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Mobile App Marketing is the process of involvement of your app users throughout your experience with your App: Discover your downloading app completing the Onboarding process being grafted includes incentives offered for quick commitment and the overall visibility of yours App in the App Store. This article explores the difference between Mobile App Marketing and Mobile Marketing. Introduce the Mobile App Marketing Tactics to consider while you build a mobile app marketing strategy. Mobile App Marketing vs Mobile Marketing: What is the difference? The Mobile app marketing concerns the creation of marketing campaigns that communicate with your users at every stage of their life cycle: since first download your app, when they become a normal user and brand lawyer who do many In-app purchases. For mobile app marketing, Magic is in the execution of effective marketing activities designed to attract new users, improve lower abandon retention and rates. Mobile marketing is any marketing activity that occurs on a mobile device. A/B testing by reactive Web Design and A/B tests on mobile checkout pages to view mobile advertisements and email marketing. The application Mobile App Marketing Funnel The difference between mobile app marketing funnel and traditional sales / marketing funnel are marketing activities and strategies used at every stage. The awareness of awareness conversion of customer conversion was Focus on 3 phases in the Mobile Marketing Mobile App: awareness, conversion, A/B testing and retention. Awareness in the awareness phase, your goal is to attract targeted users to your app. There are more ways to attract new users of App and increase awareness of your app: Social media have paid Advertising App Store App Review Website Review QR Codes However, remember to focus your marketing The channels where your users come together. To determine which marketing channel to use to increase awareness on your app, start using the Bullseye picture. The Bullseye Framework is a 5-phase process that helps you identify the best marketing channels for your APP: Brainstorm Rank Bricktlistize Test Focus as suggestions, you would like to want brainstorming and classify all marketing channels for their potential for the Your sector, so you can concentrate on the channels that drive the largest number of revenue and growth. Conversion A conversion is any action that a user requires that add monetary value to your company. A conversion to your mobile app occurs when a user: Download your app Set an account Make an In-App purchase increases the use of the app regardless of how to monitor and monitor conversions, you must have processes in position that These numbers increase and lower the customer acquisition costs. Start by improving paid processes to simplify your users reach your goals. Other ways to increase conversions include: Provide a clear and liberal recording process that guarantees that your app has an excellent user interface using PUSH mobile notifications to attract users to update the basic conversion actions in phases of Bite, you can effectively move the best customer along the mobile app marketing funnel. Storage Your customers are the lifeblood of your mobile app and your business. If you can't keep them happy, they will leave for greener pastures. Some approaches to improve the storage of the Mobile app include: In-App Messaging Push Notifications Programs loyalty customer surveys examining customers regularly and offering prizes to complete Survey will help you understand the true mood of your customer. Many mobile app developers forget that their customer base is real people who have a treasure of information that you cannot find anywhere else. Understanding what your client likes and disappears about your app is invaluable. Consider what is expensive (5-25x more) to replace a customer compared to what makes it to keep one. Listening to your customers and communication with them (regular product updates, bug bugs Roadmap), will be more receptive to your offers in the months and years to come. How good is your mobile app marketing? It is very easy to fall into the mythic trap of vain. If "downloaded monthly apps" is your main metric, you are losing to see what is really important. The success of your mobile app marketing is determined for a long time before launching any marketing campaign. It is determined by the questions you and your team wonder each other. What metrics will determine the success or failure of the app? After all, you can have 1 million app downloads and be present on Google Play and Apple App Store. But what is the point if you drive little without revenue, or even worse, there is no process in place to keep the people coming back? 3 Mobile app marketing metrics It is necessary to focus on 1. average number of active daily users and monthly "active users" are deliberately emphasized. You want to track the number of users who take action that generate value for your business. Only focus on all daily / monthly users will take your data and perception of how much your mobile app marketing is. 2. App Length of the App session length of the app session