Mobile Apps Marketing strategies

November 23 2015

Mohamed Abdeljalil
Managing Director & Co-Founder of MIMV Technology
MOBILE APPS: Time for Introduction
App IS...

- Millions of Apps are released in the App stores, hundreds are published daily and it became harder to reach out users.

- Apps mission should move into “Adaptive content to users across devices, learning, growing, helping - The connective tissue for my digital life!”

- Apps must have a humanized interface that establishes a relationship to deliver opportunities for new and powerful experiences.

- UX is all about user, not the App owner. The way for users to interact naturally with human-centric experiences, both real-time and anticipated.

- These are the tips and tricks to reach out your next active users.
“Why Should I listen to you about new and different strategies for apps marketing"
IPHONEISLAM VISITS

Site Hits: 55,783,698
- Returning Visitors: 27,335,885 (85.14%)
- New Visitors: 4,770,851 (14.86%)

33 Million/year
MARKETING: Time for Thoughts!
Lets Navigate the “Marketing”

• Who is the Marketer & Who is the Salesman?
• Critical Issues in Marketing
• Maslow’s Hierarchy of Needs
• Marketing; Defined
• The 4 P’s of Marketing [The Marketing Mix]
• Sales & Marketing Contrasted
• The Focus in Marketing
• The Marketing Process “S.T.P”
• The Core Marketing Concepts
• The Golden Circle STACKED
Who is the Marketer & Who is the Salesman?
Critical Issues in Marketing

• Can we create needs or Can we create demand for our products or Both?
• Are we selling to ourselves or are we selling to others?
• Should we produce what we can sell or should we sell what we produce?
• Is marketing another synonym for sales?
• What is the Core/Focus of marketing?
• Is marketing a function or is it a managerial orientation or both?
Maslow’s Hierarchy of Needs

- **Connectivity**: Internet, Wi-Fi, Smartphone, Battery
- **Physiological needs**: food, water, warmth, rest
- **Safety needs**: security, safety
- **Belongingness and love needs**: intimate relationships, friends
  - **Esteem needs**: prestige and feeling of accomplishment
    - **Self-actualization**: achieving one’s full potential, including creative activities
    - **Self-fulfillment needs**
Maslow’s Hierarchy of Apps

- Persuasive
- Personal
- Usable
- Relevant
- Accessible
Marketing is the continuous process of discovering and **identifying the needs of a selected group(s)** of potential customers and develop the appropriate **marketing mix** capable of satisfying those needs **better than competitors** at a profitable level in the long run.

The Marketing Mix refers to those factors that can deliver customer satisfaction.

Marketing has to do also with **building and sustaining long lasting mutually beneficiary relationships** with customers.

- Means “Customer Value”. Customer Value is **understanding customer needs**, not just selling the product; **developing & sustain customer relationships**, not just focusing on transactions; learning how to **keep and grow current customers**, not just acquire new ones.
The 4 P’s of Marketing

- Customer Solution
- Convenience
- Price
- Promotion

- Cost
- Communication
The 4 C’s of Social Media Marketing

- Connection
- Community
- Context
- Content
Sales & Marketing Contrasted

**Starting Point**
- Factory

**Focus**
- Existing Products

**Means**
- Selling and Promoting

**Ends**
- Profits through Volume

**The Selling Concept**

**Market**
- Customer Needs

**Integrated Marketing**

**Profits through Satisfaction**

**The Marketing Concept**
The Focus in Marketing is ON

1. Designing your whole business around your CUSTOMERS’ NEEDS
2. Gathering as much information as possible on what customers really want.
3. Developing the appropriate “Marketing Mix” that can deliver customers’ satisfaction.
4. Continuously Monitoring Performance & the Environment to identify deficiencies and detect changes that require immediate response from the organization.
Where do we start?
The Marketing Process “S.T.P”

S= Segmentation
“Identifying those factor(s) that create the difference in customers desires for the same product/service”

T= Targeting
“Since you can’t be everything for everybody; you should be everything for somebody; therefore, you have to select that specific group(s) of customers that you must be everything for them”

P= Positioning
“Nothing sells without Conviction; thus you have to occupy a Unique Position in customers’ minds in order to sell”
Core Marketing Concepts

- Needs, wants, and demands
- Markets
- Products and services
- Exchange, transactions, and relationships
- Value, satisfaction, and quality
The Golden Circle **STACKED**

**Why**
Very few organizations know WHY they do what they do. WHY is not about making money. That’s a result. It’s a purpose, cause or belief. It’s the very reason your organization exists.

