

# How to build and launch an app



# 62%

of companies believe that organisations without apps lag behind their competition\*. Apps are fast becoming an essential business requirement, not just a 'nice-to-have.'

**92.5% of time on a mobile phone** is spent using apps, compared to just 7.5% of mobile time being spent on web browsers. App users **spend 37% more than non-app customers** with the same retailer, buy 33% more frequently and purchase 34% more items.

And if that's not enough to convince you of the value of apps - take a look at the numbers:



**15.9 billion**

active mobile devices globally with a **3 billion increase in just 2 years**



**4.8 hours**

is how long the average person spends on their smartphone (90% of that time is on apps)



Android and iOS app revenue reached

**\$133 billion** in 2021, a 19% year-on-year increase.

STATISTICS TAKEN FROM STATISTA 2022, BBC.CO.UK AND BUSINESSOFAPPS.COM

**The statistics around app use make a compelling case for app creation, but the data doesn't answer the most common app queries:**

- ✓ How to complete your app build to a high standard
- ✓ How to ensure people know your app exists and actually download it
- ✓ How to make sure those who download your app actually use it

In just 6 simple steps we'll show you how to create an app that is designed well, built successfully and launched with momentum.

let's start →

# 1

## Your app-iness depends on success... ...And success depends on strategy

## 66% of all software projects end in failure.

Setting a clear strategy that maps out your build process and defines what success looks like, ensures you don't end up paying for a project that's doomed to fail. And it's not as complex as it might sound.

### A strong app strategy needs a few core elements:

- ✓ A clear purpose for your app - what challenge does it solve? What joy does it bring?
- ✓ An excellent (and expert) build plan - with realistic timelines & budgets
- ✓ A product manager/app champion with great market knowledge - to keep things on track and give honest feedback along the way
- ✓ An understanding of measurement & metrics - App Store/Google Play native analytics can help here - but starting small by setting download and usage targets is great too
- ✓ A definition of success (which can change over time) - knowing what percentage of business revenue/subscribers and engagement that you'd like to come from the app

If anything on the above list looks daunting, remember that you don't have to do it alone. In fact, it's advisable not to. When building something for the masses, you need more than one perspective to create it. That's why the Studio Store team at Builder.ai are on hand to manage the entire process for you.

You'll work closely with our expert team to create the right app for your business and can even opt for one of our pre packaged applications that includes: website store, iOS, secure payment, reporting, inventory management, discounts, push notifications, links to your social media profiles and more.

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# 2

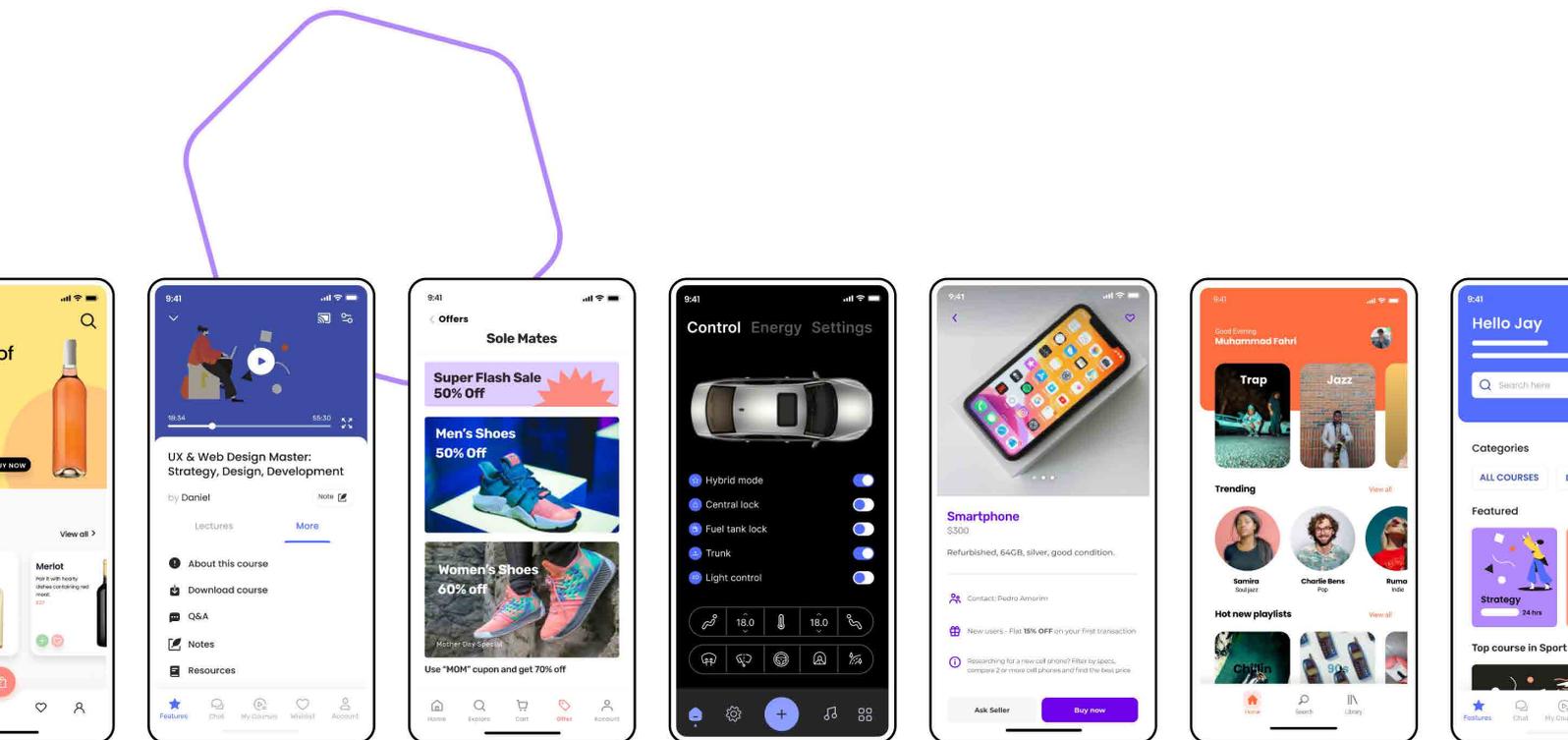
## It's not about you...

