

# MOBILE APPS MARKETING STRATEGIES

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Mobile applications are in rage today and will be for a long time to come. The reason is simple – a mobile application is more personal than a website. Customers download an application if they like what it offers or if they have a need for it. That's one of the reasons why a mobile application often brings in more revenue to a business than a website.



## What is a Mobile App?

A mobile app is a computerized program developed especially to run on mobile devices including mobile phones, tablets, smartphones, etc. However inviting as it may sound, you should take a step backwards and carefully analyze — does your business need a mobile application? For instance, if you have an online website primarily delivering content to your customers, then you might want to go for a mobile website rather than an application. However, for certain businesses such as a game which requires the use of a camera or an e-commerce site that uses geo-location data might get benefited tremendously with a mobile app.

## How does a Mobile App Work?

A mobile application can create wonders for your business, if you always keep the customers in focus. For instance, if your customers are primarily business professional who use a Blackberry phone, then a gaming application might not appeal to them. The bottom-line is that you have to carefully examine your customers' uses/interests before designing a mobile application.

Once you've decided to develop a mobile application strategy, you need to take care of the following two important points –

## Design Your App for Multiple Devices and Platforms

Two of the most popular mobile operation software are 'the Apple OS' and 'Android OS'. However, Microsoft OS is also notable. . So, while designing your application, make sure that it runs on all these three top operating software. Once, you have done this, you need to pay attention to other design details such as the screen sizes of different mobile devices, the usability of the interface and so on.

## Different Ways to Market Your Mobile Application

There are a number of ways to market your mobile application. The first one that comes to mind is of course the Apple App Store. There is also Android Marketplace. These stores are some of the

best places to showcase your mobile apps. You can also market them on direct download sites such as [download.com](http://download.com), [getjar.com](http://getjar.com) etc.

## **Benefits of Mobile App**

The most powerful aspect of a mobile application is the idea of personalization. From being a mere website, you become a personal tool that helps your customers to do a number of activities ranging from online purchasing to playing a game. The whole process of sales is turned on its head and your company develops an intimate relationship with the customers who will keep paying you with in-app purchases, and also popularizing the name of your brand via word-of-mouth.