is the average length (in seconds) a user actively uses your app user, from the login to close. If you need to improve in this sector it depends on the type of app you have, For example, if your app is a complex mobile game, then 120 seconds per user is disastrous. But if your app simply track the consumption of daily calories, then 120 seconds is more feasible when users quickly control their total calories during the day. 3. The acquisitions segmented by source source acquisitions identify the sources that drive most conversions so you can decide where to invest your marketing dollars. For example, imagine if Quora Ads generates 200 app download a month to \$ 7.60 for conversion and Google search ads generate the same to double the cost. It would be wise to double the announcements of Quora since the costs of acquisition of customers are much lower. Interested in Low-Investment App marketing strategies? Here are 3 you can try to start: product hunting, outreach of the journalist and reference marketing. India is the second largest mobile market in the world, obscuring the United States at the beginning of this year and now behind China. The main difference in the US market is the lack of subsidies of the carrier, and as such all the phones in the country are available unlocked and sold at the retail price. The meteoric increase in mobile sales in the last three years has been powered by an income available in excess and an increasing middle class. Since the US market is a "as well as China - it is quite saturated, producers are increasingly looking at India for future growth. And the fact that there are a billion users who do not. They are still connected to the internet means that there is a lot of space for long-term growth. Android Central has a grass presence in India. Here is a look like things work in this part of the world. Samsung is the mobile number producer in India, followed by MicroMax and Intex. The same brands also dominate the smartphone segment. Samsung goods are very well received in the country, and the producer has thousands of exclusive shops widespread through the subcontinent. The Galaxy Note series of the South Korea's seller continues to be a strong seller in India when it comes to the high-end segment. Samsung has also been quick to see the potential of phablet with affordable prices, with devices like the Galaxy Grand Leader The Way in this category. For most people, a smartphone is the only one For the connected world, which is why the phablets are generally preferred in the country. While Samsung sees a lot of consumer interest from his phablets, they are local sellers who managed to make his own segment. The claim of Micromax was its series of canvas, which offered an alternative at prices affordable to the desires of the high-end samsung and the LGS of the world. The producer dug a niche for herself in the Segment, and since then it has branched into the category sub- \$ 100 with the Bolt series. He strongly invested in local production, producing up to 2 million units a month in the country. MicroMax is also the parent company of Yu Teledrentures, which included an exclusive partnership with Cyanogen Inc. to deliver the pre-installed cyanogen operating system on its devices. So far, we have seen Yu Yureka, Yu Yu-Isolari, and the Yunique (should exhaust the word games at some time). Intex is a relatively new competitor in this field and has acquired a considerable traction during last year. The brand sits in third place with a market share of 10.5%, offering devices in the Aqua series. There is a growing Chinese quota in India, which includes Xiaomi, Lenovo, Huawei and OnePlus. Lenovo arrives in fourth place. Gionee is taking a different path avoiding away from online sales, collaborating with brick and mortar shops throughout the country. Overall, yoy devices sales. Chinese suppliers grew 97% this year, while local suppliers managed 48%. Even Sony and LG are considerable mentions, with both brands that turn to a 10% market share. Sony has one Consolidated presence in India, even if the brand does not enjoy many sales from its mobile unit. To correct this, Sony has announced that it is working on a laptop at a cost-effectively affordable prices for the Indian market. LG has also stated that it will turn to Aggressive way the medium-level segment in the country with its L-shaped L series. Accessible prices sold under \$ 6, segment \$ 4, which is about \$ 150 USD \$ 4, Account for most of the vend Smartphone ute. The phones that offer a great quality relationship - price are also very sought after, and in this regard Xiaomi has excelled since he made his debut with MI 3 last year, which continued with the note Redmi 1s and Redmi. Another factor that is a crucial determinant when you buy phones is dual-sim connectivity. With the vectors that charge the rates increased when the switching states, the people who move from one city to another usually keep the older number and get a new local number, thus exploiting the maximum advantage of two SIM cards. With the mobile phone even varying greatly among couriers, customers rely on two SIM cards from different suppliers to get the best coverage. During