

How to build and launch an app in 6 steps



62%

of companies believe that organizations without apps lag behind their competition*.

Companies creating apps already have a competitive edge over others. Apps are fast becoming an essential business requirement, not just a 'nice-to-have'.

And if you're wondering why you should believe a team of app building experts, who specialize in turning all ideas into apps using artificial intelligence (AI) and order-to-create low-code technology, take a look at the numbers:



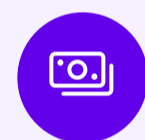
6.3 billion people

use a smartphone - this will increase to 7.2 billion by 2025



4.11 hours

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



\$935 billion

will be generated in revenue from apps by 2023

STATISTICS TAKEN FROM STATISTA 2022

The statistics around app usage make a compelling case, but the data doesn't solve the most common app challenges:

- ✓ Completing your app build to a high standard
- ✓ Ensuring people know your app exists and actually download it
- ✓ Ensuring those who download it - use it

In just 6 steps this guide will summarize how you can ensure your app is designed well, built successfully and launched with momentum.

let's start →

1

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

A recent [CISQ report](#) found that the total cost of unsuccessful software development projects among US firms is an estimated \$260B.

Setting a clear strategy that maps out your build process and defines what success looks like for your business, 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 the 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 the metrics you'll use to measure success** - 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/or engagement that you'd like to come from this will be your benchmark

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 team at Builder.ai are on hand to manage the entire process for you.



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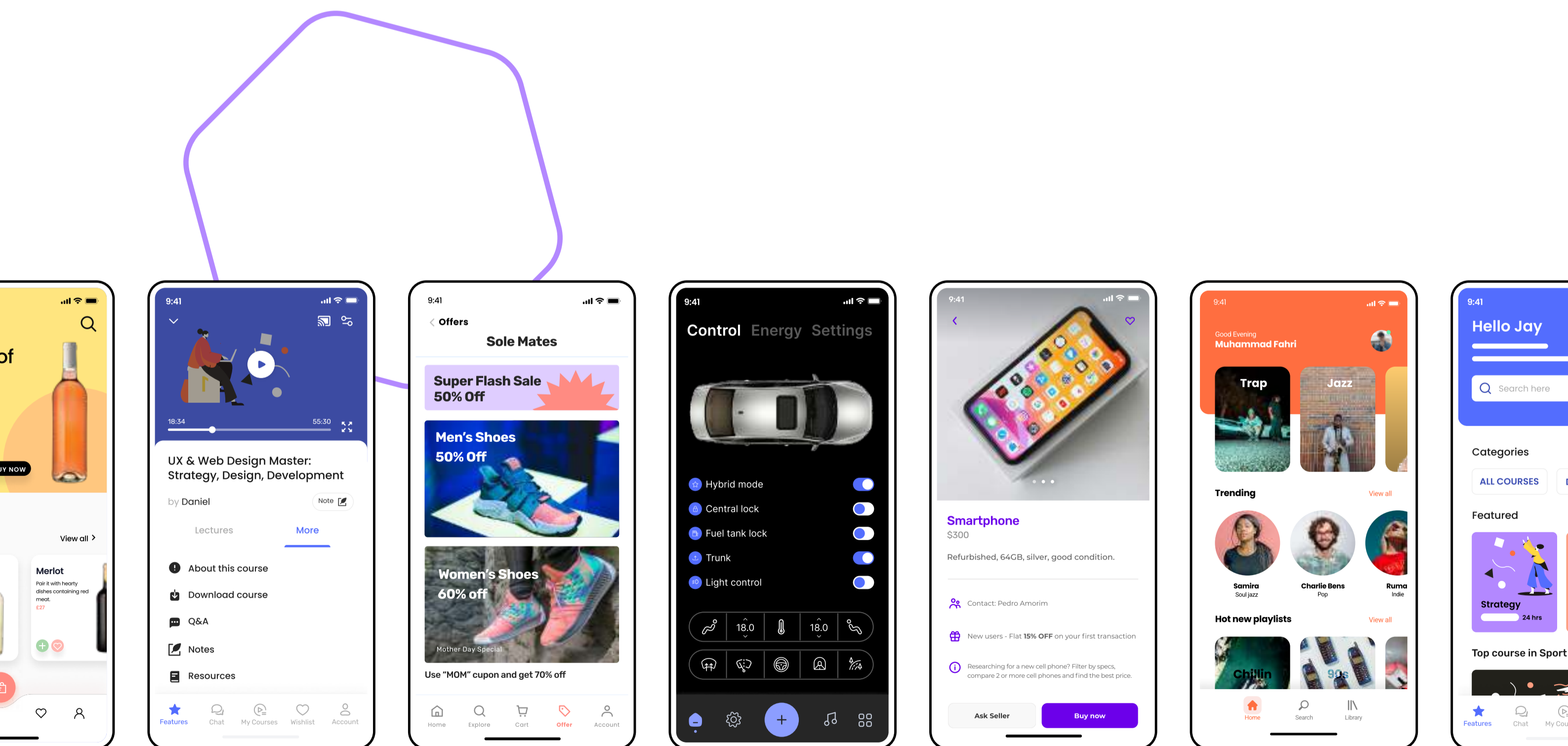
It's not about you...

