



AppSamurai
"Your App in the Spotlight"

How to Build a Community Around Your App

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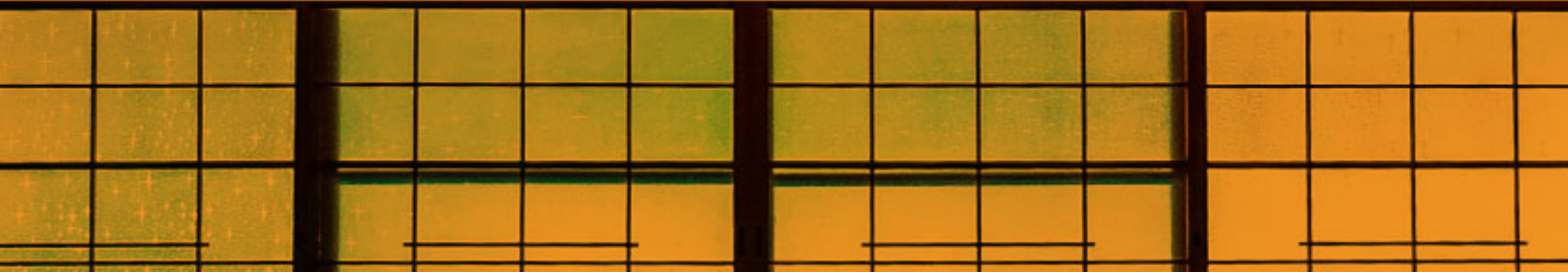
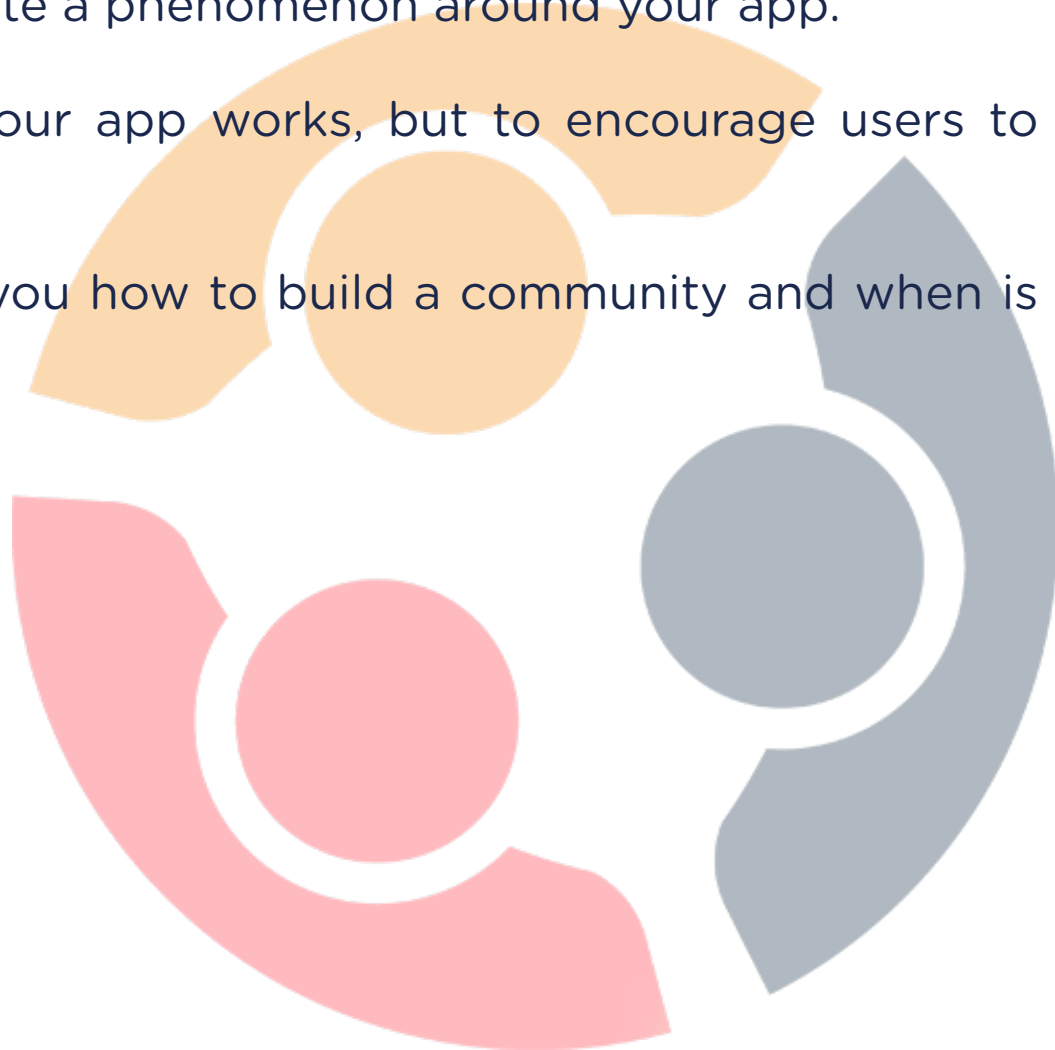
After we discussed about **Word Of Mouth** and **User Generated Content** we continue with the series of articles related to bonding with users.

