



ChromefInfo Technologies

Step by Step

Guide to Launch

Your Mobile App



THE PHONE ISN'T THE SECOND SCREEN. IT'S THE FIRST ONE.

Gary Vaynerchuk

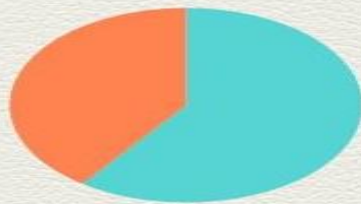


Step by Step

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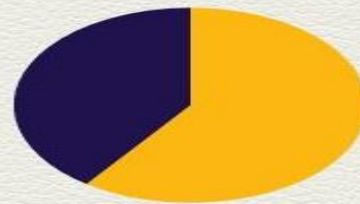
REVENUES

Global Smart Phone Users



Smart Phone User (60%) Other (40%)

Mobile App Downloads

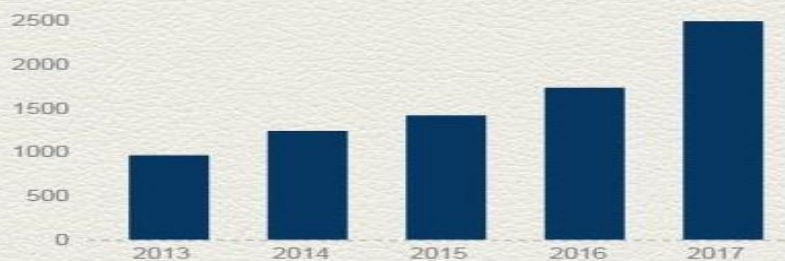


Mobile App Downloads (60%) Rest Users (40%)

Around the World 2 Billion Smart Phone Users.

Around the World 180 Billion Mobile App Downloads

World Wide Market



Expected 77 Billion Annual Worldwide Market

WORLD WIDE MOBILE USERS



Gartner predicts that global market demand for mobile app development services will grow at least five times faster than internal IT organizations' capacity to deliver them by 2017

Table of Content

App Trends that go mainstream in 2017.....	5
Phases of Mobile App Launch	8
Getting Ready with Your Idea.....	13
Defining a Long-Term Objective.....	14
Creating a Functional Specification Document for the App	15
Choosing iOS or Android:.....	16
Hiring the Right Development Team	18
Building Your App	19
Managing Outsourced Development.....	20
Getting Ready for App Analytics.....	21
Creating User Projections.....	22
Publishing your App for distribution	23
Mobile App Marketing Phase.....	24
App Store Optimization	25
Keyword Identification for Promotion	26
App Review and Rating.....	27
Getting Your App Featured.....	27
Tying it all Together.....	28
About ChromeInfotech.....	29



App Trends that go mainstream in 2017

The numbers don't lie: mobile apps are rapidly reshaping how we live and work. Consumer demand for mobile apps with latest technologies has been increasing. Mobile Innovation is now an essential part of the startup, corporate and enterprise world. Everything on the web is coming down to the mobile. Users want to carry the world in their pockets. We are well into a Mobile First World, soon to be a Mobile Only World.

In a mobile only world, apps that succeed will be radically different from the ones that exist today. Let's look a few features that we believe will drive that transformation in 2017.

Digital Merges with Physical

Digital Merges with Physical



1. You're a very busy coffee shop. Instead of waiting in lines, the customers just sit down, order and pay.
2. You're a hotel chain. When a user gets very near to his room- like a few feet away- the door unlocks.
3. You're a retail outlet. When a user is window shopping, your app pulls down a bunch of trendy outfits and offers an instantly applicable discount coupon to drive purchase.

As the cost and size of sensors, hardware and network capabilities go down; more and more physical things will be digitally represented, with the help of proximity systems like iBeacon. Beacons are small, cheap physical devices that you can place around some location with a message that you want users to get when near it.

People already use mobile phones already to look for information, before they buy. Adding a beacon or similar device, makes one subtle difference. Rather than your user looking for information, your app does it for them.

The key that remains is whether a user's proximity reveals his intent to make a purchase or to take a specific action. Knowing a user is near a beacon is useful only when you know his intent or what action he wishes to do. However, as devices become aware of our physical context, they are more likely to facilitate our physical interactions than luring us into their separate virtual world.

More Augmented Reality Apps



Augmented Reality is the talk of the town, primarily fueled by the success of Pokemon Go. The game's popularity may have already peaked but it sent an important message – AR is coming and it's almost here.

AR combined with virtual reality will be hot in 2017. A sibling to Virtual Reality, AR is a technology that overlays images or information on to real world through a camera lens or headset. It is much more varied than simply providing a gaming experience. Sure, you can simulate a game of chess on a coffee table with an AR app, but it can also help your users try makeup without actually putting it on. In retail, AR is helping users judge how Ikea furniture would look in their homes, before actually buying it.

Although there are headsets being created for AR like the Microsoft HoloLens, but mobile devices will be the biggest market. Smart phones are already AR compatible and users usually avoid spending extra on devices when they can simply pull out their phones to do the same task.

Benefits for enterprises are not limited just to AR marketing. Image field service professionals getting fed information as they handle on field tasks. AR can absolutely redefine how team meetings are held, by helping users to access more information around a topic by simply taking their phone over it. AR's value in the business world will make it a really big market.

