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The Mobile Application Case Study





OVERVIEW

The mobile application was built on iOS to show real-time scores, stats, newsfeed, and odds of multiple sports. The sports scoring application has live updates, comments, and sharing features. It was created with the purpose of showing scores of World Cups, NBA, IPL, French League, and other popular matches instantly.



OBJECTIVE

The client approached us with the objective of increasing the number of app downloads, user engagements, and Facebook fan page likes. The primary focus was on increasing the popularity of the application.



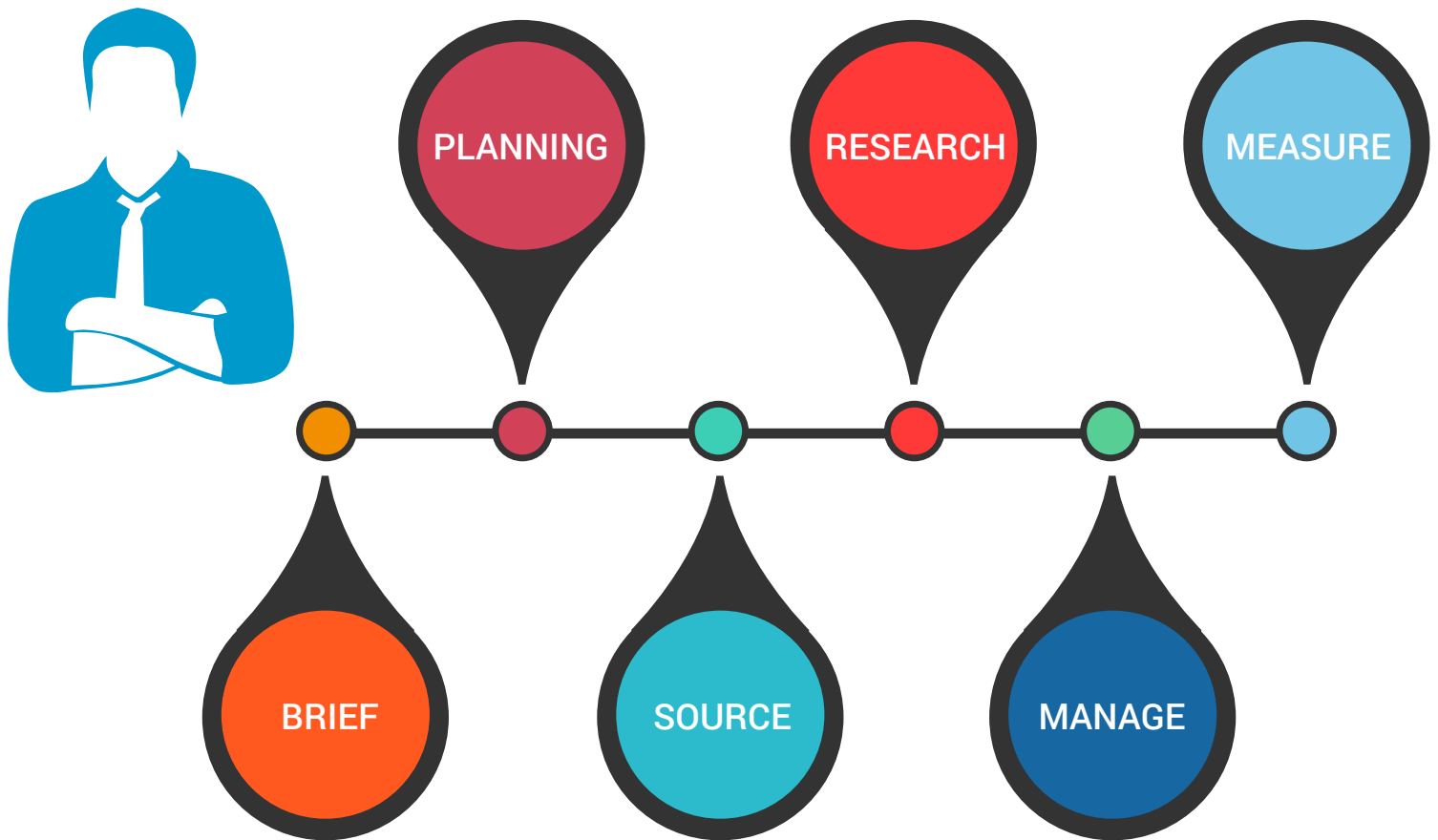
OUR APPROACH

We proposed a marketing plan after carefully understanding the client's objective and the market he is targeting at. The plan focused on covering Facebook and Google AdWords platforms to increase the number of app downloads at the Apple Store.



HOW DID WE GO ABOUT IT?

It was essential for us to have a clarity on the client's business objective. So, the very first step was to conduct have meetings with the app stakeholders. The mobile application marketing execution plan for AdWords and Facebook was completely made on the basis of these initial meetings.