Now we are talking about creating a community around your app. Managing a community and allowing users to connect with each other provides trust for your brand and in the same time you generate a phenomenon around your app.

The trick is not to show them how your app works, but to encourage users to improve their lives using your app.

This step - by - step guide will show you how to build a community and when is the right time for every move.

Let's start! 😊



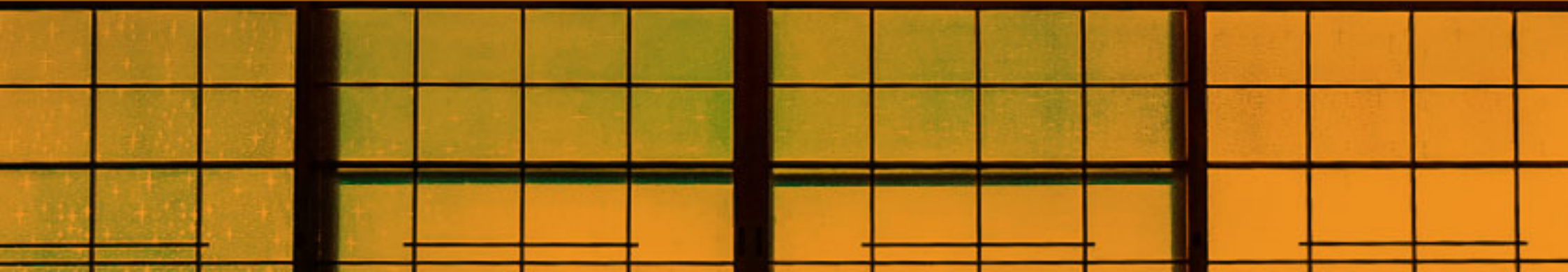
Start With Knowing Your Users And Audience (Really!)

The first step for building a community is to be aware that you need to invest a lot of time to connect with possible users. If you struggle to juggle the development tasks and you don't know when you are going to handle the community then don't even think about starting it. But, if you know that you will be there for your audience then let's proceed.

First, you must be close to them and to find out the main interest that brings people together. Don't talk, just listen. People are ready to share their feelings in any circumstances. After you find out how you can help them through your app, associate the idea with your community. The goal in having a community is to offer and receive insights about a topic, in this case your application. An effect of creating a community is the amount of information you gather after user signs in to your platform and, in the same time, you increase your user base.

Here are some articles for you to learn more about how to know and find your target audience.

1. [How to Find Your Target Audience on Mobile - Salesforce](#)
2. [App User Segmentation: Best Practices & Examples - App Samurai](#)
3. [Knowing Your Target Audience: Mobile App Development Tips - Apptory](#)



Invest In Content Marketing

Share and discuss your projects with co-workers and friends.

