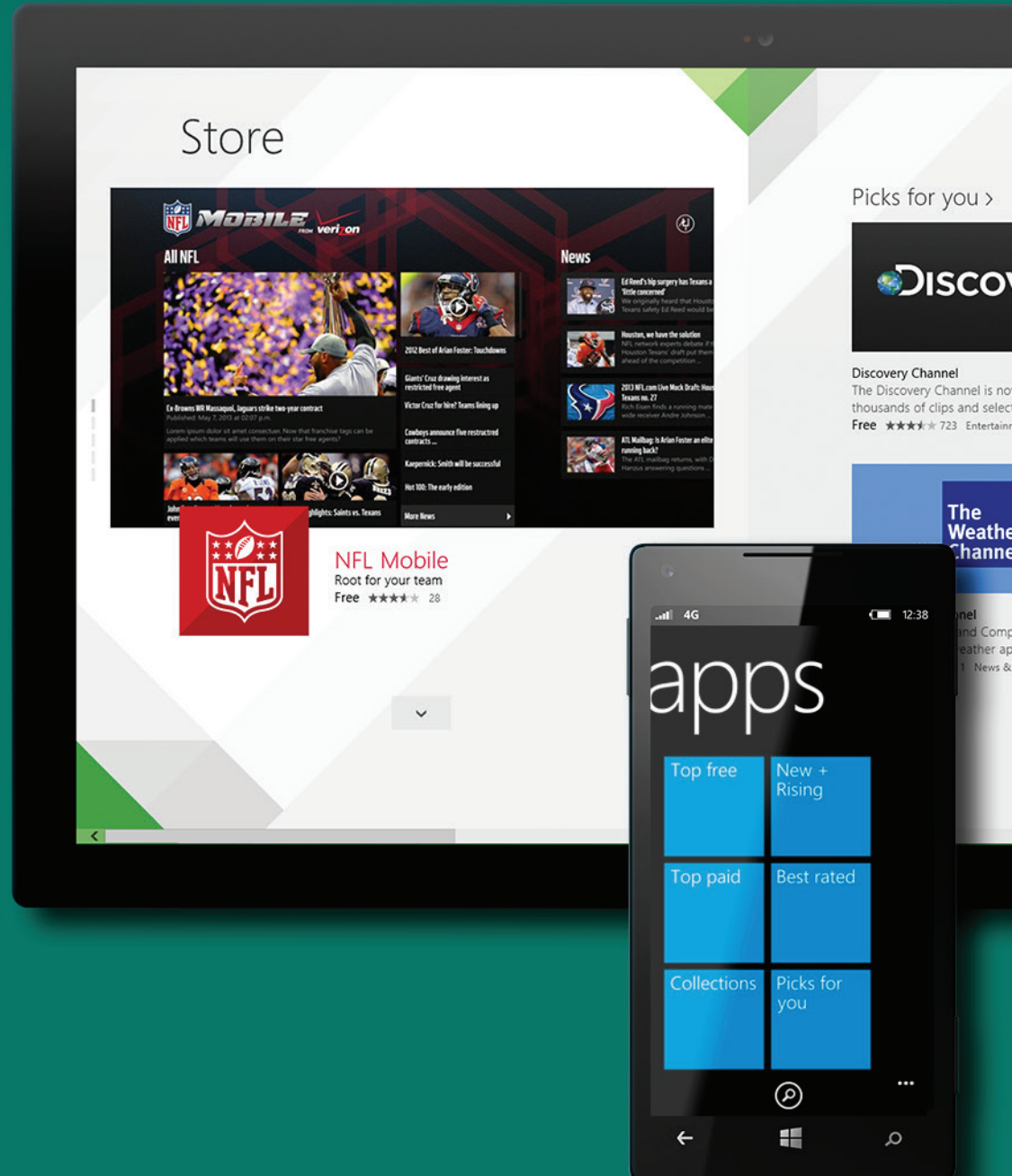





How to Market Your App with Social Media

For Windows 8.1 and Windows Phone





Ready to sell some apps?

Millions of people out there are just waiting to press the download button. So how are you going to grab their attention? And how will you convince them to download your app? If you're Don Draper then read no further. But for the rest of you mere mortals, we've put together some low-to-no-cost tools and tips that can help you market and sell the heck out of your app.

For more general app marketing tips and tricks, including how to get your app to the top of searches in the Windows Store and Windows Phone Store, be sure to read our App Marketing 101 e-book.

Let's get started!

