



Assistant Services



Digital Marketing Case Study for **Mobile App Promotion**

Overview

The client built an app. This app provides a platform for fitness enthusiasts. They can create their fitness goals, socialize with other fitness freaks, share their knowledge, and track their performance on the app. This app helps them get motivated by sharing/viewing their work-out images. This app has forum features as well, where fitness geeks can ask their queries, and experts would help them by answering their questions.



100+
Projects



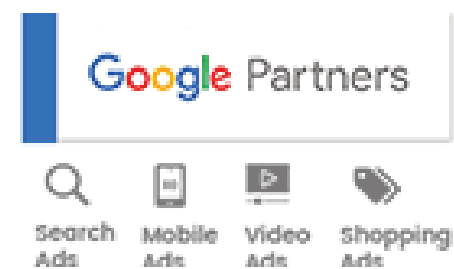
95%
Satisfied Clients



50+
Marketing Experts



10+
Yrs Experience



facebook
blueprint





Client's Goal

- App Store Optimisation
- Increase App Visibility
- Drive More Downloads
- More Paid Subscriptions



The Challenges

- Optimizing the app store to compete with already established apps.
- Increasing the number of premium subscriptions.
- Improving download count, both organic and inorganic.
- Optimizing the overall ROI of all digital marketing campaigns.

Our Approach

Digital Agency 247 teamed-up the experts of the domain to evaluate all the possible channel which we can use to get the best results. Moreover, **Digital Agency 247** undertook the following internet marketing actions:

SEO (Search Engine Optimization)



- Keyword analysis.
- ASO optimization (App Store Optimization).
- Campaigns creation.
- Campaigns optimization on multiple channels.
- Campaign optimization based on geo and demographic targeting.
- Detailed reporting.

SEM (Search Engine Marketing)



- Display Banner ads on relevant sites to attract new downloads.
- Remarketing strategy with banner ads to visitors to the app.
- Events-based conversion campaigns.
- A/B Testing of creative asset

Email Marketing



We know that email marketing is an essential part of connecting with prospects. Our email marketing experts created a campaign to retain a loyal audience and to convert the potential prospects. By engaging users and gathering feedback, the client gains a better understanding of customer needs and motivations, allowing the client to strengthen the brand by presenting the customer with relevant, timely, and personalized email communications.

SMO



Our social media team created an extensive plan for social media to engage with the potential audience. We created the social persona of the brand, keeping in mind the branding objective of presenting the client app as the destination for fitness enthusiasts seeking advisory. Social media platforms depend on the nature of the client's app. For this app, the primary social media channels, including Facebook, Twitter, LinkedIn, and Instagram were strategically developed, keeping in mind different target audience present on each of these channels.

