



# 10 WAYS TO MARKET A MOBILE APP

1

## WEBSITE

As people navigate your website, they will not only be able to learn about your app's presence but access download links.

2

## IN-STORE SIGNAGE

Where's the best place to find your loyal customers? In the restaurant, of course. Promote your app front and center.

3

## EMAIL

Think of all the emails you send to customers - marketing, receipts, website/contest forms, etc. Promote your app on them all.

4

## SOCIAL MEDIA POSTS

Don't discount the value of audiences you've accumulated through your social platforms. Promote your app regularly.

5

## APP INSTALL ADS

Facebook, in particular, has a fantastic ad platform to reach targeted audiences and encourage direct downloads.

6

## STREAMING ADS

Audio and video streaming ads can be great ways to quickly demonstrate the value of your app and get users excited.

7

## REFERRAL PERKS

Build a referral program into your app so users earn rewards if they get a friend to download.

8

## MOBILE-ONLY SPECIALS

You could offer 25% off all orders on Fridays. Now, what if you offered 50% off for mobile users. Sounds enticing, huh?

9

## SPONSORSHIP BENEFITS

Partnering with a nearby non-profit for a cause or sponsorship opportunity? Make sure part of the deal is a plug for your app.

10

## EMPLOYEE WORD OF MOUTH

You have employees that could be walking/talking billboards for you (as long as they enjoy their work). Put them to use.

