HOW TO PROMOTE YOUR APP FOR FREE

Table of Contents:

INTRODUCTION

Most of us think that our job is over with the development and release of our dream app. But the reality is far away from this myth where we think that our app will be flooded with downloads as soon as it is released.

There are some essentials steps that need to be taken to market an app. it does not make sense to pay a large amount of money on advertising to get customers because the cost of a customer acquisition is never lower than the price of the app. Instead there are many free ways to promote your app that help you get the right kind of customers.

Here are 10 most creative options to promote your app for free:

1. Create a Professional Website / Blog:

Internet is the place where the apps are searched the most. Creating a website doesn't cost you much. The only thing you need to make sure is that the quality of the website should be very good as it will give people an idea of the quality of your app.
If you do not want to spend money on website creation, you can even opt for a blog which can be hosted free of cost. Blogger, Tumblr and Wordpress all give you a place to host a free blog.

2. Get Social:

Getting in touch with your audience can be a great way to grow your customer base. Facebook and Twitter are great places to start.

3. Make a YouTube Video:

Videos are the perfect way to demonstrate your app to your audience and to showcase your product and provide it the opportunity to go viral.

4. Write a Good Description For Your App:

Write a compelling description for your app that will increase the downloads. Also make sure you include the key features in the description.

5. Change the Release Date of Your App:

Usually the default release date of any app is the date it is submitted to the app store. Make sure to change it to the date it is made available on the app store after it is reviewed and ccepted. This will get it listed on the "new app" lists, which may help get your app some initial downloads.

6. Promo Codes and Give Aways:
Promo codes for iOS apps are a great way to spread the word for your app. For Android apps, you can send out a link to your application's APK. Don't forget to give some promo codes to your friends and be sure to ask them to leave a review.

7. Offer a Free Version:

About Author:

Shilpi has been involved in the Online Marketing industry since 2004. She has been working as a Digital Marketing specialist and Online Marketing head of IDS Logic. She has helped dozens clients achieve increased traffic and higher rankings in competitive online sectors.
She has worked in a variety of sectors, both B2B & B2C, including travel & hospitality, telecom, mobile, web services, education, gifts & gift experiences and bingo, making her success in search marketing very much orientated around the marketing goals of the websites that she works with. Search engine optimisation is therefore never treated as a tick-box exercise.