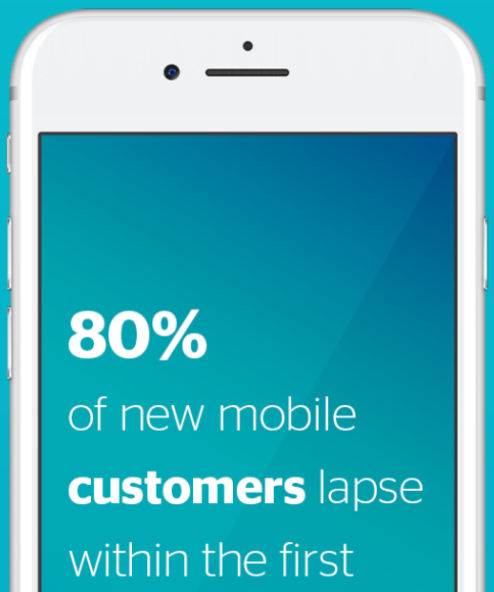
Travelport Digital

Redefining travel commerce

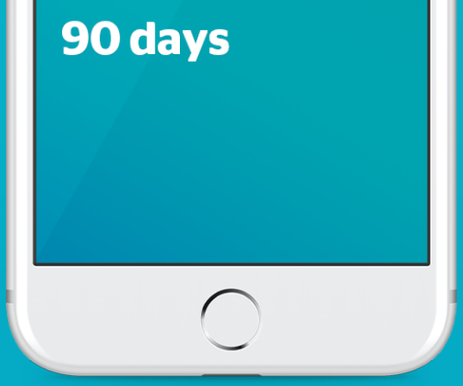
The ultimate guide to travel app marketing

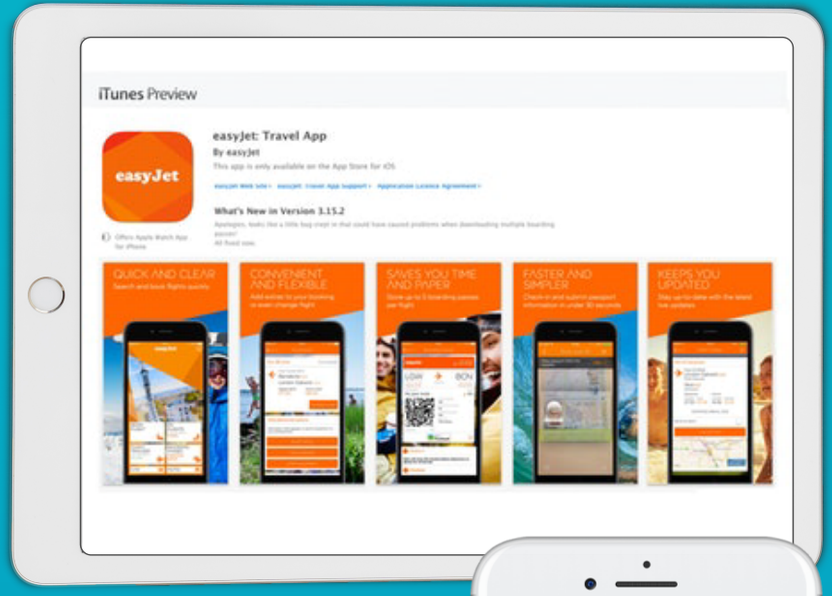
6 steps to winning in mobile marketing



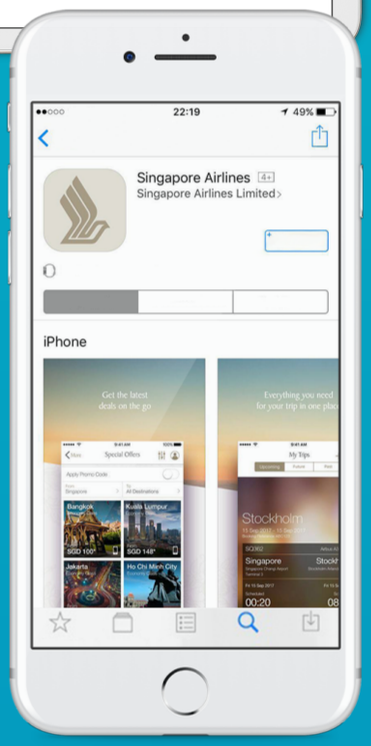
Once you have built your app, how do you get people to download and use it?

