaign.

Directions for future research

Due to the fact that this marketing plan was based only on low budget solutions there are many possibilities to improve it in the future. With a budget increase it would be possible to include some of the paid solutions such as: burst campaigns, AdMob campaigns, Facebook app ads or Twitter app promotion. The most important problem that was faced during the preparation of this marketing plan was the shortage of information. It was possible to estimate some values using data collected with several free tools at the analysis stage, however, this data was definitely not sufficient for setting completely realistic objectives and making robust forecasts. Further development of this plan can be done by using advanced tools that can help to get a better picture of Twibfy market performance and the performance of its competitors.

The research area is quite vast and quite a few topics can be pursued in the future research. Firstly, it is interesting to look in details at the effect of social media on user acquisition of an app. Secondly, it is especially important for practice to develop numerical ways to measure ASO effectiveness, specifying KPIs for chosen keyword combinations. Next, a marketing campaign can be further improved

by creating a portrait of the target audience based on its media consumption habits and social media activity. Developers could also look at introducing some pre-launching app marketing activities. It would be interesting to get a detailed analysis of the mechanisms of app promotion based on the currently trending topics in social media. One further option that was left out in “Twibfy” case due to financial constraints is the paid promotion. Finally, as already indicated in section 4.5 it could be fruitful to look at methods of tailoring the push notification campaigns for higher user engagement.

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