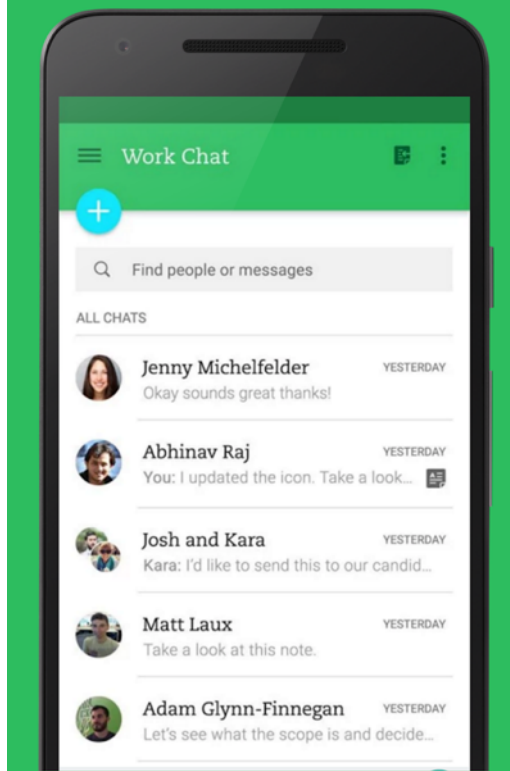


Image Source:
<https://play.google.com/store/apps/details?id=com.evernote>

A smart strategy is to use content marketing because it offers you a hint about users' concerns. If you have many apps this is a great solution to promote your entire brand and to manage the marketing campaign easier for all of them. The main requirement is to post regularly. If you provide value through your content you earn new adepts that will get confidence in your skills and they will understand that you are there to help them. A great example is Evernote team, a mobile app that helps you take notes in an innovative way, which created some videos for YouTube channel to help people realize they need the app to make their work smoother.

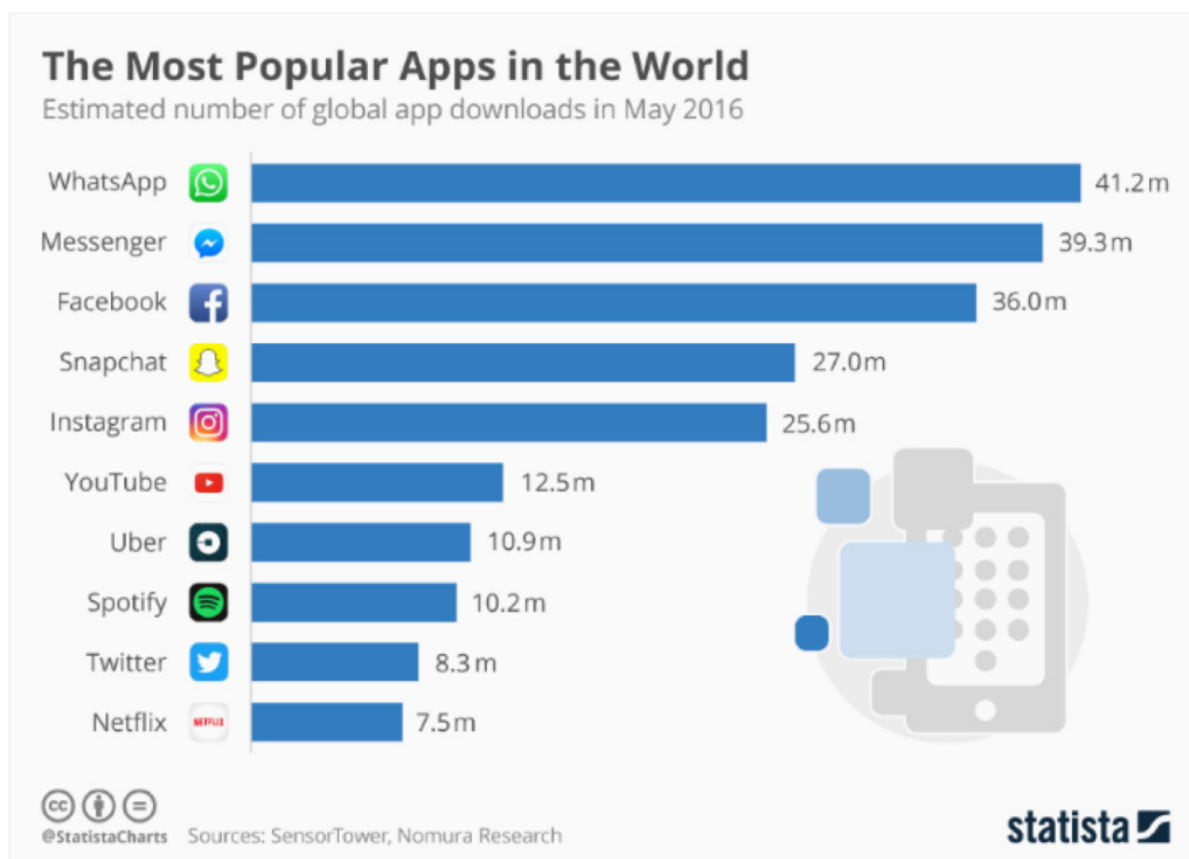
Here are some great articles about content marketing for mobile apps.

