

Launching an App: The Down-Low

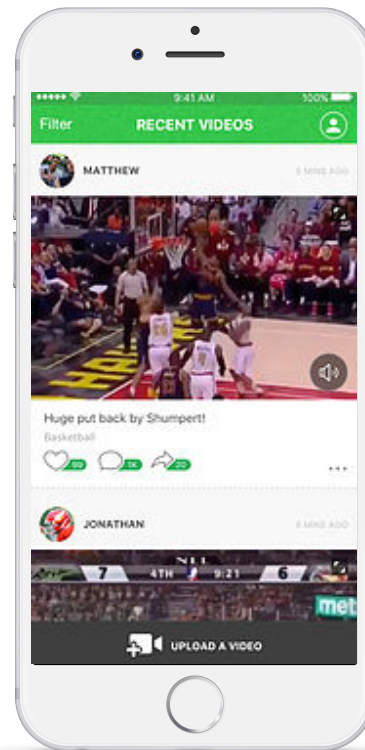
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Why do you think you need an app?

Positives

- Mobile consumer adoption #'s
- Technology advances
- Speed



Negatives

- INCREDIBLY crowded market
- Store support non-existent
- Expensive

Things to Think About

- ✓ **What resources do you have on hand?**
 - ✓ **What do you want to accomplish?**
 - ✓ **What metrics will you be happy with?**
 - ✓ **How long will you be able to sustain failure before you decide to pivot?**
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Core Operating Principle

Keep it simple, Sistah.

The Down-Low Roadmap

Pre-Launch

- Assemble a press and influencers list
 - Write a short announcement
 - Create a landing page
 - Include an email capture form
 - Set up Google Analytics
 - For landing page
 - For app
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The Down-Low Roadmap

Pre-Launch

- Write app store descriptions
- Start app store optimization
 - Free trial tools: App Annie, App Rank Corner
- Start sending traffic to landing page:
 - Email
 - Organic social
 - WOM

• SUBMIT APP!

The Down-Low Roadmap

Launch

- Send out your press/influencer announcement
 - Follow up with close connections
 - Set up Facebook app ad campaign
 - Set up Instagram app ad campaign
 - Reach out to influencers and offer sponsored posts
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The Down-Low Roadmap

Post-Launch

- Watch your KPI's
 - Increase or decrease your campaigns as necessary
 - Consider a promotion
 - Keep an eye on engagement metrics
 - Refine your product roadmap
 - Keep working those influencers
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Angela Wilson Gyetvan, Founder and President of *Digital Whisper*, has been scaling digital businesses for both start-ups and major companies for twenty years. Her experience includes executive positions with Electronic Arts, Four Seasons Hotels and Resorts, Idealab and Evite. She holds a BA from Duke University and an MBA from the College of William & Mary, and has been named *Brandweek's* Guerilla Marketer of the Year. She has lectured on digital and social media at both USC and UCLA, and has been a featured speaker at multiple industry conferences. She is also a member of the Interactive Peer Group in the Academy of Television Arts and Sciences.

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