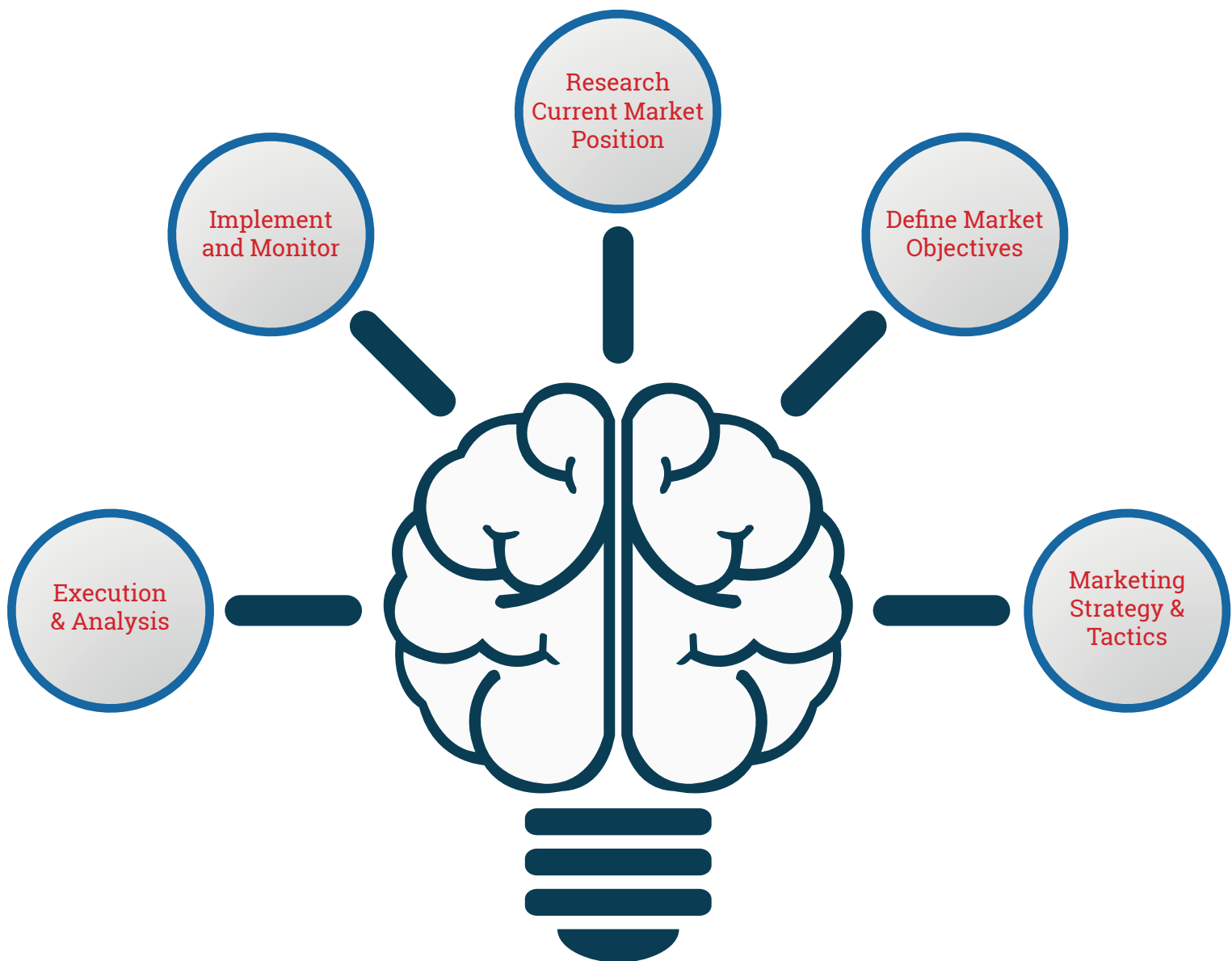
CAMPAIGN SETUP

The next step was to execute the structured plan. To propagate the app marketing, we opted for Facebook app installation and Google AdWords campaign.