1. [7 Detailed Steps for Marketing Your Mobile App Launch with Content - Outbrain](#)
2. [7 Apps That Are Crushing Content Marketing - Apptamin](#)

Give Them a Platform to Communicate

Now that you have the focus point of your community create a space to handle the interaction. Whether you build your own platform or you use other ways of organizing groups the target is to have a virtual place to meet with the persons who share the same interests. Nike+ is a platform created by Nike which encourages people to be active, to be motivated and to be healthy. It is built around its app Run, which offers distance tracking, calories and speed calculator. Even more, this platform allows developers to use Nike technology to build applications for Nike users. It isn't about sports equipment or the app anymore it is about lifestyle gathering over 30 million members.

1- Consider In - App Community Building

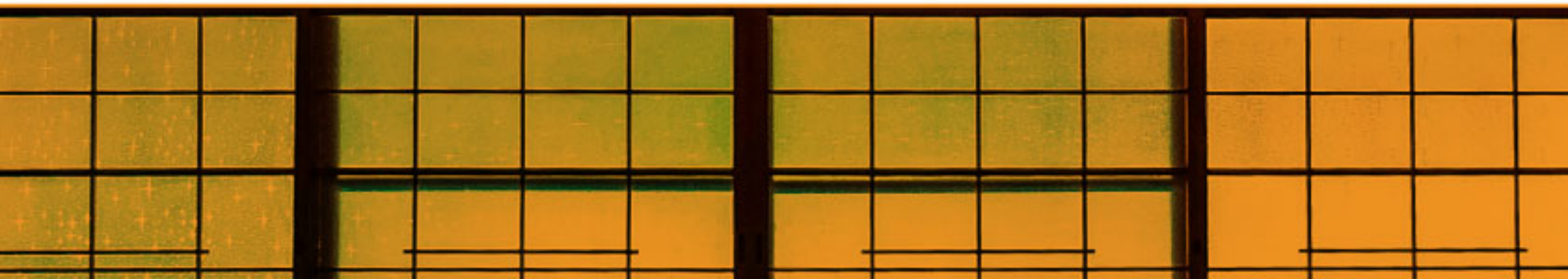
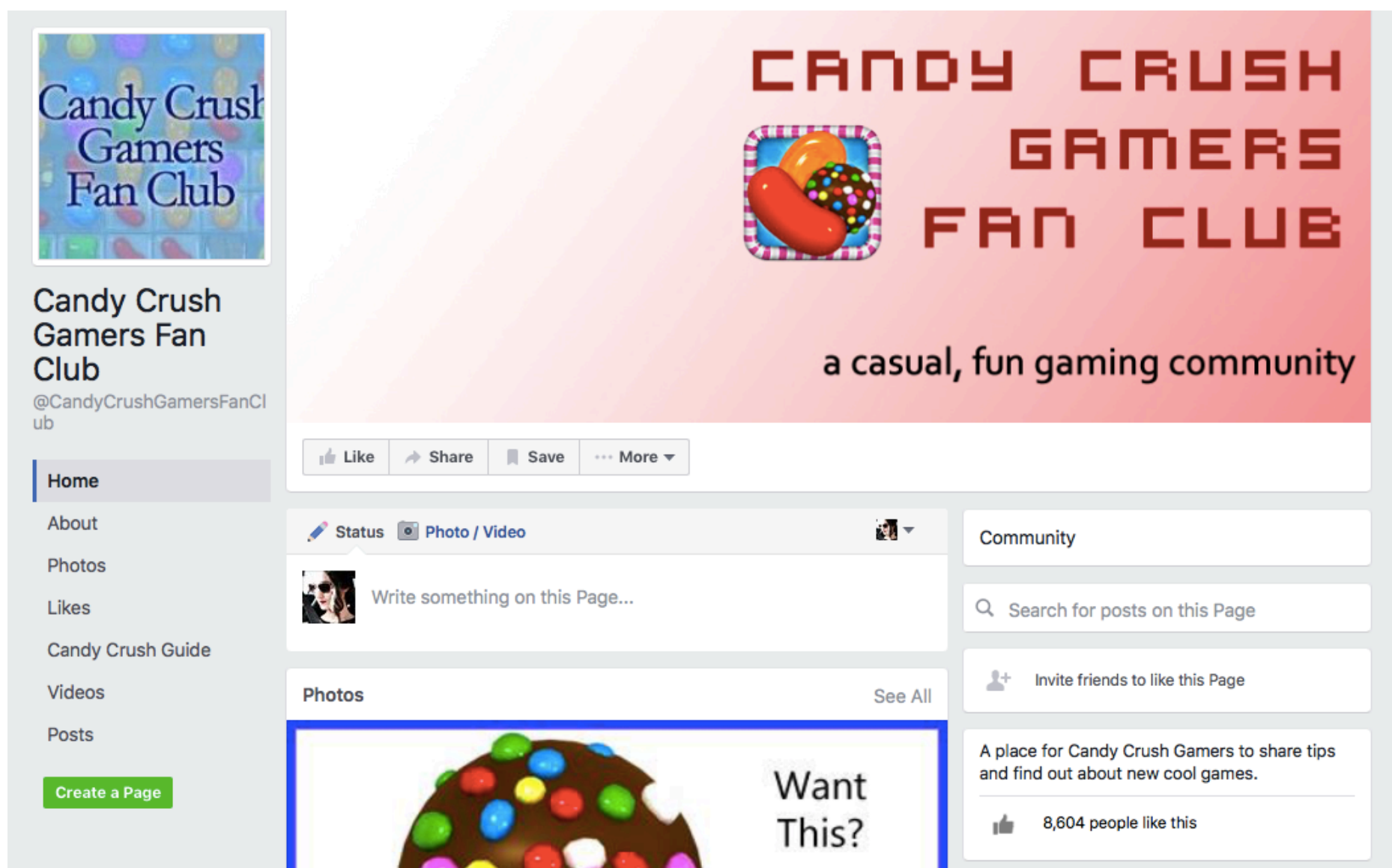


Look at this chart provided by Statista with the most popular apps in the world in May 2016. What all these apps have in common? That's right! They all provide the environment and reasons for people to get together in one way or another. The second observation is that Pokemon Go was launched in July, after this research but it follows the same pattern. It offers a scope and a place for people to meet. It seems that this is the key to success.

Give Them a Platform to Communicate

2- Consider Online Community Building Like Forums and Social Fan Pages

If you are wondering how to manage your community you can choose forums or social fan pages where the discussion flows from person to person and everybody brings improvements to the entire content. Take a look to [Forums](#) section of AndroidCommunity to understand better. But, in the same time you have to offer your users new things that will encourage them to come back over and over again. Don't be boring and enjoy the adventure.



Being Active On Social Media Is More Than Having Accounts

There is never too early to think about the methods of promoting your app. Start your actions from the moment you think about creating your app and grow your community in the same time you develop the app. Take advantage of social media benefits and you will find the right direction for your app.