Much Greater Focus on UI/UX

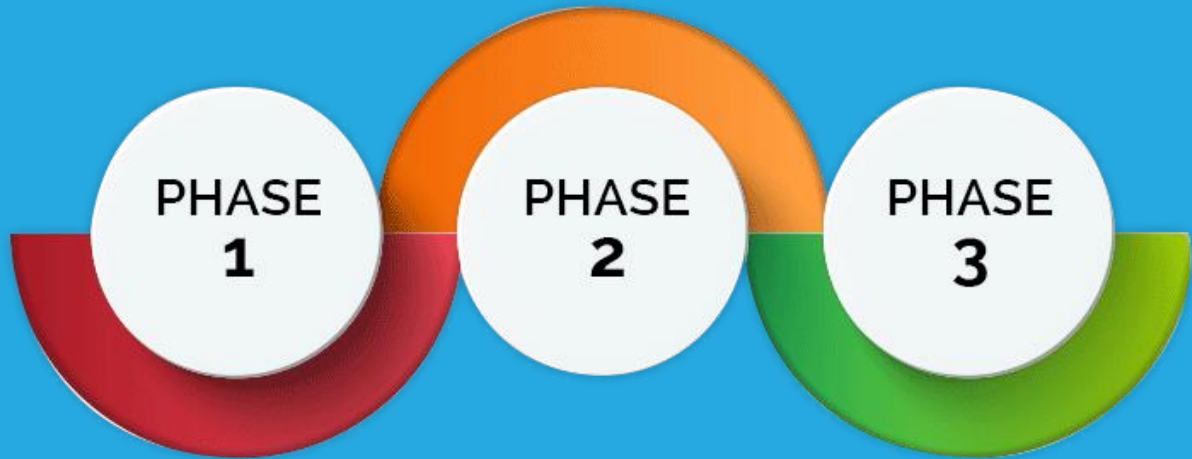
User experience will continue to be the single biggest factor in the success of a mobile app, just as it has been this year. Some of the more trendy UX characteristics will go mainstream and become basic parts of UX.

Diffused background is one such characteristic that will become a gold standard. It started gaining attention among the app developers in 2016. Diffused backgrounds, with highlighted call-to-action buttons helps users focus on the main features ensuring minimal distraction.

UX as a whole will continue its evolution into an art form that is contributed to by graphic designers and artists. Features like parallax graphics, grid based interface designing, split-screens and micro interactions will achieve greater traction in 2017. The days of simplistic flat apps are numbered.



In the next section, let's start exploring the actual process of launching a mobile app that banks upon these trends in 2017.



Phases of Mobile App Launch

Successful Launch of a mobile app is more than just publishing your application on a app store. It requires careful planning around business objective technical features, UI/UX and pre-launch marketing.

Broadly, we can divide the entire process into three categories:

1. Getting Ready with Your Idea
2. Building the app that fulfills a promise or delivers a value to the user
3. Pre-Launch Marketing

Getting Ready with Your Idea

You probably have a few good mobile app ideas for your business, which is a good place to start. However, before you think of design or development, you must dive deep into research about your business, existing apps in your domain and your audience. It is vital that you look for answers to following questions -

- What do you want to achieve with a mobile app?
- Who is your target audience?
- How is your audience going to use the app?
- What features will it include?
- What is your app's main value proposition or appeal?
- What platform, iOS or Android will you use?
- What are your competitors doing? What apps do they have?
- What is your app development budget?
- What is your timeline for development? When will you launch your app?

Once you answer these questions, you'll have a fair idea about your app and its features. Your goal at this point is to develop a wireframe for your app, with proposed features highlighting the connections between different screens in the app. You can use storyboards or roadmaps, to show how the user navigates between these screens and the features. Once you are through, you'll be ready to build a functional prototype for your app. You may already have a development team in house or hire a remote team. Either way, putting all the information into a functional specification document will help get things started.

Building Your Mobile App



This is the part where coding of your app begins. Your goal is to frequently get updates on the progress made by your development team. App development can be a costly process and should get your attention to minimize possibility of mistakes. The software development tool your team uses depends on their programming skills.

During the development phase itself, rigorous testing of the app must be initiated to remove all the bugs. Agile, is the preferred approach for mobile development as it promotes a culture of collaboration, transparency and rapid iteration to include user voice. It is essential that your development team responds to user sentiments in a rapidly changing mobile world.

It's a great idea for you to be involved in observing users as your app gets tested. Your development team might have questions or insights that come up and need your attention. Once you're satisfied your app is working smoothly in all possible scenarios and its user interface & appearance, you can take the final call to launch it.