**How**
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

**What**
Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.
CONCEPT: Time for Explore!
Marketing Applications for J.N.D.
Marketing Applications for Consumer Journey
Marketing Applications for Consumer Journey
STATISTICS! Time for Numbers
Number of mobile app downloads worldwide from 2009 to 2017 (in millions)

- 2009: 2,516
- 2010: 4,507
- 2011: 21,646
- 2012: 63,985
- 2013*: 102,062
- 2014*: 138,809
- 2015*: 179,628
- 2016*: 224,801
- 2017*: 268,692

© Statista 2015
Number of free mobile app downloads worldwide from 2012 to 2017 (in billions)
Number of paid mobile app downloads worldwide from 2011 to 2017 (in billions)
Cumulative number of apps downloaded from the Apple App Store from July 2008 to June 2015 (in billions)
Global App Stores download volume share by 2014
Worldwide mobile app revenues from 2011 to 2017 (in billion U.S. dollars)
Worldwide mobile app stores revenue value share in 2014
Worldwide mobile app store revenues from 2011 to 2017 (in billion U.S. dollars)
Number of apps available in leading app stores as of July 2015

- Google Play: 1,300,000
- Apple App Store: 1,200,000
- Windows Phone Store: 300,000
- Amazon Appstore: 240,000
- BlackBerry World: 130,000
Most popular Apple App Store categories in September 2015, by share of available apps

- Games: 22.21%
- Business: 10.41%
- Education: 9.59%
- Lifestyle: 8.83%
- Entertainment: 6.52%
- Utilities: 5.02%
- Travel: 4.32%
- Books: 3.49%
- Music: 2.97%
- Health and Fitness: 2.67%
- Productivity: 2.79%
- Food and Drink: 2.62%
- Sports: 2.53%
- Photo and Video: 2.39%
- Finance: 2.32%
- News: 2.28%
- Reference: 2.27%
- Social Networking: 2.06%
- Medical: 2.03%
- Navigation: 1.14%
Percentage of total app time spent in each user's personal top 10 apps

- 50% for the top app
- 18% for the second app
- 10% for the third app
- 6% for the fourth app
- 4% for the fifth app
- 3% for the sixth app
- 2% for the seventh app
- 2% for the eighth app
- 1% for the ninth app
- 1% for the tenth app
- 4% for the eleventh and subsequent apps
Global market share held by smartphone operating systems from 2009 to 2014
Worldwide smartphone market share by operating system

- **2010**: 23.3% Android, 15.6% iOS, 40.2% Others
- **2014**: 81.5% Android, 14.8% Others

Total Shipments:
- 2010: 305 Million Units
- 2014: 1,300 Million Units

- BlackBerry: 4.9%, 2.7%
- Others: 16.0%, 0.4%
Summary: Time for wrap-up!
Integrate your Apps into MARKETING motion

Ideate experiences with a USER centric mindset

Ideate experiences with TRUE CONSUMER in mind

User experience explorations: user journey is KEY

Concept value testing before jumping to ads network

Localize  DO NOT Translate 😊
The fundamental sales funnel phases

- Awareness
- Familiarity
- Consideration
- Purchase
- Loyalty
THE CUSTOMER DECISION JOURNEY

Awareness → Familiarity → Consideration → Purchase

Active Evaluation

Loyalty Loop

Post-Purchase Experience

Trigger

McKinsey Research
Strategic Marketing Decisions

Where to compete
(Defining Your Markets)

How to compete
(Define Your Product Mix)

When to compete
(Market Entry Time)
Why Marketing Fails?

• Too much emphasis on “Where” to compete and not enough on “how” to compete

• Too little focus on uniqueness and adaptability in strategy implementation

• Inadequate emphasis on “When” to compete
Keep in mind!

![Graph showing App Downloads and Revenue by Store Q1 2015](image-url)
Thank You for your Time!