Good to know //
You shape your strategy

Common pitfall //
Never getting started

Do or Die //
No guts. No glory.



Listen before you leap

Social media requires social skills and the biggest faux pas is trying to broadcast a message before you're part of the conversation. So before you start talking about your app, you should start by listening to what people are saying on tech blogs, app review sites, Twitter, and Facebook, as well as Windows Store and Windows Phone app reviews. You can automate a lot of this by connecting your inbox to your social networks with tools such as [HootSuite](#) or [TweetDeck](#).

Good to know //

Retweeting is nice and easy

Common pitfall //

Adding to the noise

Do or Die //

Follow before you lead



Dive in slowly

Test the waters by following some influential app bloggers on Twitter. Dip your toe in by commenting on some Facebook threads in full swing. You'll find out what people are talking about and get a good idea of who's influencing who.

- **Launch a Facebook page and Twitter account and post regular updates, insider tips, and special offers**
- **Create a website for your app that's linked to Facebook, Twitter, and your Windows Store page**
- **Use the [App Descriptorizer](#), your app icon, and Windows Store and Windows Phone screenshots to help to tell your story**

Build some bridges

On any social network, you matter most as a bridge—from one idea or news story to the next, from person to person, and from problem to solution. The more you help people connect with valuable content, the more they'll look to you as a resource. And sometimes, the solution they come looking for is your app.

Good to know //

Your audience is inundated

Common pitfall //

Overhyping your app

Do or Die //

Spam and get banned



Spread the word

Now that you know what to say and where to say it, it's time to start contributing. Remember that social media is about maintaining a good dialogue. Post frequently. Keep things interesting. Stay timely. Be credible. Keep it conversational. Your blog, Twitter, and Facebook timeline are only as interesting as your latest post. The perfect combination of length, content, and tone will vary from channel to channel.

Good to know //
Shrink links with bit.ly

Common pitfall //
Too much, too fast

Do or Die //
Be yourself



Market like an indie band

Long-time rocker and Wordament developer John Thornton says that, just like an indie band, you've gotta go DIY to spread the word, or else your app won't play. Recruit friends, family, and co-workers. Get them to download your app, rate it, and spread the word on Facebook, Twitter, and in the analog world. And always be sure to link all your marketing back to your social channels with a trackable [bit.ly](#) link or QR code so you can keep engaging with your fans.

- Create posters and sticker for your app and post them on walls, laptops, at bars, or anywhere else your target audience hangs out
- Put together a limited run of T-shirts and hand them out to your biggest fans so they can be your walking billboards
- Cold-call an influential app blogger and give them a reason to write about your app
- Check out tons of more marketing tips in our [App Marketing 101](#) e-book



Enlist an army

You can spend all your time and money trying to reach the millions or you can enlist a small group of influential people eager to spread the word for you. If you can recruit a core team that loves your app and is willing to talk about it, you'll be well on your way to building an army of app ambassadors. And if you can give them the motivation they need to spread the word, they'll market your app till the cows come home with minimal investment on your part.

- **Keep an updated list of who your app ambassadors are and build the list over time**
- **Motivate sharing with a contest (e.g., "Share my app with ten friends and get free in-app points.")**
- **Reward influencers with insider knowledge, social media kudos, and if necessary, free pizza (hey, whatever works, right?)**



Generate buzz

People are overwhelmed with endless ads, Tweets, and status updates, which means you'll have to figure out some way to cut through the noise and grab their attention. You won't do it by shouting. But you will do it by doing something remarkable. And once people start remarking, you can fuel their buzz by giving them crazy props and mad merchandise (stickers, t-shirts, posters, or whatever you can dream up).

- Give away your app to a limited number of people to drive up your numbers and give your reviews a boost
- Launch a YouTube contest where fans send in videos of themselves competing or using your app in a unique way
- Invite your biggest fans to join you for an in-person event or competition built around your app

A pair of red headphones is resting on a laptop screen. The laptop screen displays the Windows Start menu with various live tiles for social media and news. A semi-transparent red box is overlaid on the top left of the image, containing the text 'Keep your ear to the ground'.

Keep your ear to the ground

As you build momentum, it's important to never stop listening to what people are saying about your app. Embrace criticism and use it to up your game. Grace under fire can earn you more followers than one bad comment will ever lose. If you get a series of negative reviews, you can always balance it out by asking your biggest fans to head on over to the Windows Store and rate your app.