It almost takes

18 Weeks

to develop and
publish a standard

Native App

It takes

10 Weeks

to build the

Back-End

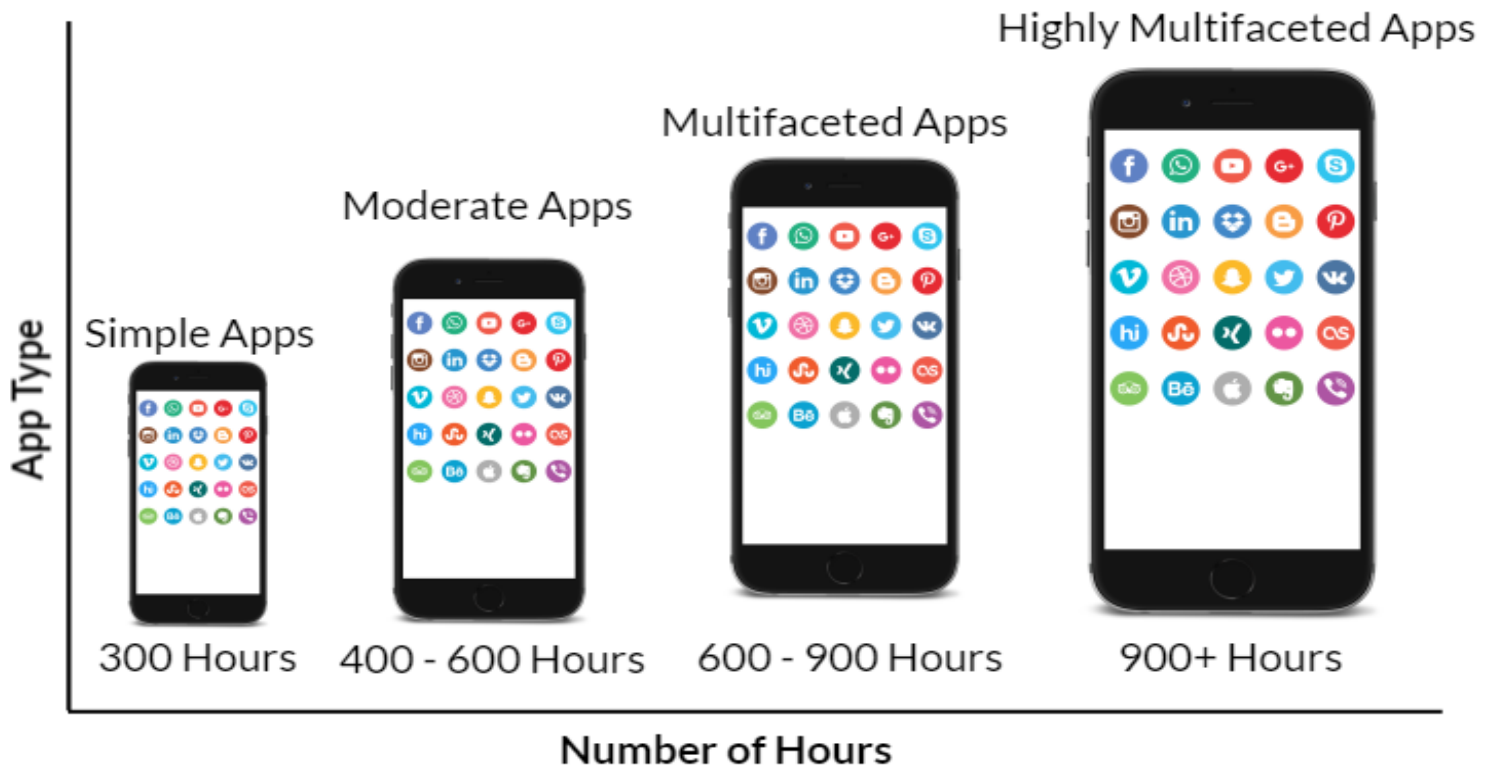
And

08 Weeks

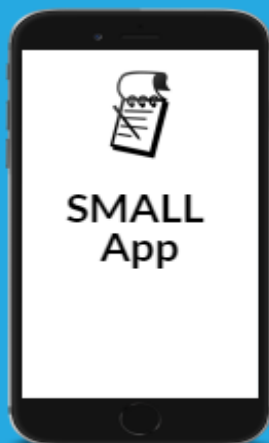
to build the

Front-End

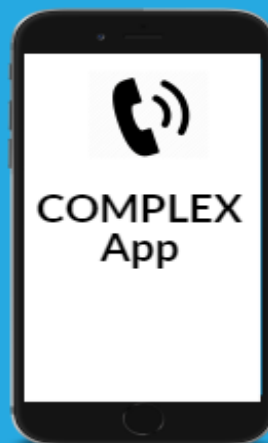
Total Hours To Build A Mobile App



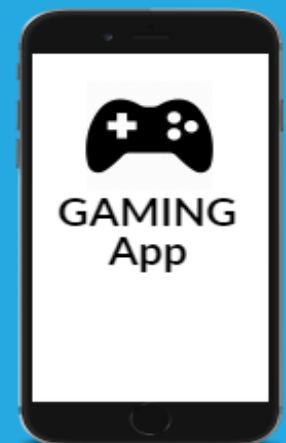
The Cost varies according to the Features, Rate Per Hour, Expertise etc.



🏠 \$3000 - \$8000

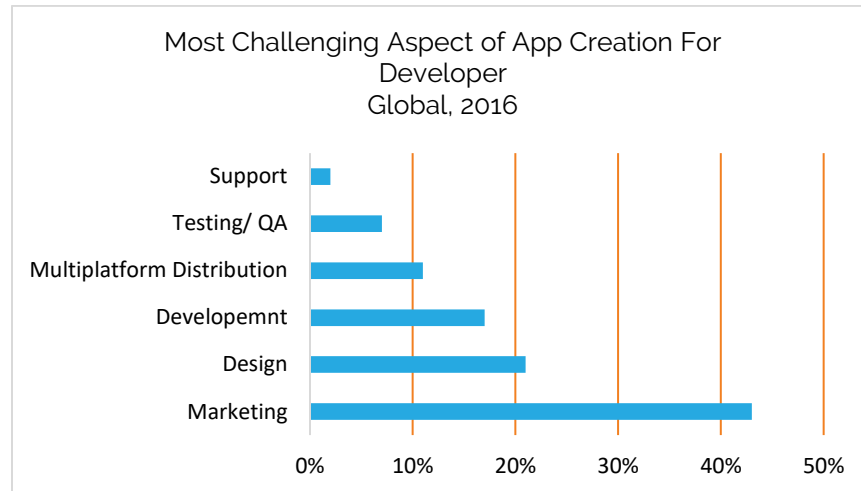


🏠 \$50,000 - \$150,000



🏠 \$10,000 - \$250,000

It's hard to get your mobile app noticed among 3 million others out in the marketplace. According to a recent survey by [Inmobi](#), marketing an app is the biggest challenge developers face.



Here is a list of 5 app marketing activities to begin with:

1. **Make a landing page** that informs your users when the app is due. Promote this landing page and try to collect the visitors' email id for marketing around your launch date.
2. **Go Social;** Social Media helps in increasing your brand recognition. According to Hubspot, 92% marketers in 2014 claimed social media as being the most important promotional channel for businesses.
3. **Create an app teaser;** a high quality video teaser can create that spark between you and your audiences as they eagerly anticipate the launch of your app. The teaser should be linked to your landing page to further reel in interested users looking to explore your app.
4. **App Store Optimization;** is a crucial channel that you simply cannot afford to overlook. Both the major app stores, Android and Apple ranks app based on their application title, a keyword rich description, high quality of screenshots among other factors. 63% of users discover apps while browsing in app stores, according to a study by Apptentive.
5. **Don't leave email marketing completely;** even though somewhat outdated, it can be very effective under the right circumstances. Reach to everyone who visits you landing page to ask for help in promoting your app.

