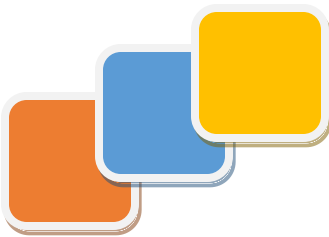





Things to Consider While Launching Your App





While you plan to develop an app, you walk through a long process of conceiving thoughts, validating ideas, establishing processes, planning resources, executing tasks and appraising them for quality at different levels. It takes a lot of time and efforts to reach your app development goals and you have to keep the best approach working to make the most out of your endeavor. More so, when mobile technology is growing at a high pace and businesses are increasingly planning to expand their reach and reinforce their foothold in the digital arena.

And with that, as the competition in the app market continues to grow (with more than 1800 apps launched every day both on the Apple App Store and Google Play Store) it becomes ever necessary to get your things planned and placed properly to sustain and supersede the competition. This is when you need to think on how to go with mobile app development – to best support and respond to your piece of idea to serve and engage your audiences most effectively.

While there is a lot that you need to commit and comply to in the process, here are the top points that will help you accomplish your mobile app goal with great authority and ease – pertinently broken into three co-existing parts to make it easy to understand and apply in your fit of deliberation and execution; namely, before launch, during launch and after launch.



Before Launch

#1 PICKING THE RIGHT PATH FOR DEVELOPMENT AND EXECUTION

Taking it from the beginning, before you even start bringing your idea to the deliberation board, you need to be ready with the roadmap of development. The strategies and practices that are part of the selected processes and methods of approaching the solutions should be defined and treated with resource mapping and actionable plan should be brought into place. Everything that you are going to work on and focus on achieving should be bind into one inclusive structure with the strategic plan achieved well-arranging for a pre-launch roadmap for your app development idea. So, your pre-launch positioning scheme should start floating in the environment right as you take your first steps towards getting on with your app.

This should include:

Here you need to concentrate on factors like cost, product value proposition, security, quality, revenue model, and penetration plan.

Once selected the platform, arrange for resources and establish environment for development and parallel marketing.

Formulating plans to approach the solution, defining processes and executing development.

Allowing it an authentic and smooth closure and resourcefully and neatly aligning it with the subsequent tasks and processes.



#2 IDENTIFYING YOUR BETA USERS AND TESTING YOUR APP

While you are getting your product developed, you should start looking for the right set of Beta users to help you appraise the quality of app and have a better control on the final results. In this attempt, you should be looking to bring together a sample group that best represents your target user base and is all qualified to allow you the right feedback on the app. This will help you move in the right direction and assure yourself of the best results before you actually launch the product. Make them use your product and follow a well-appointed evaluation pattern to help you assess, validate and refine your app optimally.

What to consider here:

It's important that you follow a streamlined process for Beta Testing with tools like Test Flight.

Ensure your target audience is adequately represented to best suit your testing needs.

Define the criteria looking at your development situation, product goals and user participation needs.

Get a marketing analysis done to interpret and measure user response and experience.

Perform technical assessment distinctly looking for bugs and snags.



#3 PLANNING YOUR ACQUISITION CAMPAIGN

Now when you have Beta tested your app you should be quickly planning for your acquisition campaign so that you can achieve better conversions. Here you need to consider promoting the app through different modes and combinations of organic and paid campaigns. For this you can go with different digital platforms and take on to different user forums and lead generation boards. This should also include reaching and targeting users by allying different performance gauging methods for your drives and supporting them with various backup options to assure yourself of qualified lead generation and acquisition.

How to plan acquisition campaign:

Arrange for all the resources and build the facility to create and support lead generation process.

Go for App Store Optimization (ASO) incorporating right keywords to gain organic ranking.

Promote your app online through different platforms and constantly refer to analytics. Try using app marketing tools like [Localytics](#).



During Launch

#4 KEEP THE FIRST RELEASE SIMPLE AND FOCUSED

The first thing you are going to do while you are launching your app is keeping it all simple and focused towards your goals. Start with an easy and steady launch presentation following a subtle communication. Keep your words all wrapped up with the core idea of your app and try to position your app keeping your pre-launch analysis on market trends and user response in mind. Keep your traction on and closely watch the progress to take necessary actions as you start reaching out the mainstreams and look to build base in the firsts of phases. Be in a position to alter your decisions as you find things going way-off or if situation demands so.

How to make it a perfect launch:

Make sure you are doing enough to engage your users with your inventive and focused efforts.

Monitor user response measuring if how your app resonates with them in different ways and situations.

Prioritize and troubleshoot any app issues, including errors, crashes, bugs, and network latency.

Use tools like **Aptelligent** to ensure uptime, pinpoint errors and maintain optimum performance.



