

Promote Your App Checklist

Check what you've done as you go:

1

Target Audience Research

- Ensure you're defining your audience and have an idea on how to best target them and which channels.

2

Competitive Research

- Time to research your nemesis? Don't forget to take notes on what they're doing that seems to be working and what isn't.

3

Ads

- Now that you know what your audience likes and where to find them, it's time to consider ads. There are many different kinds of ads so try and keep an open mind to them.

4

ASO - App Search Optimisation

- Let's do everything to promote your app within the app store. This includes keyword research, ensuring alt-text is properly formatted, and having a succinct, descriptive title.

5

Design & Branding

- Looks matter! Ensure all of your design assets look cohesive and consistent across!

6

Testimonials, Reviews and Social Proof

- Word-of-mouth is the ultimate advertising method. It's important to incentivise reviews and engagement. Consider a reviews campaign?

7

Public Relations

- Networking is crucial...you need to get everybody addicted to your app. ASAP!

8

Events

- Consider hosting your own app event. Time to Celebrate!