Keep in mind that those building and planning the app are not the target end user. One of the most common pitfalls that derails app builds is getting carried away with the skills and capabilities of your app developers, instead of staying laser focused on what really matters to your customers.

**The Tech Times** outlines the key components of a successful app as being:

- ✔ Simplicity
- ✔ A great user interface
- ✔ Fast loading, high-performing features (less is more)
- ✔ Personalisation throughout
- ✔ A single, purposeful focus
- ✔ Marketing! (More on this later)

Coincidentally, these are also the areas that Studio Store focuses on through the app-build process and even provides ongoing maintenance, advice and support.



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# 3

## Testing 1,2,3... (and 4,5,6,7,8...)

### 88% of users delete apps as soon as they hit a technical glitch.

Testing your app before it launches is vital to success.

#### App related reasons for abandonment



SOURCE: DIGITAL MARKETING COMMUNITY

A key milestone in any app build project is reaching minimum viable product (MVP) stage. You can then launch your app with confidence it will perform well, while continuing to develop features and map out phase two.

It's not just the build that determines when your MVP is ready - it's the testing too!

Using the right focus groups and selecting your testers with care can be the difference between launching an MVP and an MLP (minimum loveable product). Working with people who understand the demographics and personas of your end user to thoroughly experiment with your app and give you honest and open feedback about their experience instantly increases potential for recurrent usage and word of mouth marketing.