1- Use UGC

User Generated Content (UGC) represents a form of content, either text, images or video provided by users of your application. Discover what people who use your app care about the most. After that you can create a campaign encouraging them to share their thoughts. This can be a fun or an emotional campaign. The key is to unify people with the same goal related to your app. A great approach would be to create a competition offering some incentives. This way people are motivated to join your community and to be part of the whole experience. Find out more about the best practices of creating a campaign with user generated content in [our previous article](#).

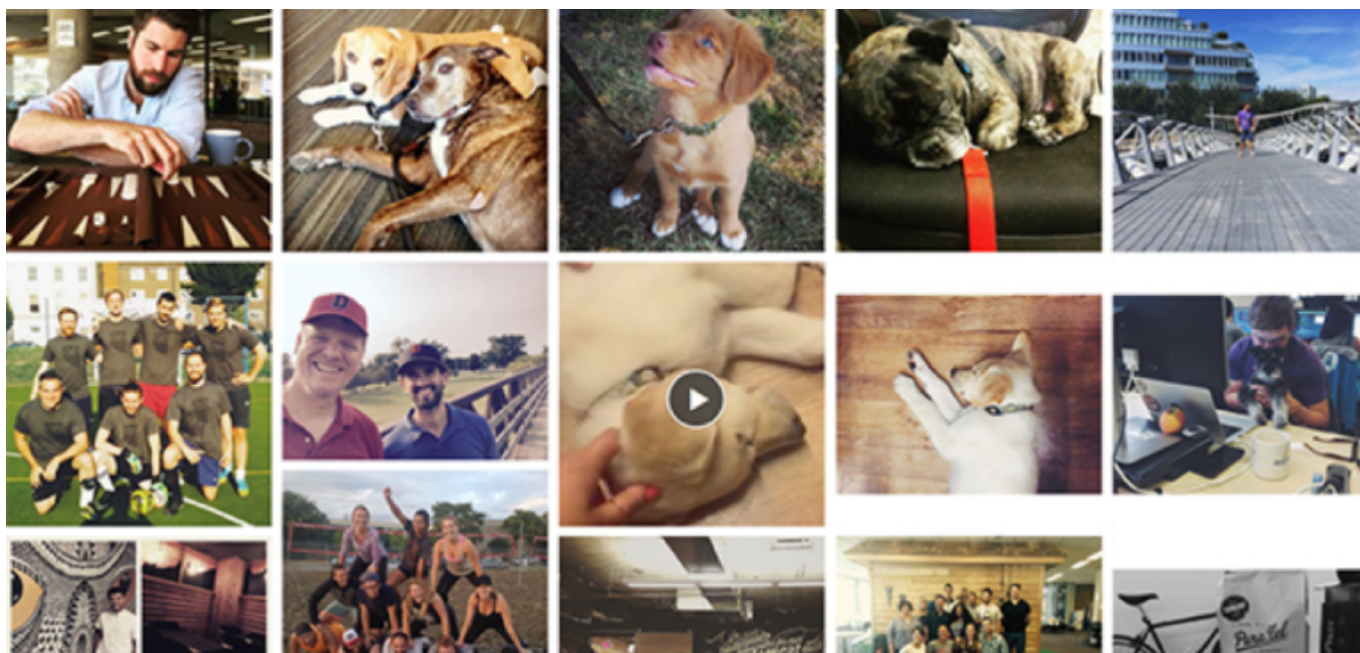


Image Source: <https://hootsuite.com>

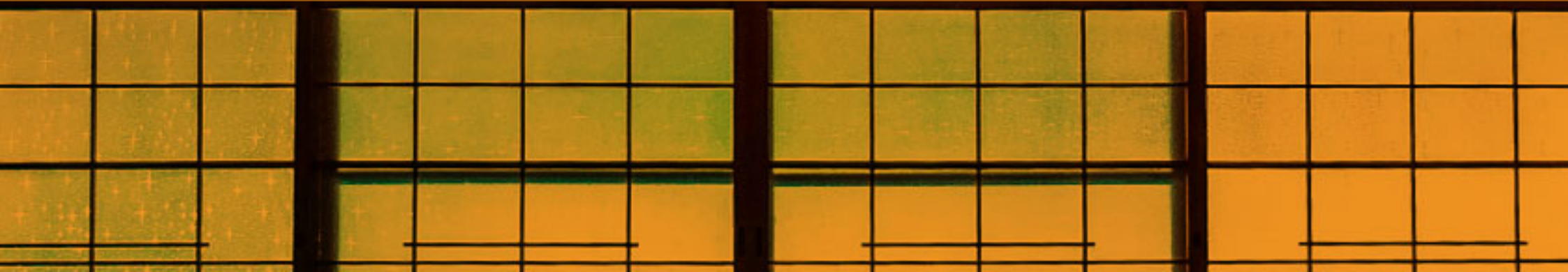
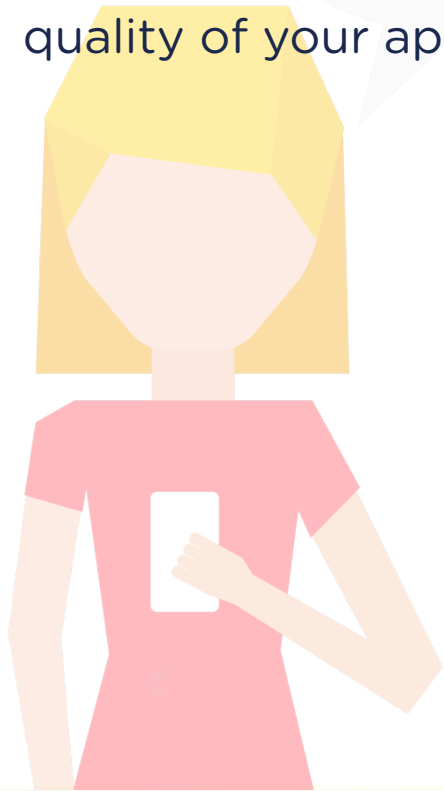
Being Active On Social Media Is More Than Having Accounts

2- Ask For Feedback And Give Rewards