In the next section, we analyze in depth 3 Key Activities for a successful app launch across each of three phases.



Getting Ready with Your Idea

Defining a Long-Term Objective

Starting with a clear strategy for your mobile app can help you succeed. It is vital to define your organization's goals with mobile app launch. It'll ensure you set the right budget, drive internal effort and manage development teams in coherence. To decipher your long-term goal, start by asking the following questions:



- Q. Is your primary goal to boost sales with the mobile app? Are you looking to engage with users on an app to boost customer loyalty?
- Q. Do you want to attract sophisticated smart phone user or do you want to capture a large market with a one-size-fits-all mobile app?
- Q. What role does mobile play in our overall strategy?
- Q. How can mobile drive cross-channel activity?
- Q. What is our timeline and internal readiness for mobile?
- Q. How will we measure mobile success?

There is no one right answer for these questions. However, figuring out what you need with a mobile strategy will help you build an app that's useful and valuable to your customers. Regardless of your objectives with mobile app, you need to align the development activities with your goals to ensure the project gets moving smoothly and your budget gets appropriately utilized.

Chances are that you wouldn't have the budget to get the entire app built up front. Instead you're likely to build prototypes and continue based on initial success. You need to choose the right technology and user experience to support your early development goals. Defining a long-term strategy around mobile, can help you make choices necessary to succeed. Once you're aware of what mobile needs to achieve with for your business, you can start by building a prototype. You'd also have to iterate fast based on how your early users are interacting and keep developing more features based on user insights. A clear long term strategy can help keep the ultimate goals in sight and channel your development activities to hit your targets.

Creating a Functional Specification Document for the App

When you're confident with your idea and are looking to engage with a development team to build it for you, a Functional specification document should be next step. This document is designed to share all your ideas and goals around the app with the development team to bring them on the same page. Here a few key things that go into this document:

Audience: Who is your app for? Try creating [a customer persona](#), describing the various behavioral features of your users.

Aim: Clearly define the objective of making the app. Does it need to generate revenue, drive traffic to your website or increase productivity of your staff? What needs to happen for you to consider the app a success

Value Proposition: What does your app do? Write a short description of your app, a single line to help users understand the purpose of the app.

Operating System: What devices would you want your app to be available on? iOS, Android, Windows, All of them?

Timelines: Are you working on a timeline? Do you have a launch date in mind?

Features and Functionality: Describe your user's entire journey on the app, highlight the key value propositions of your business. Once you have listed your user's journey, try to think of actions the user must perform at each step. Once you're through, you find it easy to describe the feature set necessary to help the user perform those actions. It is also advisable to categorize features as must have or good to have. Usually, in your prototype all the must has features are built.

UI/UX: Do have any inspirations for your ideal User interface? Try to document you brand color scheme, logo if it exists, preferred fonts etc. You may also use wireframing tools like [Balsamiq](#), to create preliminary designs of your app.

Choosing iOS or Android:

Both Android and Apple have their advantages and disadvantages. Android allows you to reach a broader audience but Apple's audience is more engaged and loyal. The right answer for your app depends on factors such as Audience Demographics, your revenue model and app features, your budget.

Based on our understanding, we suggest that

1. If your market is in Asia, Africa or South America

Start with Android

Apple focuses on premium smartphone market and users with high incomes, android has greater adoption across emerging markets.

2. If you plan to charge for your app or drive in-app purchases

Start with iOS

iOS apps generate 45% more revenue per user than android. Apple users are more likely to spend money with in-app purchases.

3. Your Industry: Retail

Start with iOS

Apple users are more likely to spend on m-commerce. 23% apple users in America shop online via apps compared to 17% android users.

