SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

Accredited by NBA – AICTE and Accredited by NAAC – UGC with 'A' Grade
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

DEPARTMENT OF COMPUTER SCIENCE AND TECHNOLOGY

COURSE NAME: 19CS603-Mobile Application Development

III YEAR /VI SEMESTER

Unit 1.4

Introduction to mobile marketing

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Mobile App Marketing

- Mobile app marketing is a term used to describe the act of marketing to users through an app.

- The process happens through various channels, such as social media, online advertisements, app store optimization, influencer marketing, email marketing, etc.

Importance of Mobile App Marketing

- User Acquisition

  Marketing on apps helps to prompt more downloads and increase the user base for a particular application, which is critical for its success.

  Visibility

  Marketing strategies help increase the visibility and discoverability of mobile apps, making it easier for potential users to find and download them instantly.

- User Engagement

  Mobile app marketing promotes different applications and their respective features through various marketing channels. The process helps to increase user engagement and guides them into coming back to the same applications.

- Revenue Generation

  A well-executed marketing campaign can drive downloads and increase user engagement. It leads to increased revenue generation for businesses through in-app purchases, subscriptions, and other monetization methods.

- Competition

  Mobile app marketing helps differentiate an application from its competitors and stand out in the crowded marketplace.

- Brand Awareness

  It helps to increase brand awareness and reinforce the brand's presence in the market.

- Customer Insights

  Marketing of this kind provides valuable data and insights into customer behavior and preferences, which can be used to inform future marketing strategies and improve the user experience.