The good thing in having a community is that you always know the real feelings of people who use your app. Search for quality over quantity. It doesn't matter if you have thousands of members in your community if they don't help you to improve your app and they don't join your mission. Encourage them to share their opinions about your app and offer them special facilities within your app for those that make you move forward with your development plan.

3- Add Social Sharing To Your App

Another smart movement that needs to be made from development stage is to implement social sharing buttons. This is a great way to gather people and to show them how their lives will be improved by joining your community. Don't wait for users to close your app and then connecting with their social accounts. You need to act when they are the most engaged and they are convinced about the quality of your app.



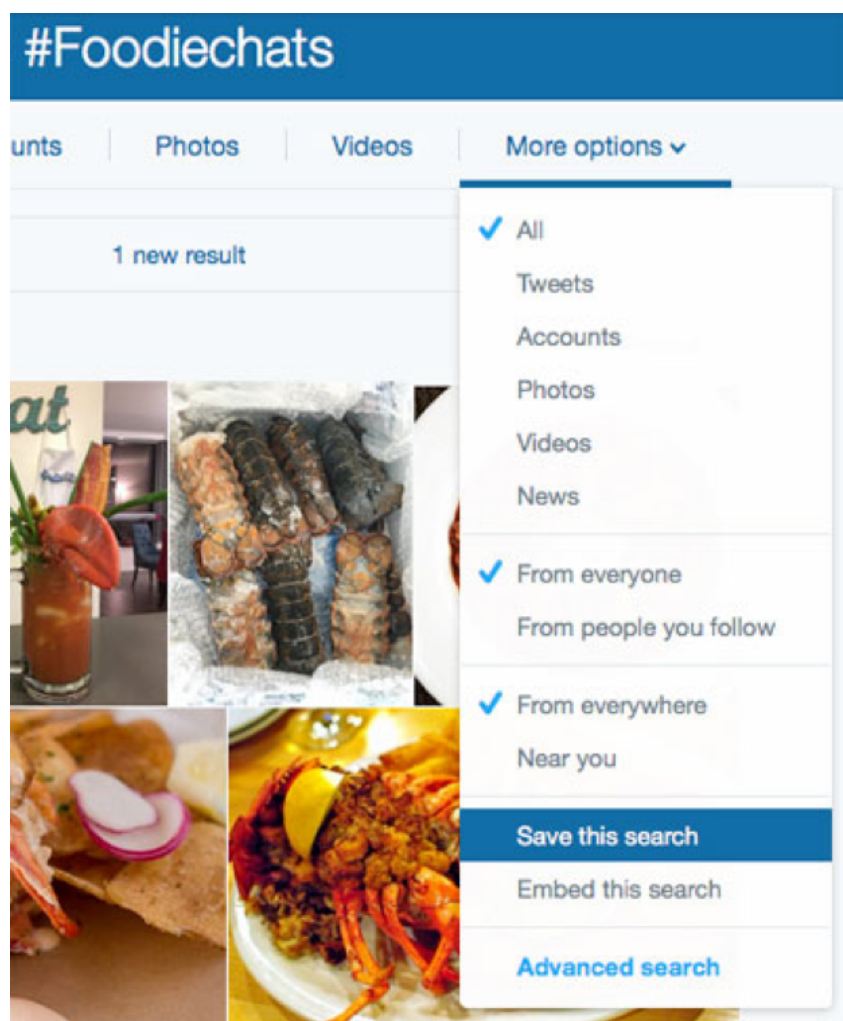
Give Them A Reason To Be Your Brand Ambassador