It's essential to keep in mind that those building and planning the app are not always (hardly ever) the target end user. One of the most common pitfalls that derails app builds is getting too carried away with the skills and capabilities of your app, instead of staying laser focused on what really matters to the end user.

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)
- ✓ Personalization throughout
- ✓ A single, purposeful focus
- ✓ Marketing! (More on this later)

Interestingly, these are the same areas that Builder.ai focuses on when guiding our customers through their app build and providing ongoing maintenance, education and support.



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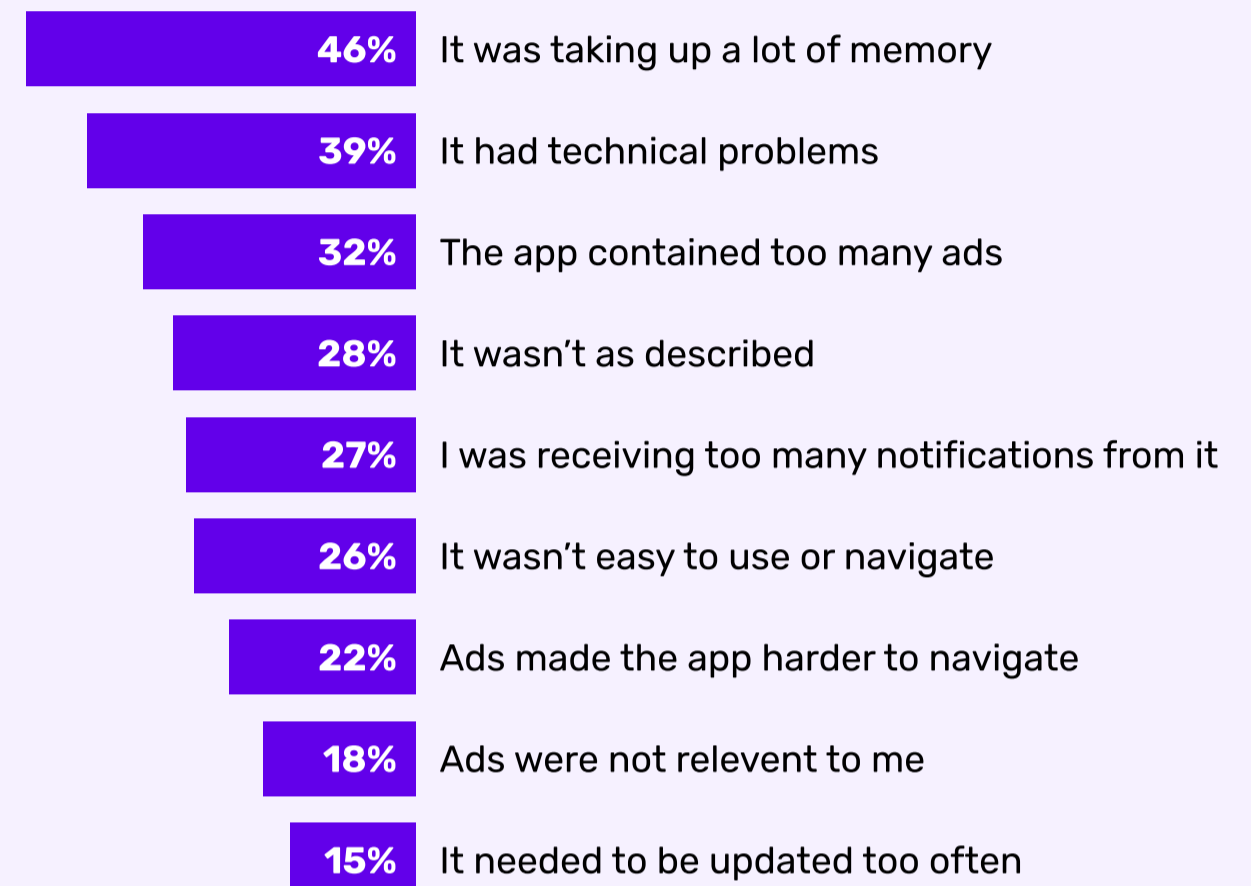


3

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

39% of users delete apps as soon as they hit a technical glitch, fully testing your app before it launches could be make or break!