4. Cost:

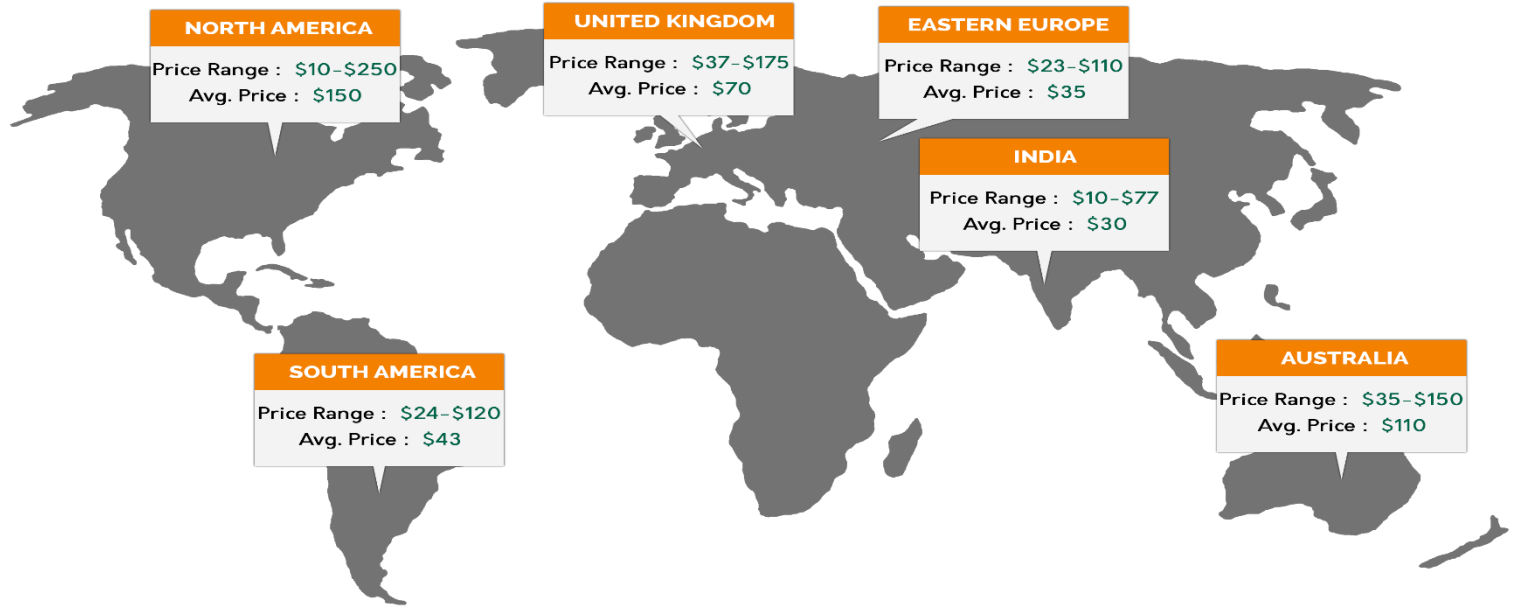
Start with iOS

The cost of building an android or iOS app is similar in most cases. However, design costs may be more in android due to large number of devices that you'll need to design for.

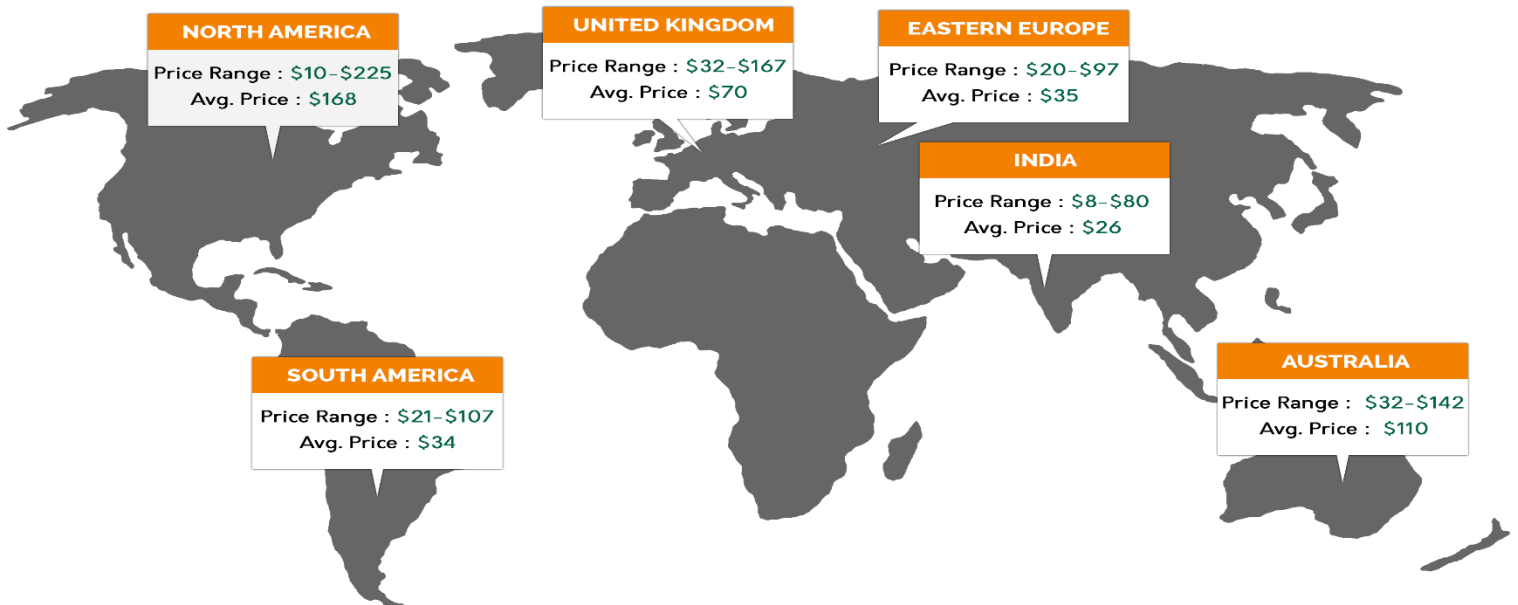
Android first makes sense if you're target audience is squarely focused on Android, especially in developing nations or certain segments of urban environments. It is also advisable when you're tapping into the elements of the operating system itself or want to gain control of the hardware.

Our general advice is to start with the iOS platform first. You're more likely to tap into users that spend through apps and are more eagerly look for new technologies.

CHARGE PER HOUR (iOS)



CHARGE PER HOUR (ANDROID)



Hiring the Right Development Team

As an [app development company](#) ourselves and having worked with [clients](#) across the industries, we understand that finding the right partner is much more important than saving a few hundred dollars. The right partner is an advocate of your product and can play a crucial role in maximizing your revenues or growth. Based on years of interactions with clients, we figured the following set of criteria most often helps companies select the right talent for app development -

1. Look for a development team interested in your business.

A good app development should be able to guide you through the success of your app. They probably have already worked with similar companies and must be aware of blind pitfalls along the way

2. Assess their portfolio.

60% of your app is about the user interaction and interface design. Try to use a few apps from the development team's portfolio to see if their standards meet your requirements.

3. Check client references.

A successful app development company will happily share with you client references in similar industries.

4. Seek a long-term relationship.

Mobile app development is not a one-time activity. You'll probably go through multiple rounds of iterations and months of development. You must look for partners who understand and show empathy towards you and your business.

5. Price is not the only factor

Price should never drive your decision solely. An option that is priced cheaper today may prove to be costlier in the long run.

