

App Marketing

Targeted, Scalable, and Performance-Driven



In today's mobile-first world, app-based businesses must ensure their apps are discoverable, downloadable, and used frequently. App Marketing is a focused digital marketing service designed to drive app installs, increase user engagement, and generate valuable in-app actions by targeting the right users across different platforms and devices.

Whether you're launching a new app or aiming to scale your user base, I will help you develop and manage smart, performance-driven campaigns that focus on install volume and post-install conversions using advanced optimization strategies.

What Does It Cover?

- Structuring and Managing App Install Campaigns.
- Optimizing for In-App Actions and Engagement.
- Google App Campaigns Setup and Optimization.
- Meta App Ads Management.
- Snapchat and Other Platform-Based App Campaigns.
- Bidding Strategy Optimization (Install Volume or In-App Goals).
- Advanced Tracking Setup (Firebase, SDKs, Events).
- App Store Optimization (ASO) Support.
- Retargeting and Re-engagement Campaigns.

Key Benefits of App Marketing

Boosting App Installs at Scale

Leveraging intelligent campaign types such as Google App Campaigns, Meta App Ads, and Snap Ads, you can reach high-intent users and drive installs across multiple platforms. These campaigns use machine learning to optimize toward install volume while maintaining cost-efficiency.

Increasing In-App Engagement and Conversions

Driving downloads is just the first step. App Marketing helps in optimizing toward deeper, meaningful in-app events, like sign-ups, purchases, or subscriptions—using advanced campaign structures that focus on real business value, not just vanity metrics.

Maximizing Campaign Efficiency

By utilizing goal-based bidding strategies like “Maximize Installs” or “In-App Conversions,” combined with conversion value-based optimization (tCPA or tROAS), your campaigns become more predictive, efficient, and scalable across Google Ads, Meta, Snap, and TikTok platforms.

Advanced Targeting and Re-Engagement

With options like custom audiences, dynamic ads, lookalike modeling, and retargeting campaigns, App Marketing helps in acquiring high-quality users and re-engaging dormant ones with personalized messaging and offers that lead to action.

App Store Visibility Optimization

In parallel with paid campaigns, optimizing for App Store presence, using metadata enhancements, creatives, and review strategies, ensures your app is better ranked, more visible, and more trusted by potential users.

Data-Driven Campaign Management

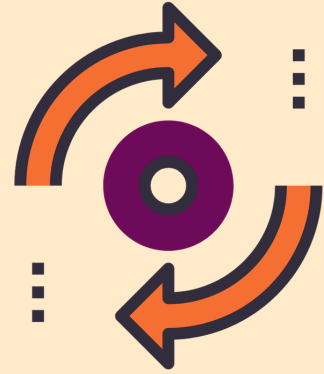
All campaigns are built with measurable KPIs and real-time performance monitoring in mind. I make sure the campaigns are constantly optimized based on the performance data, helping you drive better results with every dollar spent.

Integrated Digital Marketing Solutions for Ultimate Efficiency

While I offer App Marketing as a stand-alone service, I also provide it as a component of Integrated Digital Marketing Solutions, to ensure that your business is covering all the digital marketing basis, seizing all growth opportunities, and getting the best results.

The Integrated Digital Marketing Solutions Incorporate:

- Digital Marketing Research.
- Digital Marketing Strategy.
- Search Engine Marketing (SEM).
- Social Media Marketing.
- Inbound Marketing.
- Content Marketing.



Extra Convenience with Online and Remotely Managed Services



Since we are living in a dynamic and digital world, and taking into consideration the current health and safety concerns; all of my services can be provided and fully managed online and remotely, with the ability to work alongside your in-house team as a partner or individually, in order to achieve your business goals, whatever the finish line looks like for you.

**Google Ads Apps
Certified**



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