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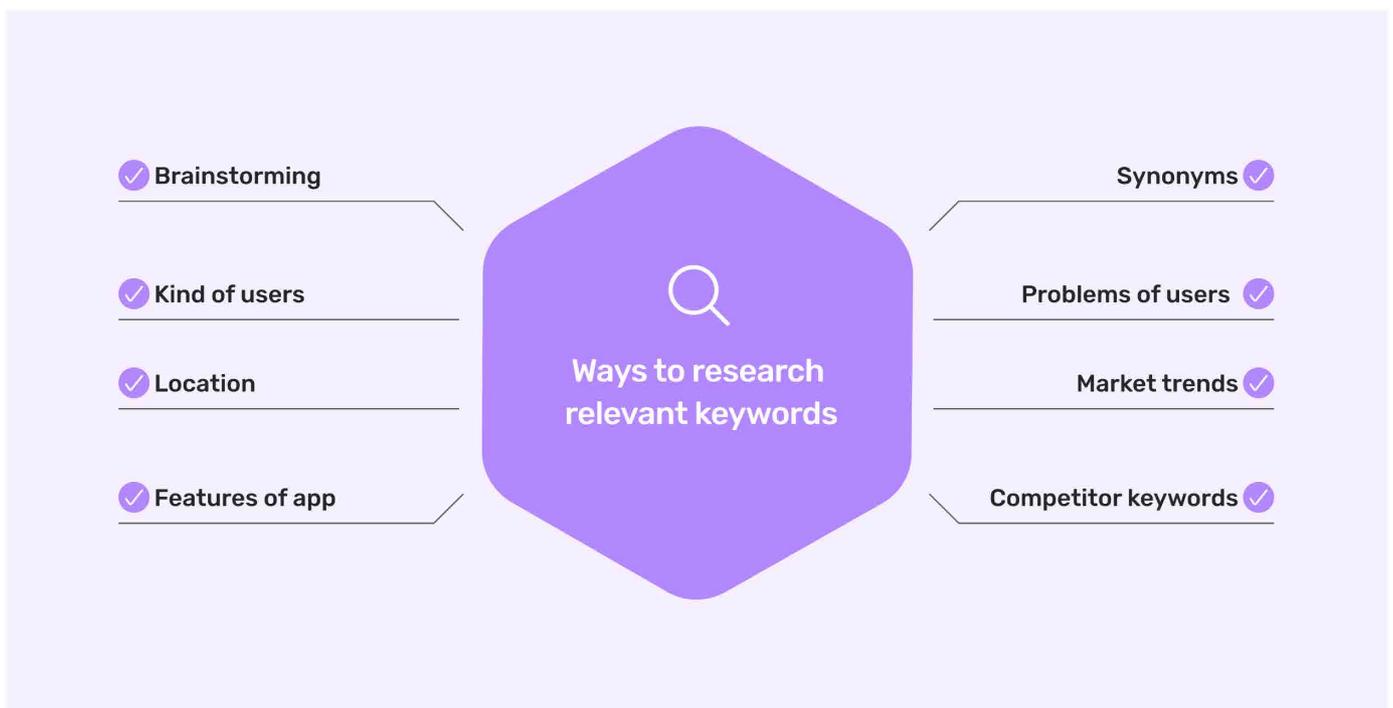
# 4

## Stand out in the crowd

With over 1.96 million apps available for download in the App Store and 2.87 million apps on the Google Play Store (over 90% of which are free to download) the app world is a crowded place to stand out in. But it's still possible to shine. When launching and building a new app, keywords are your best friend. Include keywords in your app title and the long and short app descriptions.

One of the most efficient ways to find which keywords your app should return for is to check out your competition. Spend time in the stores where users will download your app and search for apps that are in the same industry/ solving the same challenge as you.

**Tools like Google Keyword Planner and App Radar will also help you search keywords and discover alternative search terms to cover all angles:**