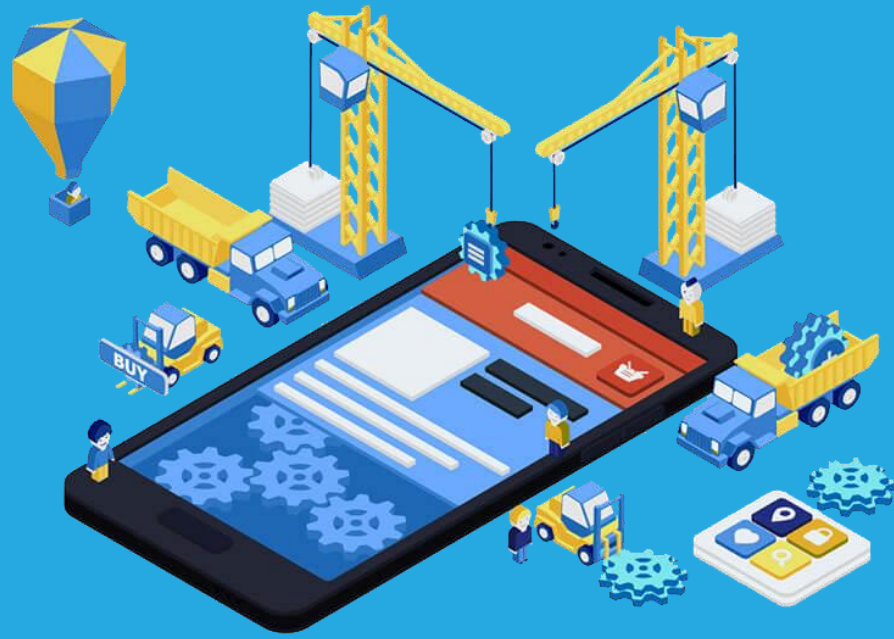
6. Think of the whole package

A successful app is not just the code that runs it. It is about a creating a smooth and flawless user experience and marketing it your audience. Don't hire a team with just coding capabilities until you already have teams for rest of the functions.

7. Make design a top priority.

Again, 60% of your app is how it looks, feels and says to your user. There is no substitute for design in the success of your app.

Your developer is responsible to bring your vision to life. As much as programming proficiency matters, so does creativity.



Building Your App

If you prepared a well detailed functional specification document, it will help your development team understand your needs better. As a team leader, here are a few things you can do to ensure that the development is smooth:

Help the outsourced party/development team understand your business and goals

Make sure that they understand the important elements of your business, your customers, your business processes, your people. Set the context right and define a scenario in which you will say that the development is successful.

Be mindful, and respectful, of everyone's time zone – and use them to your advantage

When your development team is in a different time zone, it is advisable to keep meetings at times that suit both parties. It also means that you can shoot them a mail at the end of your day, they work on it while you sleep and share back ideas for you early next morning.

Make sure everyone's working off the same files

It is important to ensure your globally distributed team collaborates as if in the same office, using a single updated and authoritative version of every file. Provide your team a project management software that allows them to work together.

Sync up Regularly

Agree in advance a time, when all team leaders effectively communicate to each other the progress made. It is important to be disciplined about keeping up to the agreed time. Include video calls, getting face to face is vitally important to developing a solid relationship.

A few areas where you can go wrong:

Not testing the app in an end-user environment, particularly when your development team is sitting in a different time zone can be a problem. Imagine an app that works with GPS, never being tested in geographies where it is supposed to work because the development team is in a different country.

Hiring a Project Manager with Poor communication skills can be a real blunder. Effective communication is essential for app development, and a language barrier can make communication much more difficult. It's crucial that the people you work with understand what you're saying— including the finer details. It's smart to use a small, trial project to test how closely the deliverables match your requirements.

Getting Ready for App Analytics

Mobile is a digital business. Digital businesses can collect data, and allow that data to drive their decision making. While you're building your mobile app, you need to get ready all the important KPIs that you need to track. It is based on the progress of these KPIs, that you can rate your app a success. Let's look at a few types of analytics that you'd need to run -

Measure your key KPIs:

Define KPIs that determine your success at the highest levels. These include but are not limited to, Daily Active Users, engagement numbers like average session length and number of sessions per day, retention numbers such as % of returning users and revenues. Your performance on these highest KPIs can indicate if you're getting closer to achieving your long-term goal.

Impact by Events:

An event is a user action. Measuring important KPIs around user actions such as, % of users who enter the app but drop out of shopping cart or % of users who see coupon codes and not use them, are major indicators of your app's design is impacting your performance. It is equally important to segment users based on gender, demographics and make efforts to improve in segments which are underperforming.

Measure Campaign Success

Don't limit your analytics to the app functionality itself but extend to all campaigns that you run. Let's suppose you made a design change or introduced push notifications or placed in app messages for a particular user segment, it is important to know the impact.

You can easily automate almost all of these analytics and see the numbers on a dashboard using 3rd party tools. You'll find easy and intuitive tools for these analytical exercises. A few tools to begin exploring are -

[Flurry](#) , [Apsalar](#) , [MixPanel](#) , [Amplitude](#) , [County](#) and [Localytics](#).

Creating User Projections

To increase your chances of building a profitable app, you need to do a bit of research first and determine the market potential for your app, and then work your way up to a final sales forecast. Let's suppose, you're building an app to help users discover and order movie tickets in India. You also have the budget to run paid advertisements on popular search platforms. Here is how we suggest you can try to estimate the market size for your app.

1. Start with Google Ad-words Keyword tool: Look for the search volume of relevant keywords to your business. On using the tool, we found:
 - Movie Tickets: 100K/month
 - Book Movie Tickets: 10K/month
 - Buy Movie Tickets: 10K/month

On compiling all relevant keywords, you'll get a fair idea of the size of audience looking for movie tickets online. Based on only three keywords leading to 120K users, let's assume that overall 200K people potential users online every month.

