[Social media apps](#) are considered one of the best ways to get the attention of your target audience. Businesses need to think about making use strides, and there is nothing better than making a mobile app work for you. But there are second factors that need to be considered for making it work. And that is why businesses must know about the following process before launching their website.

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The process that I am about to discuss is all about using the best marketing practices and strategies to make your app work big time. And your intended target audience is aware that your app is also available on Google Play and the App Store.

#1 Teaser Campaign

This is how it all starts. Envision what you can offer to your target audience regarding a teaser campaign that can get their interest. You can provide two-three teaser campaigns or even more, and it all depends upon the nature of the app and your target audience. You can start the teaser campaign several months ago, some weeks ago or just a few days. Again, it all depends on your marketing plan and how you want to make it work.

The timing of the teaser campaign can also work for you and can be critical in some cases. For example, think about what you can achieve with a marketing campaign to introduce a fizzy drink in the UAE? The timing of the launch must be during the summer months so that it can entice the target audience to no end. And in this case, a long teaser campaign of several months will not be feasible. Most people will not remember your campaign as it is more suited for new software. or the launch of a new business.

#2 Consistency in Design

This is one of the biggest mistakes that designers and even app developers commit. And the reason is that the business owners try to be different in their approach when it comes to the design of the map. In their bid to develop a unique design, they shed consistency and come up with an app that looks different on every screen and menu option. This can be disastrous for the design as consistency is the key to success.

The colour of your app, design and most importantly, the theme should be

consistent across the app. Do not try to overdo things and some aspects need to be considered as it is. Do not commit mistakes that can run your app completely. Instead, it is always a good idea to consult a reputed [mobile app development company UAE](#) that can offer you great support and guide you.

#3 Marketing

Finally, when it comes to marketing, this is where you have to be on your toes. After all the hard work and spending a fortune on getting the app, all your efforts will go in vain if you fall behind here. Marketing an app is unlike any other product or service because initially, you have to optimize it on the Google Play and App Store. If your target audience is not familiar with your app, there is no way that you can expect a large number of people to use your app.

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[The use of social media platforms and apps](#) is an excellent way to do that. While paid advertising on this medium will give you results very quickly, this can be pretty expensive for small businesses and startups. That is why you can use the communities and different pages on Facebook and Twitter to promote your app.

You can also use WhatsApp in other messaging apps to your advantage by sending bulk messages. But again, do not go overboard, as these messages can easily be termed spam. Give it your all to make things in your favour.

Over To You

Do you have any experience marketing your app after coming up with a great product? Please share it with the other readers of this blog. You can also ask any question or offer your valuable feedback by using the comments section below.

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Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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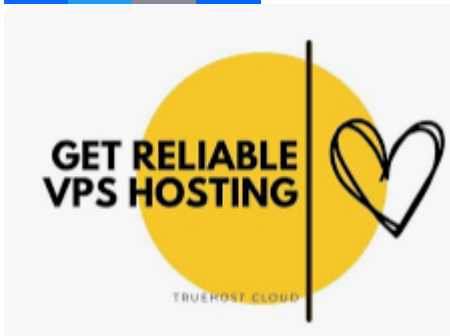**Pinterest**: **CRMNUGGETS**

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