Result

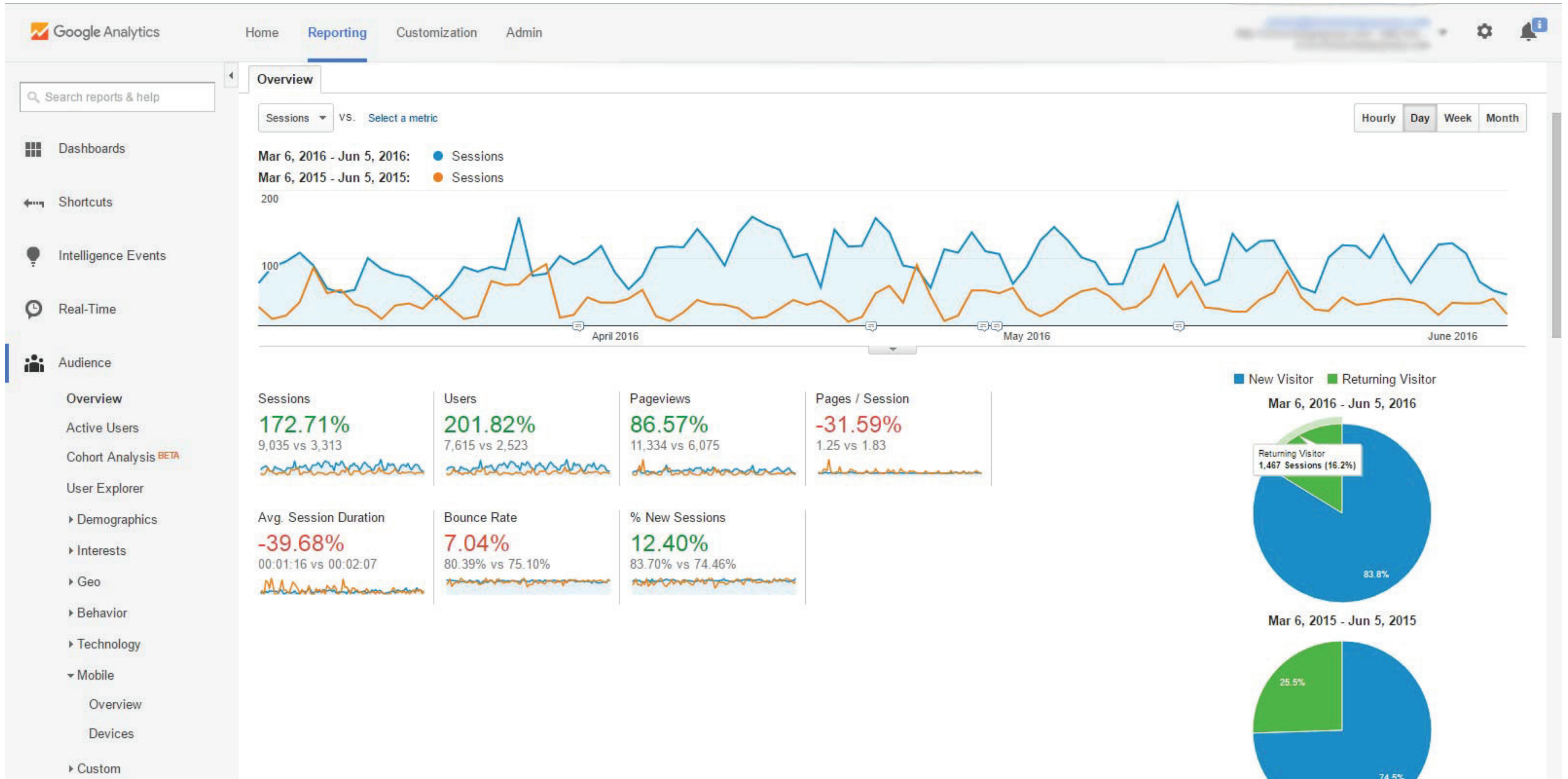
The outcome of our efforts was satisfying and fruitful. We strategically improved the paid subscriptions of the client's app through our display and social media campaigns by almost 247%. We created campaigns based on geo and demographics, which helped in filtering locations and people that didn't contribute to the profits, thereby increasing the overall revenues of our client. Additionally, we were able to improve organic and inorganic app installs by 33% and 57%, respectively. We succeed in generating organic installs in a short period through effective ASO activities and impactful campaigns across social media platforms. We are happy to provide successful results to the client in achieving significant growth in reach and revenues.

Improvements In Numbers In 1 Year

- Leads Generated Per Month = **115**
- Average Cost of a Lead = **\$9 per lead**
- Cost per Lead from Facebook = **\$5 per lead**
- Cost per Lead from Google Ads = **\$13 per lead**
- Average Visitor per Month = **3.5K+ per month**



Analytics Stats

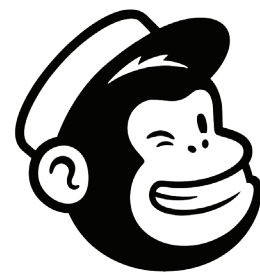


Tools We Use

Screamingfrog



MOZ



mailchimp



Google Ads



Xenu