2. How many can use your app?

As we had suggested for Asian markets, your app is most likely an android one. You can identify what percentage of the traffic is from android mobiles users, in this case roughly 50%. This limits the total addressable audience to 100K users monthly.

3. How much conversion can you get on your app?

Out of the 100K users that look for movie tickets, not all will become your customers when they see your add. Let's assume your ad directs them to a landing page, which calls for an app download with a nice offer. If everyone sees your ad, you'll generate a traffic of ~5K to your website (5% CTR). This number limits the number of users you'll get by merely running ads.

4. How do your account for other channels?

Of course, there are other channels which can help your help get users, like content marketing and Facebook marketing. You can look at what fraction of traffic your competitors generate from social channels and get a ballpark estimate of the users you can get from it. At the end of the day, you need to create your sales projections based on data, or risk losing thousands of dollars. You'd hate a scenario if users come to your app and it collapses because of load.

Publishing your App for distribution

Publishing is the last phase of the application development process. Once you developed and fully tested your Android Application, you can start selling or distributing free using Google Play. You can also release your applications by sending them directly to users or by letting users download them from your own website.

Here is a simplified check list which will help you in launching your Android application -

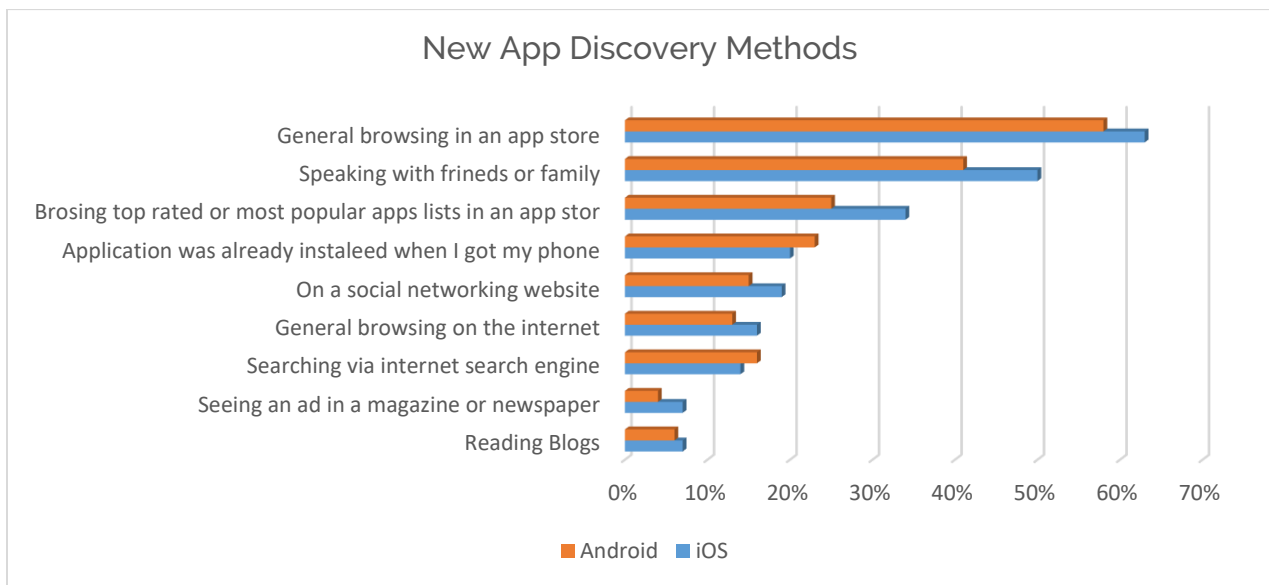
- 1. Regression Testing:** Before you publish your application, regression testing helps to make sure that it meets the basic quality expectations for all Android apps, on all the devices that you are targeting.
- 2. Application Rating:** If you publish your application with Google Play, you must specify a content rating for your app, which informs Google Play users of its maturity level. Currently available ratings are (a) For Everyone (b) Low maturity (c) Medium maturity (d) High maturity.
- 3. Targeted Regions:** Google Play lets you control what countries and territories where your application will be sold. Accordingly, you must take care of setting up time zone, localization or any other specific requirement as per the targeted region.
- 4. Application Size:** Currently, the maximum size for an APK (Android Application Package) published on Google Play is 50 MB.
- 5. Application Pricing:** Deciding whether your app will be free or paid is important. If you want to sell your application, then you must specify its price in different currencies.
- 6. Software Development Kit (SDK) and Screen Compatibility:** It is important to make sure that your app is designed to run properly on the Android platform versions and device screen sizes that you want to target.

A similar checklist for submitting an app to iOS store is available [here](#).



Mobile App Marketing Phase

With over 3 million mobile apps in the major app stores, getting your app discovered is one of the biggest issues facing mobile app publishers today. If you're in the mobile app space, it's important to understand the nuances of ASO – the most important marketing activity to take up.



63% of apps are discovered through app store searches. ASO is the process of optimizing mobile apps to rank higher in an app store's search results. The higher your app ranks in an app store's search results, the more visible it is to potential customers. Your ranking depends on factors such as your Title (should have keywords with high search volume), total downloads and reviews and ratings.

Here are a few tips that should you improve your app store search results:

Pick a title and stick with it:

Changing the title of the app is not advised. As your app gets visibility, people will start talking about it. You'd not want to confuse your audience by frequently changing app titles to include new keywords. Make it short, creative, unique and include a few important keywords.

Keywords are important.

Keywords are important enough, to deserve place in your title and in your description. Both major have algorithms which use traditional keyword based methods of search

Marketing an app takes time

Regardless of your niche, to successfully compete, you need more of a differentiation than just some smart keywords in your title and description. It's often smart to augment ASO with traditional marketing — social media, content marketing, PPC etc. Remember, it takes time to build something of real value, even in the digital world. Successfully marketing an app requires patience and a deep understanding of your user's behavior.