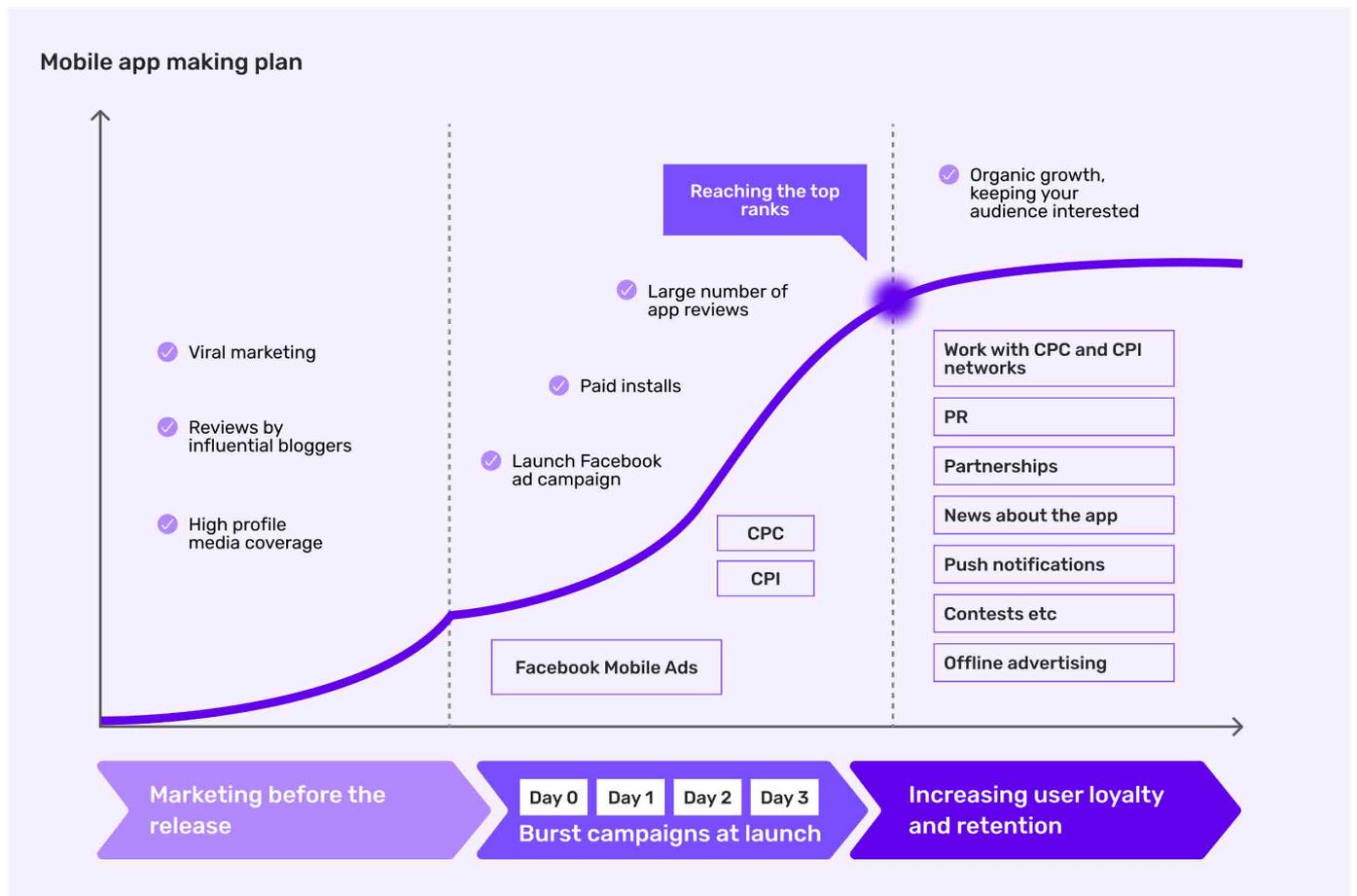
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# 5

## Launch like a rocket

When you're ready to submit your app to the App Store or Google Play you need to let people know it's there! Using the right keywords to return on searches is step one, but you can't rely on people finding your app by chance. You need a full marketing plan to encourage your target audience to actively download it.

Digital marketing creates the most trackable, seamless journey for promoting an app (people can download it instantly) but choosing when and where to run your digital campaigns needs some thought.



SOURCE: SMART INSIGHTS

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## Launch checklist

1

### Know where to find your audience

Each social media platform has slightly different audience demographics. In-platform analytics will demonstrate which social channels are the best fit for your app. Investing in paid social ads allows you to select highly targeted audience criteria and make sure you appear in front of the right people.

2

### Experiment with influencers and content creators

Influencer marketing is a great way to get your message (and your app) in front of your target audience by partnering with someone they already trust. The key to success here is building a long term partnership with the right influencers.

3

### Don't ignore offline options

While digital makes the most marketing sense, offline is still a huge opportunity - especially when you use that offline journey to guide the online one. Try going old school with promotional stickers, postcards and traditional adverts that include a QR code to direct people to your app.

4

### Think long term

Apps are long-term projects that require ongoing advertising and constant new users. Having a plan that outlines your promotional intentions for the first four weeks, three months, six months and 12 months will keep you on track. Just be sure to keep revisiting your ideas and updating them with findings you'll collect along the way.



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# 6

## Momentum is everything

Building and launching an app is not a project that has an ending. It is a lifetime commitment. Just when you think the app is perfect (and downloads and usage stats are strong) a competitor will launch something you weren't expecting or the App Store will make a change that creates bugs and glitches.

You'll need a future-proof strategy in place to ensure your app keeps going strong long after it goes live. Studio Store provides 24 months free aftercare to keep looking out for potential bugs, essential updates and performance optimisation that improves and protects the lifecycle of your app.

Visit the Studio Store blog and [subscribe to our newsletter](#) to keep up to date with industry news, marketing trends and everything else to make your app the ultimate success story.



Learn more about how Studio Store can support your next app build project [here](#).

\*Data taken from [Adobe digital trends](#) research report

thank you! 