App Marketing Checklist

For ultimate marketing results, read Idea to iPhone to truly understand how to make the most of these marketing ideas. Every app marketing plan is different because every tribe is unique. Use these steps as a blueprint to help you build your own marketing strategy. You can begin any of these activities during whichever phase of your project that works best, as well as add other activities to the mix.

BEFORE DESIGNING YOUR APP

❏ Identify your tribe. Does your audience share a passion, idea, stage of life, or desire for change? How will your app impact their lives?

❏ Get started on social media. Try to post something each day to at least one social media site. Start sharing your story and build your fan base.

❏ Make friends with bloggers and journalists. Pick the most influential writers your tribe follows and follow everything they write. Post comments on their blogs, respond to their tweets. Start to reach out and build a relationship.

❏ Start writing. You don't need to be a prolific writer; just share information and make yourself an expert. Post comments on blogs your tribe follows. Create content for other sites.

❏ Create a teaser video. A short, cryptic message to entice people about what's to come builds up the anticipation and your audience.

❏ Register your domain name. If you're not sure of your app name yet, that's fine. Get a domain name that reflects what the app does.

❏ Set up your email address and add your social networks and website to your signature tag.

❏ Create a teaser website to build your brand and start collecting email addresses.

❑   Sign up for a marketing email service such as Mailchimp or CampaignMonitor.

AFTER THE APP IS DESIGNED

❑   Update your teaser website with screen shots, logos, and your app icon.

❑   Start sharing your designs on social networks. You don't have to reveal the entire screen. Just a section will ignite curiosity.

❑   Tell people the time frame of the launch and give them a reason to mark it on their calendar.

❑   Send an email to your subscribers sharing your designs. Offer them a freebie download or an exclusive look that is available only to subscribers.

❑   Update all your social media sites with your logo and icon. Use your app icon or your logo as your image and get it in front of people so they start to recognize your brand.

AFTER THE APP IS DEVELOPED

❑   Create a viral video. Show your app in action in the video.If it's good, it can also be your demo video for the press.

❑   Publish your launch date. Put it on your website and social media sites, and email your distribution list. Let people know the date to expect your app.

❑   Write all your promotion copy. Compose your product description for iTunes, the content for your website, and other marketing materials. Proofread it multiple times and get someone else to read it, too.

❑   Create screen shot "mini-ads" of your app. Capture five screens of your app and put together mini-ads of each one to be posted on iTunes.

❑   Put together your press kit. Create a zip file that has high-resolution copies of your icon, app screens, and logo. Also include a reviewers' guide to really make the press happy.