Ratings matter but are not everything

It is interesting to see that across many categories top 8 positions have both apps with both very high and low ratings. Even in some of the most competitive market segments, one or many of Top 10 apps have poor ratings. However, app store's search algorithm has a meritocratic approach to app discovery and visibility, placing quality apps at the very top.

Keyword Identification for Promotion

Search in the App Store is primitive; it still depends on a Keywords field and the keywords found on the App Name, the Publisher name and the In-App Purchases display names. The main step for Keyword Optimization is brainstorming list of key words and key phrases that could lead to your app. An ideal list can have up to 2000 words per language.

Here are a few ways you can discover the right keywords for your app

1. **Brainstorm yourself:** Literally write down everything that comes to your mind when thinking about your app. If your app is a game, think of keywords around the mechanics of the game like player resources, objects, enemies etc. Generally, keywords around functionality of your app are very relevant. Include keywords around your apps appearance, too.
2. **Use Google Keyword Planner:** You can input the keywords that come to your mind into the keyword planner tool. It generates new keyword ideas based on the input, helping you to populate your list faster. Another tool within Keyword planner is list multiplier, which works best with two-word phrases and helps find out more key-phrases for your app based on your input.
3. **Research your competitor's keywords:** Irrespective of your niche, you'll find apps that have similar value propositions as yours. Try reading their descriptions, title for more key word ideas. There are tools like [Appmind](#), that can you find your competitor's keywords.
4. **Analyze positive reviews of similar apps:** Often you can get a fair idea of what users are searching for from the positive reviews of your competitors. There are tools, like [Appfollow](#) that can help you identify keywords around app features, which occur most frequently in positive reviews.
5. **Search Suggestions:** Another simple way to find valuable keywords and key phrases is by typing in keywords, letter by letter, in a search engine and waiting for the autocomplete to offer suggestions. [Ubersuggest](#) can automate this search and wait process. Simply type in a keyword and select your geography to get a list of related searches.

In the end, these tools are there to help you—they won't generate the perfect list. Although you must do this process with an open mind, there must be a minimum level of relevance in your thought process.

App Review and Rating

Social buying is a truth. People are influenced by what others have to say about your app. Your user's opinion also matters in deciding your app rank in the store. In a crowded marketplace, you'll need to get more reviews than you can get by asking friends and family. You can't expect your users to give reviews by themselves, which mostly happens when they're unsatisfied.

To help your mobile app get more positive app reviews, here are a few things you can do:

Use an App Review Plugin: Asking for a review is the quickest and easiest way to get a review. [Appirater](#) is a popular iOS plugin that takes about 2 minutes to drop into your app, and it will prompt users to review your app after they have used it a certain number of times or after a set time - period.

Incentivize Users to Review Your App: Pop-ups can drive your early user reviews. In order to sky rocket your reviews, you may need to incentivize the users. An easy and powerful incentive is to reward your users if they do choose to review your app. Free gifts can include things like, a few shopping points within your app or gifting them a feature that they'd usually have to pay. Also, note that this works in Android only. Apple may penalize you for incentivizing users to rate you.

Provide Exceptional Customer Support: The best route to a good app review is to provide exceptional customer service. You can integrate [Helpshift](#) into your app and communicate directly with your users through a live two-way instant messaging window. The next time a user needs help, you can go way beyond a pre-populated mail form and deliver a great customer support experience. Listen, Reply Quickly and Fix Problems. Once you have helped your user, you can ask them to review your app and send them the link!

Getting Your App Featured

While building you app and publishing it on app store may seem challenging to a few, getting featured is undoubtedly very difficult. There is no definite formula for this; you can certainly help your application in more than a few ways. In order to give yourself a fighting chance for getting featured in the App Store or Google Play you should consider the following:

Make a very High Quality native app

This is the very first step - make sure that the app you want to get featured by the App Store is the highest quality one. It should be simple, intuitive and useful. Be sure to get rid of all the bugs in your app. Strictly adhere to Apple's design and marketing guidelines. Also, app stores want applications created exclusively for them, not cross-platform ones. Make a tailor made native app.

Use foreign markets

Release versions of your app for various local markets. While it may seem a daunting task, but it will give the boost to reach a larger audience and improves chances of getting featured.

Make a pitch

Yes, write to apple. Although, apple gets thousands of requests to get featured, you shouldn't underestimate this tactic. It takes little effort to make a pitch, but it can make a huge impact.

Create a Pre-Launch Buzz

Leave no stone unturned in promoting your app. More downloads and good ratings increase your chances of getting featured in the App Store.

Tying it all Together

The app economy is thriving with estimated annual revenue of \$25 billion and over a million apps across app stores. But while the number of apps hitting the market is increasing every month, the question is, how many are getting noticed and ultimately making money?

One in four downloaded mobile apps is never used and discarded. Your success lies in great execution. To conclude, here are a few other key ingredients that can boost your chances of making it big:

- 1. Solve a problem:** Every successful product solves a problem that a great number of people experience.
- 2. Make it intuitive:** Are you making life simpler for your user? Is your mobile app intuitive? Can people figure out how to use your app within seconds to minutes without any guidance?
- 3. Start marketing in advance:** Don't make the mistake of starting your marketing plan once your app is developed. Successful apps are promoted way before they even hit the app store.

Congratulations, you're now well equipped to make your first attempt at creating a successful mobile app.

About ChromeInfotech

ChromeInfotech is India's leading Mobile App Development Company serving clients internationally from US, Europe, Middle East and Australia. We deliver apps with exceptional design and functionality, while keeping focus on business ROI.

We excel in assisting startups with disruptive ideas and enterprises looking to innovate their businesses with mobile-first technology. We are practitioners of AGILE development and can help you build your app with latest features, in as early as 90 days.

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