- Use [Facebook Insights](#) to track engagement with your Facebook page
- Track social mentions and engage with influencers with [Hootsuite](#)
- Stay on top of app news, conversations, and trends with [socialmention](#)
- Use [MarkedUp](#) to analyze the performance of your app

A young man with long brown hair and a beard, wearing a green jacket over a red sweater and blue jeans, is sitting on a log. A young woman with long red hair, wearing a black jacket over a red sweater and blue jeans, is sitting next to him, pointing at a tablet computer he is holding. They are both looking at the tablet with interest. The background is a lush green forest with trees and foliage.

Attract New Eyeballs

Asking your friends and family to “Like” and share your app is a great way to get the word out, but be sure to set aside a small marketing budget to reach beyond those few degrees of separation.

Consider promoting your app through [Facebook advertising](#) (note: you’ll need a Facebook fan page or app page to run these ads). This top dog in the social space offers several great advertising options for developers at a relatively affordable price, compared to other paid social options. Using Facebook’s audience targeting criteria, you can target your ads by geography, gender, interests, etc.

Run these ads for a few weeks at a budget you’re comfortable with and be sure to consistently refresh it with new copy and/or creative based on user engagement.

Good to know //

Friends will support you

Common pitfall //

Relying solely on your app’s merits

Do or Die //

You have to ask first



Rule the world

You're almost to the end of the guide, but this is just the beginning of your marketing adventure. Because if you're really successful, your fans will be begging for the next version of your app. And you can use all the great feedback you get along the way to make your app and your marketing even better—all so you can reach even more people, get more downloads, and maybe even rule the world. That's the beauty of social media.

Good to know //


You are a marketing genius

Common pitfall //

Quitting too early

Do or Die //

Always have fun



And one final thing...

We didn't want to leave without telling you the basic 'Duh, I should've known that' tips that will be invaluable on your social marketing journey. So in the off-chance that you'll be on Twitter or Facebook any time soon, here's some do's and don'ts to get your app noticed.

General Social Best Practices

Do's:

- Sound human, engaging, genuine, authentic and friendly
 - Limit self-promotional tweets and FB updates (follow the 80/20 rule—meaning talk about your cute cat 80% of the time, and your awesome app 20% of the time)
 - People like to be the one who shares the news first. Sending friends your Beta version and/or your app's big debut will make your friends feel important and they'll be more than happy to spread the word
 - Make it easy for people to share your great app—with a 1-click way to automatically retweet or share a FB update, even your Mom can share the exciting news
- Share behind the scenes images, videos of the app-building process, so as to give users the sense of being part of your project throughout development
 - Pro-actively respond to comments, questions on your social channels, both those specifically directed at you (e.g. @mentions, DMs), as well as comments you find when monitoring mentions of your app
 - Ask engaging, open-ended questions that encourage engagement and conversation

Don'ts:

- Avoid dry, sales pitch-esque, boring language
- Stay away from jargon, overly technical language. Recognize who your audience actually is. App consumers make up part of this audience so speak in non-technical terms that everyone can understand

Twitter Specifics

Do's:

- Tweets should be no more than 140 characters
- Use hashtags as appropriate (i.e. trending, relevant hashtags are a great way to extend the reach of your tweets beyond your current followers)
- Attach an image or video
- Always include a link
- Reciprocate, compliment and give back to followers who have helped spread the word about your app (e.g. Follow Fridays, e.g. "Just wanted to give a shout out to some great people this week! @twitteruser99 #FF")

Don'ts:

- Don't use all 140 characters in your tweets. Leave enough characters for people to retweet you and add in their own comments (good rule of thumb: leave at least 15-20 chars)
- Avoid using all caps to emphasize certain words; this tends to look spam-like

Facebook Specifics

Do's:

- It's all about the headline in status updates. If people read anything, it'll be the headline vs the meta description. This is your hook to lure people in—take it
- Use images and video, first and foremost (Facebook's news feed algorithm prioritizes these over status updates and people engage with these far more than just text-based status updates)
- Set targeting filters on your status updates for your FB page when relevant (FB allows page admins to set targeting criteria by specific demographics)
- Use FB polls and ask questions to encourage fan engagement

Don'ts:

- Don't overwhelm your fans with too many posts (remember the 80/20 rule). If people start to feel like you're bombarding them hourly or even daily with too many updates, you'll start to see an upswing in unlikes of your page. In other words, don't treat your Facebook page like your Twitter account.
- Avoid cramming too much information into your FB status updates. Give people a teaser or an engagement question, but avoid sending out updates with a paragraph of information. Think short, concise, and eye-catching