Mobile marketing is the closest travel brands can get to customers. Adopting a robust mobile marketing strategy is critical for success.





#1 App Store Optimization



ASO is the ongoing process of optimizing and improving the visibility of an app within an app store to increase its discovery and ranking with the ultimate goal to drive more downloads.

Today app discoverability has never been more important.

6.5 million

apps available across the 5 major App Stores

65%

of all app downloads come directly from App Store searches

ASO is broken down

into 8 key areas

Title

- Keep it simple
- Use your brand name

Category

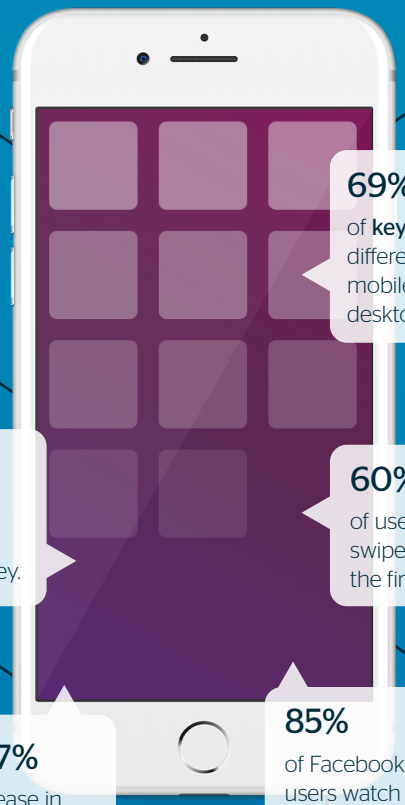
- App listing within the App Store
- How users will search for an app
- Travel brand = travel category

Description

- Demonstrate why someone should download your app
- Make it scannable, list out key features offering value with each point
- Keywords are indexed in Google Play

Localization

- Localize languages and keywords
- Use analytics to see where users are coming from to determine languages
- Mirror the languages of your website



69% of **keywords** rank differently across mobile and desktop

Only 2-5% of users expand **the description**. The first line is key.

60% of users won't swipe past the first **screen**

767% Increase in downloads by **localizing** iOS app keywords

85% of Facebook users watch **video** without sound

Keywords

- Define a separate keyword strategy for mobile
- App Store, dedicated section, 100 character limit
- Google Play, keywords within description

Screenshots

- Use infographics to tell a story, sell the value
- Use different creative for the App Store and Google Play

Icons

- Keep it simple, scalable and recognizable

Video

- Use a video version of screenshot infographic to showcase the best features and functionality
- Demonstrate the value of your app
- Use descriptive text

#2 Apple and Android approaches

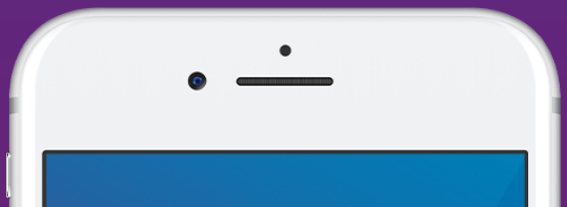
There are a number of marketing opportunities available across the two major app platforms — iOS and Android.