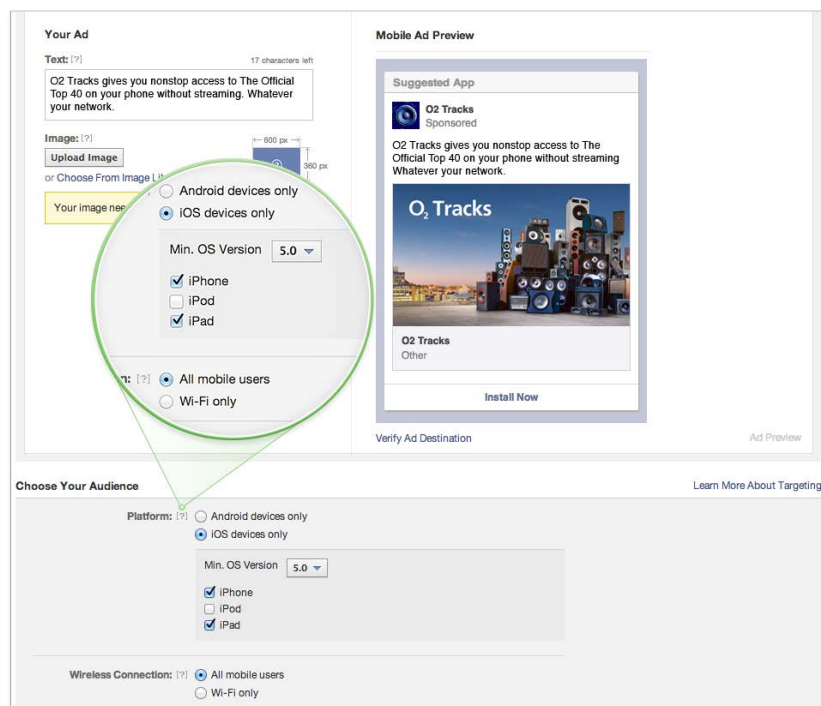
MARKET RESEARCH & BRAINSTORMING

It is the vital and the most crucial step before executing a marketing plan. Identifying the market, what your competitors are doing, market scope, and audience behaviour brings clarity in the process. We did brainstorming to devise a campaign structure for AdWords.



FACEBOOK APP INSTALLATION ADS

It is the most dominant social network for advertising. We leveraged on the Facebook mobile app installation feature to increase the app downloads from the Apple Store.



We:

- ✓ Registered the mobile application with Facebook App Development Program
- ✓ Identified the target audience, which was US and set up the campaign for US users
- ✓ Crafted interesting App installation ads for iPhone and iPad users
- ✓ Defined and configured relevant interests & Categories
- ✓ Uploaded the best, high-definition images
- ✓ Set the bidding option to automatic with a limit of \$30/day



USER ENGAGEMENT

Keeping users engaged means getting more eyeballs, recommendations, likes, and app installs of course. Since, our objective was also to increase the user engagement with the app, a promotion plan was made.

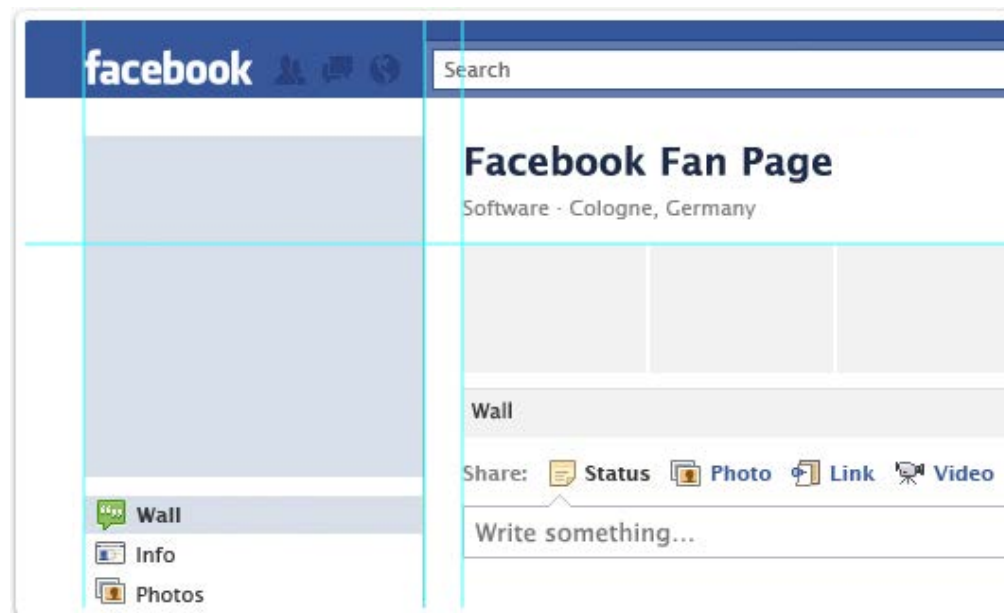


- ✓ We ensured that at least 2-3 interesting posts were shared on Facebook everyday
- ✓ Our team of content curators looked for interesting facts about popular sportsmen & collected images as well as videos for sharing

This got us a great response in terms of user engagement and app installation.

FACEBOOK FAN PAGE ADS CAMPAIGN

Higher the number of likes, more popular you are on Facebook. We knew it very well so Facebook fan page ads campaign was a crucial part of our campaign. The client wanted to get 15000 likes for the mobile application from US users. To achieve the target, we relied on paid adverts plan to get Fan Page likes.