Now, that you offered them the ambiance and a topic to talk about, concentrate on the idea of word of mouth. We always say that users are the most effective marketers.



Give Them Freedom To Express Their Experiences

Make people feel that they are part of what you created. The social factor is very important in this situation. Offering people the liberty to create guides, tips and tricks videos or even to spread an innocent joke about your app will help you to create the community faster and effortless. Take example from Mojang, the company who developed Minecraft. Its fans created videos on YouTube about the game that accounted 31 Billion views, according to [Tubular Insights](#).



Moreover, if you have the ability to convince influencers in your domain to talk about your app through social channels, then users will be impressed and they will support you in the evolution of your app. Search for people who have something to say in your domain on Twitter, LinkedIn or YouTube.

We keep saying that developing a great app is not enough to be in top of app stores. You need to build some strategies to convince people about the value of your application and some of them aren't even expensive. This is the case of creating a community where you just need to put a great amount of time and a huge volume of creativity to be close to your users. The rewards will come not only for your app but for your entire brand.

Image Source: <http://www.apptamin.com/blog/app-social-media-influencers/>

An Offer for Startups

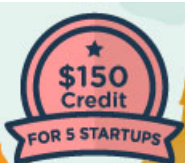
For a giant company, there are multiple ways to promote their app like big agencies, ad networks, advanced tools, social channels and even TV ads. For a startup, it is not easy to work with ad networks, impossible to work with big agencies and advanced tools because of entry barriers. The only channel available for startups to promote their apps seems to be social media but this channel is not feasible because of increasing cost to acquire thousands of users in a day.

As App Samurai, we have optimized CPI data, ad network optimization model based on categories, needed download data for boost campaigns and deep know how for more than 20 countries. We have an engine which we are trying to improve every day, we are improving the product in order to be startups' performance marketing partner. No need for Insertion Orders, no huge caps to start a campaign, no need to get your financials or details. We want to make it simple and clean.

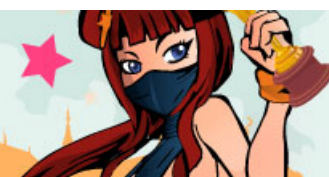
We want to be your trusted partner during your success journey but we are aware of that our platform need your support to be perfect. In that moment, we make an offer for you!

We give a chance for startups to gain free ad credit to create their own ad campaigns on App Samurai. All you need to do is fill out the form below and sign up to App Samurai. Then give feedback to help us to build your performance marketing product and have a chance to be one of 9 startups who won free ad credits!

Our respectable committee will determine the winners for each prize and we will announce the results on December 15, 2016.



Enter to Win



AppSamurai

"Your App in the Spotlight"

Want to reach your audience and
increase your app downloads?

Sign Up For Free