#5 KEEP A WATCH ON YOUR INITIAL APP STORE SUCCESS

Though downloads are not the most dependable measure of performance when we look into gauging the performance of an app but initially downloads are the most pivotal numbers to determine the app's reach and success up in the opening phase. It's a simple calculation you need to look into and that is; the more downloads, the better it is. This will allow you to know how well your app is being received and how much of stir it has created and what level of penetration is it able to achieve in the next phases based on its initial response (which will take into account quality of leads, rate of conversion and other factors). At this stage, you will be able to plan your campaigns and fix your shortcomings in time affirming your way ahead accordingly.

Best things you can do here:

Use tools like [App Annie](#) for measuring downloads and perform market research.

Go with a PR and promotion plan to drive attention, downloads and users to your app.

Don't completely depend on the numbers you get from here and steadily try including and referring to various approaching ideas and factors.

Keep your records well-formatted, rationalized and referable to be compared with the impending developments and future updates.



#6 ANALYZE THE INITIAL RETENTION RATE

Continue to measure your app's performance for a stretched period of time, maybe a week or two and record numbers to calculate, compare and envisage data and trends and get detailed and reliable figures on audience engagement and retention. Look in to the details like from which source or channel you are getting more traffic and what is the retention rate of it. Find out how valuable and engaged these audiences are and what communication pattern they signify. This way you will be able to move beyond mere download numbers and think about quality engagement and conversions. Simply because, if you are fetching 5,000 downloads in week one and are only able to retain 5% of those users you need to re-think your strategy.

What do you need to look in here?

How much time your audiences are investing on your app and what's the average break-up of it. Calculate all such numbers with the help of tools like **Localytics**.

How frequently and at what intensity are your users responding to your communication and is it meeting your quality objectives?

Qualitatively track and measure the response you are getting from your retained users.



After Launch

#7 KEEPING YOUR PLAN UPDATED TO KEEP USERS ENGAGED OVER TIME

Well, you have managed to produce and retain good numbers till with your launch plan. What's next? Now it's time to formulate your plan to work with the post-launch dispersion requirements. Looking at the latest market conditions, user reactions, communication dynamics and evolved possibilities that affected the performance over time, you need to keep changing your roles and actions to retain and grow your penetration. Keep the acquisition plan updated to suit the ever-changing conditions, keep a watch on numbers, mold your strategies and continually try to crack open more options and alternatives to best suit your post-launch user engagement goals.

Firsts of things to do here:

Augment your app communication vent with social media interaction and multi-channel engagement.

Go a step ahead with campaigns targeting your users through email, SMS, push and in-app messages.

Frame strategies to connect/reconnect with your audiences through attractive events, activities, and offers.

Seamlessly track and closely observe post-launch user response and developments and be prepared to serve them with advanced/alternative engagement plans.



#8 KEEP ADDING VALUE TO IT

Your efforts of optimizing and updating your app for better should not stop at any point. If you think you are doing good enough to attract users and retain them, consider having drill sessions with your participating users and ask them on how to allow them more value out of it. Get into brainstorming sessions with your designing and marketing teams to induct your app with more possibilities and inventive options to deal with possible penetration choices and evolved user trends. If required you can try seeking help from different experts and consultants to help you acquire latest growth propositions and implement them to make the best communication and engagement strategies further adding value to your app.

What needs to be done here?

Keep experimenting with your application UX and updating your communication interface, screen flows and design elements to seek better response from users.

Coming up with new possibilities and investing into things with better creativity and allow you app to venture into new ideas and tap higher possibilities.

Make continuous attempts to work towards customer lifetime value and alter your objectives and roles to suit their evolved engagement and consumption needs.



#9 REASSESS YOUR GROWTH

To be able to keep up with the changing market dynamics and consumer matrix and make yourself guarded from the ever-rising competition you need to keep reassessing your growth. If you don't take on to modifications and upgradations to validate and enhance your app – addressing to latest trends and needs, you fail on obtaining the right track to keep your users impressed. Here, you also need to keep checking how you compare in terms of growth and refinement across a time period. You can refer to various parameters and factors like user acquisition rate, daily/weekly active users, new visitors, user response time and patterns, time spent on app, lead conversion rate, and average revenue per user.

How to do this effectively?

By expanding into other value paths, targeting new audiences, and even re-defining your schematic plan and directional roadmap.

Look to get better conversions creating sales funnels for your app, anticipating your user behavior across different phases and in different visiting events.

Work towards establishing value propositions and achieving the metric that allow you to increase app ROI.



Proven 9 points already tried by different startup agencies and developers to assure desired user response for their apps. These should help you in getting better control over building a compelling roadmap right from the beginning to acquire users and drive conversions for your app. In addition to these points, you can always look into more ideas that suit your situation and explore more of options and possibilities to allow your app a better user reach and presence.

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