App related reasons for abandonment



SOURCE: [DIGITAL MARKETING COMMUNITY](#)

A key milestone in any app build project is to get to a minimum viable product (MVP) stage. You can then launch your app with confidence it will perform well, while continuing to develop features and learn from initial useage to map out phase two. But it is not just the build that determines when your MVP is ready - it is 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). Getting people who match the demographics and personas of your end user to thoroughly experiment with your app, and give you honest and open feedback about their experience, takes you to MLP level. Instantly increasing the potential for recurrent usage and word of mouth marketing.

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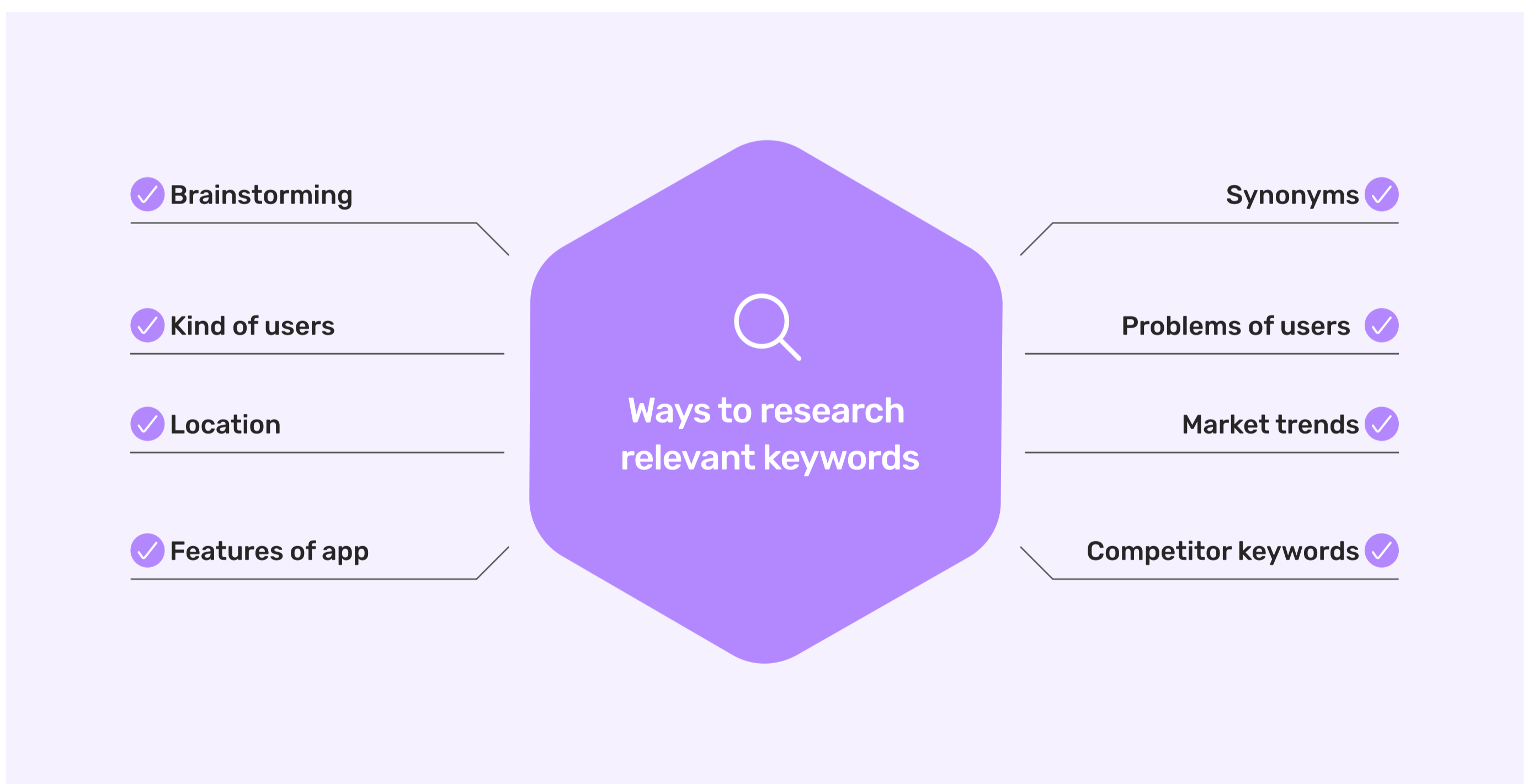
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Stand out in the crowd

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 is 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 what keywords your app should return for is to checkout what your competition is doing. Spend time in the store(s) users will download your app from and search for apps that are in the same industry/ solving the same challenge as you - you can then start to build an effective keyword strategy.