the Q2 2015, 56.59 million phones were sold to India, of which 32.18 million were telephones with features. Smartphones are closing the fast gap, represented 43.2% of sales with 24.41 million devices sold. This is increased by 36.8% in the first quarter of 2015. In the latest neighborhood, smartphones were recorded in 27 million sales, a Yoy increase of 15.7% and quarterly growth of 10.7%. The keyword in 2015 for brands and carriers is similar to the 4G connectivity, which is finally starting to take off. Although there is only a portor who currently offers 4G connectivity in a few cities, the sales of LTE phones have increased dramatically this year, with 5.7 million phones sold during the second quarter of 2015. This number is increased by 74% in the most recent quarter, which saw one in three devices sold with 4G connectivity. In terms of sales, Samsung leads the road in this segment, followed by Xiaomi and Apple. However, even a \$ 100 laptop is out of reach for most people in rural India, where 2G networks are still normal. We will see a gradual movement once 3G - or even 4G - is widely available in these areas, but it is still an off way. Feature phones cost between \$ 20 \$ 30 and offer battery life in weeks, no days. Since electricity is still a luxury in different locations, it makes sense to use a device that can last a week or two on a single charge. This is the segment that Google is trying to direct with the Android One initiative, which provides smartphone users for the first time accessible hardware access. As for the retail ecosystem, brick and mortar shops continue continue Dominate sales, overcome the online stores from seven to one when it comes to telephone sales. To their credits, e-commerce sites have the division considerably in the last two years, with flipkart and amazon sympathets seeing enormous investments. E-commerce sellers grouped with the exclusive model - and flash sales in some cases - to differentiate from brick sales and mortar. Looking to buy a portable of honor in India? Head to Flipkart. Do you have an invitation for OnePlus 2? Complaints on Amazon India. Flipkart led the road in terms of exclusivity, collaborating with Motorola after his return to the Indian market two years ago, and Xiaomi shortly after. The flash sales model followed by Xiaomi Drew Ire from consumers, but paid dividends for stores due to free advertising. Telecommunications services in India fall within the Purvey of India's telecommunications regulatory authority (Trais). The regulatory body sanctioned by the government has rigorous guidelines on the courier rates, the quality of the service and has the authority to monitor any fraudulent activity. Airtel is the largest courier in the country, with over 230 million subscribers and a market share of 23.52%. Vodafone is in second place with 185 million subscribers and a share of 18.90 percent, followed by a cellular idea with 162 million subscribers and 16.53% of the market share. Reliance's communications are fourthime with 134.9 million subscribers. BSNL of state property (BHARAT SANCHAR NIGAM LIMITED) is at sixth place with 77 million subscribers. The quality of the service and availability vary from state and state, as well as city in the city. The cover is still stained in rural areas, which is attributed to the lack of infrastructure. The 4G connectivity is currently available in over 300 cities from Airtel, and Vodafone has announced that it starts at II Rollout from December. It is interesting to note that trust is the only carrier to have the Pan-India license, which means that it will be able to deliver 4G throughout the country. It was announced that the courier will start offering 4G services from the second quarter of 2016, which should make things interesting in the telecommunications sector. The mobile rates are a fraction of what they cost in the U.S. or in the UK, and it is not rare to get 1 GB of 3G data for a minimum as \$ 200 (\$ 3 USD). 2G services are even more convenient, which is why most couriers have an "unlimited" plan that offer limited 3G data, limitation to 2 g later. The Tablet segment shares many similarities with the smartphone market as most sales occurs in the entry-level category. Of the 1.07 million tablets sold in the country in the first quarter of 2015, 62% has a price under \$ 10,000. Although Android enjoys a vast majority of 92% market share, the high-end segment is dominated by the iPad. There is also a decent quantity of interest for the Tabb range with Samsung galaxy, with the Galaxy A card for sale in the country last month. The 7-inch form factor is largely preferred, with such devices representing 67% of all sales. Cell connectivity is also a refined feature in tablet, and while local suppliers represent the share of a sales lion in the entry-level segment, it is expected that the entry of Chinese producers will open the road to sub-\$ 100 , 000 4G enabled tablets starting next year. This is just a rapid primer on the Indian mobile market. We will wait for our subcontinent coverage in the coming weeks and months, so stay tuned to Android Central for more! More!

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