

Lecture 25: Increase Social App Engagement Expert Strategies

ASO isn't done quite yet. What I would like to talk to you about now is your social app engagement. What do I mean by that? I want you to picture in your mind you just downloaded and installed an app on to your device. It happens to be one of your favorite time killer at the moment. The app store sees all and knows all. It can tell when you installed the app or even how fast it was deleted off your device. It can tell how often you visit your app and how many minutes you spend with it. All of this information gets fed back to the app store in question and goes through their algorithm for ranking ones app for that particular keyword.

So, let's say your game app is the similar to another app that someone else has. Both of you have the same keyword in your app title, same keywords and use of the same keywords in both of your descriptions. Now, your competition has more positive reviews, hence more people are playing that game app in term of minutes or hours. That right there is enough for your competition's app to rank higher than yours. It's all about the Social Engagement of your app! If your app is having crashes or problems, your customers are going to delete your app which will lower your rankings for sure and quite possibly lower them even more by leaving poor reviews.

The app store takes and collects all this data and comes to how to rank your app against another's app. That's how it all works. Very important to listen carefully to all the feedback you are getting and make those changes in the next update! Social signals are your reviews that you receive for your app. Therefore, Frequency as well as the Quality of your reviews get calculated into your app's rank as well. Apple and Google app stores probably won't ever admit to these social signals and app engagement, but it is well known in private circles it does exist though.

One of my favorite insider tips to Increase your social app engagement is if your app is a game. Make sure you have a daily gift every 24 hours to dispense out. This alone will Increase your social engagement through the roof insuring your fans keep coming back day after day! Now, you can offer in game currency, useful items or perhaps a much needed power up or spin the wheel and win something the player needs to further himself in the game.

Perhaps you can use a scratch lottery ticket system. Offer a Free life by having the user watch a video. Let them win something if they match while scratching off 3 or 6 scratch able lottery tickets. This is a very powerful tool to help increase your daily downloads! Many games are now incorporating this because they know it lures their fan base back every day which helps their game increase in the app store rankings. Okay, I'll see you in the next lecture.