Tools like Google Keyword Planner and App Radar will also help you search keywords and brainstorming alternative search terms ensure sure you cover all angles:



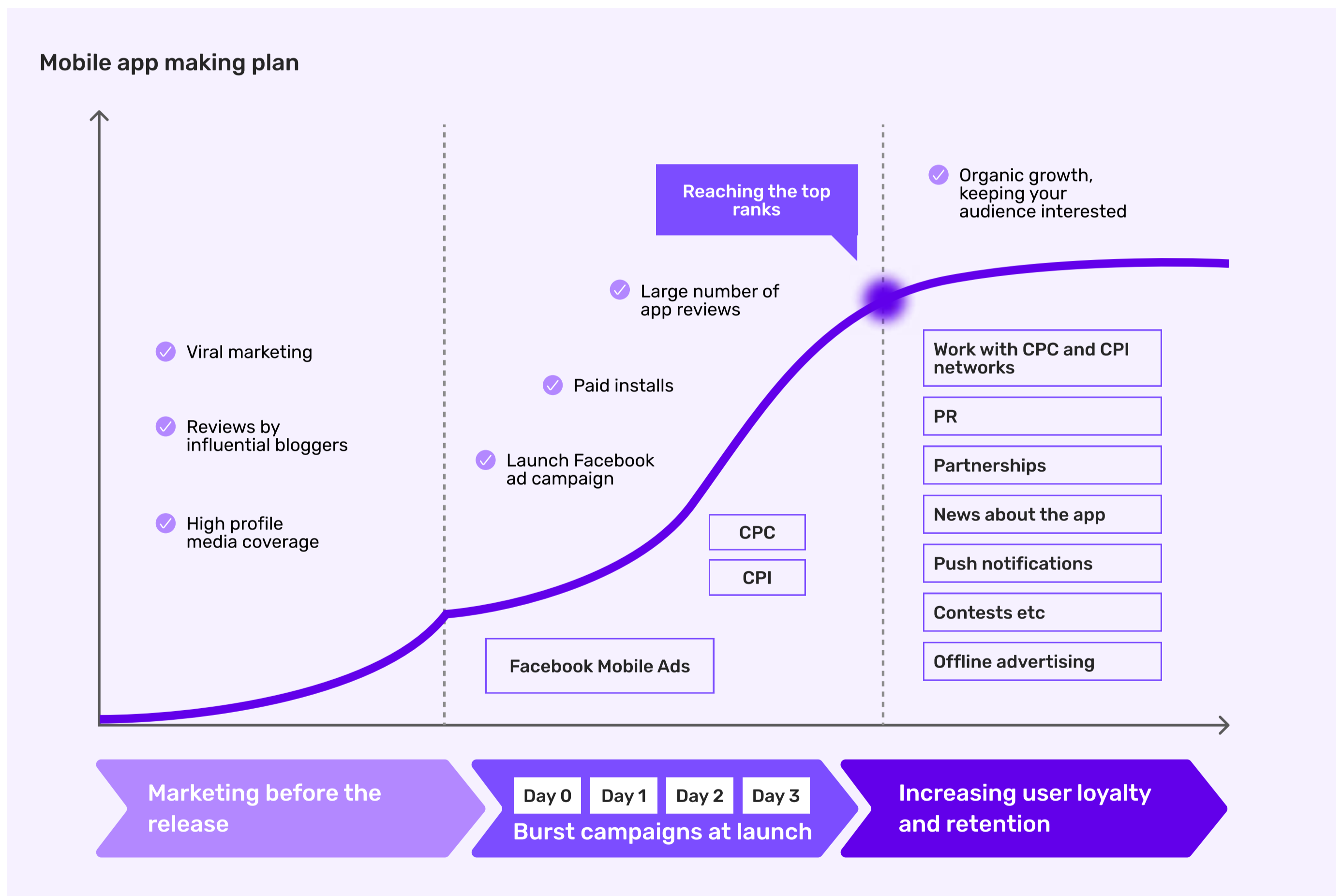
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5

Launch like a rocket

When you're ready to submit your app to the Apple 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 then and there) 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 audiences. 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 inline with learnings you will 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 were not expecting or the app store will make a change that creates bugs and glitches.

You'll need a future-proof strategy in place, like Builder Care, that will always be looking out for potential bugs, essential updates and performance optimization to improve and protect the lifecycle of your app.

Continuing to visit the Builder.ai blog and subscribing to our newsletter will keep you up to date with industry news, marketing trends and everything you need to know to make your app the ultimate success story.



Learn more about how Builder.ai can support your next app build.

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thank you! 