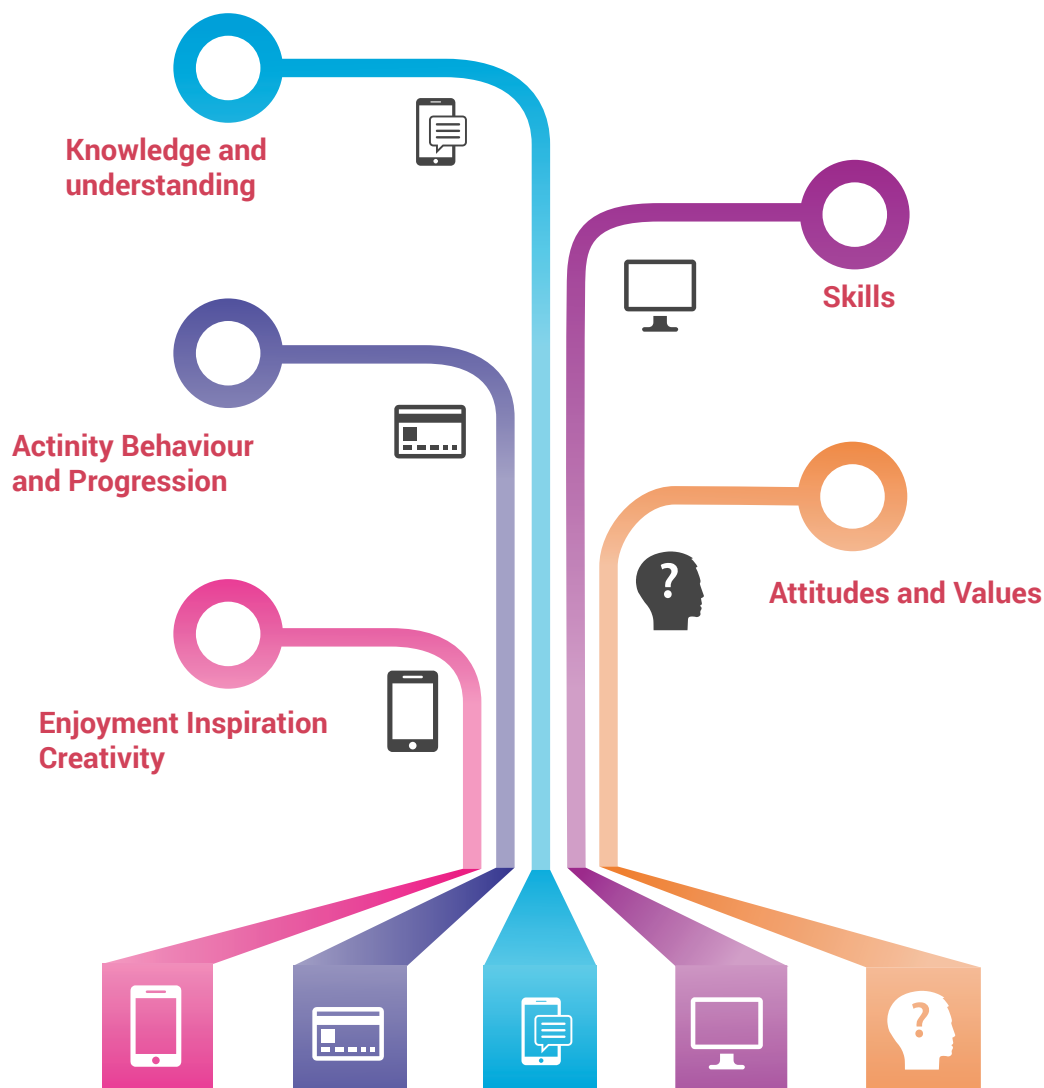


- ✓ We asked the client for managerial rights of the Facebook Fan page
- ✓ Created the page like an ad
- ✓ Uploaded high quality timeline and profile images, as well as added a few to photos section
- ✓ Were specific about categories & interests
- ✓ Set up a campaign targeting iPhone and iPad users in the US
- ✓ Set automatic bidding option



THE OUTCOME

With in-depth market research, careful planning, and proper execution, we carried out a successful app marketing campaign for the client. The result was:



- ✓ 15,000+ Facebook Fan Page Likes
- ✓ More than 3500 app installations through Facebook app ads
- ✓ AdWords iTunes store clicks exceeding 3200/week

At PageTraffic, we love to come up with data driven & result oriented digital marketing ideas to assist clients in acquiring their goals and a sustainable growth.





About PageTraffic

PageTraffic is an award winning Digital Marketing Agency, having served 3000+ clients since 2002. It has helped small businesses & big brands to dominate search, get engaged socially, and drive business online.



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