Pre-launch Buzz Makes or Breaks Your App's Success

Product lifespan has become shorter and shorter in recent years, as manufacturers and developers struggle to give consumers the next big thing after the next big thing.

More and more, a product's most substantial sales come within the first few weeks after the initial product launch – you can see this clearly with things like movies and music CDs, as well as with books and clothing.

That initial success is largely the result of prelaunch buzz-building – getting consumers excited about a product before it hits shelves in order to boost initial sales excitement as high as possible.

Apple is the king of prelaunch buzz, with carefully leaked industry rumors circulating before they offer a product announcement, much less a full product launch. Think of all the hype surrounding the iPhone 4S and the New iPad before these products were even announced to the public, much less actually began showing up on store shelves.

In fact, prelaunch buzz building has become an essential component in success within almost every industry but one. The mobile app industry does not capitalize on the power

and potential offered by prerelease buzz building. App developers seem to be content to let their apps "sink or swim" with little to no fanfare to even announce the app's rollout, much less get their target market excited about the release.

The Prerelease Process

The prerelease buzz building process is vital for achieving several goals, all of which are essential to product success (whether that product is a new mobile app, a new sneaker design or a new Blu-ray). These goals include:

- **Increase public awareness**

- **Increase purchase intention in target audience**

- **Boost sales after product rollout (or during preorder period)**

Boosting public awareness of the advertised product is essential – if you don't tell them, they'll never know. Natural discovery is all well and good, but you cannot expect to see success if you fail to deliver your message to your target audience. An increase in purchase intention is also vital.

Consider that only a fraction of those who "intend" to purchase a product will actually follow through on that intention – the more people intend to buy your new product, the higher that percentage will actually be. Finally, boosting sales is the obvious goal of all your marketing tactics.

Initial Advertising Builds Buzz in Multiple Ways

Advertising during your app's prerelease period offers several significant advantages. First, it ensures that consumers who see the advertising are encouraged to take action, including:

- **Searching for the app online**

- **Blogging about the upcoming product**

- **Sharing their excitement about your product through social media**

Second, it encourages ongoing buzz building on the part of consumers. For instance, according to a recent study, the beneficial effects of prerelease buzz building do not cease when your marketing campaign ends. Instead, they continue to be felt for weeks afterward. Of course, the benefits of marketing wane the longer the time before your release. Hitting the optimum prerelease window is important.

Consider that consumers put a higher value on near-future rewards (new products) than they do on the same or similar rewards in the distant future (your app rolling out in months, rather than weeks). The more value is placed on your "reward", the greater the interest and excitement will be during the prerelease period and the more you can expect your target audience to share and promote on your behalf (word of mouth).

This concept is enormously important for mobile app success – building prerelease buzz for your app is the only way to ensure that you see the success you need immediately. While a "slow build" approach can work, there is no way to guarantee that your app will receive any notice whatsoever if you do not build buzz before the initial release.

The App Barrier

In order to understand the importance of prerelease buzz building, you need to know a few things about the app market you're seeking to enter.

- **Google has seen 15 BILLIION app downloads, with over 480 million activated Android devices** – Now, on the surface, that seems to be good news for you. It means that there's an enormous market out there for your app. However, it's actually bad news in the sense that your app has to go head to head with all those others that are already established and are generating buzz with consumers.

- **Apple has 650 thousand apps available for download and leads the market in terms of consumer concentration** – Again, this seems like good news on the surface. However, what you should really be concerned about is how you'll get your customers to notice you buried at the bottom of those other 650 thousand apps that have come before you.

- **The number of app developers for both Apple and Android is mounting substantially** – This might seem like a very good thing, as it indicates a healthy, growing market. However, it means that you have to battle tens of thousands of other app developers in your quest for market share and consumer interest.

It's clear that marketing your mobile app successfully requires more than just submitting to each app store and then hoping to be found. However, real success requires more than marketing AFTER submission – it's too late once your app is out in the wild. You have to start building success before you release.

How can you do that, though? There are a few obvious ways to work toward this goal, including:

- Building a website

- Being unique

- Building your brand

- Promoting through social media

- Engaging app users in an attempt to boost word of mouth

However, none of these is a proactive measure – they're all reactive and designed to be implemented after your app goes live or just before. Prerelease buzz building offers you the means to start boosting consumer interest and generating buzz about your app BEFORE you send it off into the wild.

Generating prerelease buzz offers significant advantages, including:

- **Build brand recognition now, not later**

- **Receive critical feedback from real users and authorities now, to engender better consumer confidence after release**

- **Generate pre-opted in users to download your app as soon as it's released**

A Look at PreApps.com

In your quest to build prerelease buzz, you'll find that having the right tools is vital. Without a means to begin generating buzz for your app, you'll discover that the process is all but impossible. PreApps.com has the tools you need to help ensure success. The site is the only one of its kind, and puts the power off buzz-building tools and techniques right in your hands.

PreApps.com offers a variety of free and paid benefits for both you (the app developer) and for app users (your target audience). In addition, it's the only place online where users can preview, rate and share mobile apps that are "coming soon", which allows you to tap into the billion-dollar prerelease industry. In essence, it's the foremost social platform connecting mobile app developers with mobile app users.

PreApps.com offers a range of significant advantages for mobile app developers, including:

- You gain the ability to generate pre-opted in users ready to download your app the instant it's released to the public. This gives you a firm base on which to build your success, and helps build your app's rank in both the Apple and Android markets.

- You gain the ability to build brand recognition immediately, before your app is even released. Better brand recognition equates to more authority, a reputation as leading development company and user-generated marketing centered on your brand.

- You gain critical feedback about your app before you publicly release it. This ensures that you can make usability alterations, graphic tweaks and other modifications necessary to ensure success and utility for end users.

- You learn tips and tricks for submitting your app to the Android and Apple marketplaces. This ensures that the submission process goes as smoothly as possible, your app is categorized correctly and you receive approval quickly.

Building prerelease buzz for your app is effective and increasingly essential for success. With the help of PreApps.com, you can take the confusion out of the process and enjoy significant benefits, as well as ensure that your app meets with the utmost in popularity and accessibility.