iOS

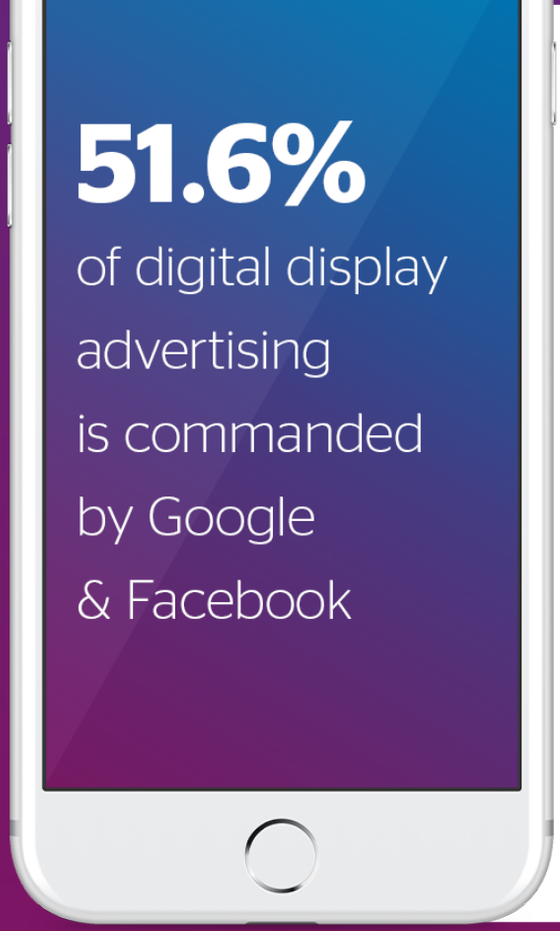
- App Preview
- Smart Banners
- 3D Touch Share
- Search ads
- Respond to reviews
- In App ratings

Android

- Mobile App Install Campaigns
- Early Access



#3 Paid Media



51.6%
of digital display advertising is commanded by Google & Facebook

- Google Adwords App Install Campaigns
- Mobile Display Network
- Mobile Engagement Ads
- Display Network
- Search Network
- YouTube TrueView Universal Campaigns
- Retargeting
- Facebook App Install Campaigns
- Facebook Engagement Ads
- Twitter App Install Campaigns

#4 Owned Media

Website

Homepage banner ad and landing page.

Email

Campaigns for launch and regular updates.
Email has a **4X** higher ROI than other marketing formats.

Video

Promotional and feature videos.

Seat Back Promotions

Advertising opportunity to a captive audience during idle flying time.

Microsite

Host promotional videos, infographics and app download links.

In airport signage

Simple QR code to 'download the app'.

Agents

Utilize a TMCs best asset to promote your app.

Organic Social Media

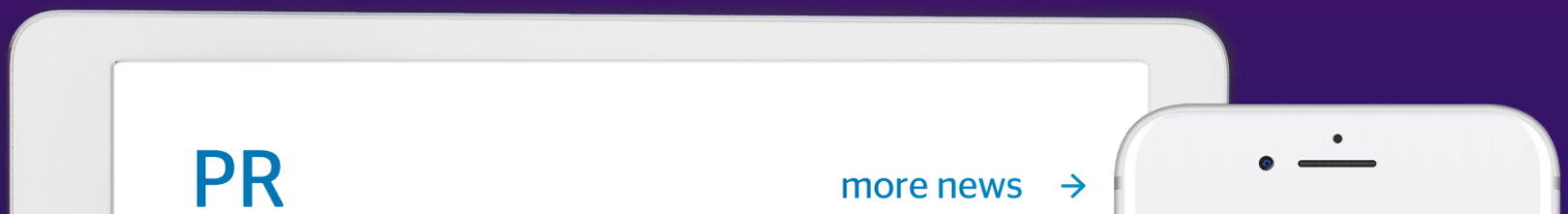
Infographic style images as well as video to showcase the app.

Inflight Magazines

Advert to showcase your app to the vast audience who fly with you.

#5 Earned Media

Have someone else shout about your app for you!



A well planned and implemented PR campaign can be very effective in driving brand awareness and app downloads.

28 June, 2017 at 16:22 by Admin

- Create an app press kit
- Compose a media list including influencers and bloggers
- Engage with them and follow up

Customer reviews

Your customers are your biggest advocates. Be strategic about when you ask for an app review though. Timing is key such as post booking or check-in.

John Doe

Great work!

Alice Johnson

#6 Tracking & Analytics

Understanding the best performing channels enables data driven decisions on future activity.

Reporting

Set up KPI dashboards to monitor and report on campaigns.

Analyze and benchmark activity against competitors to keep up to date.

What to track?

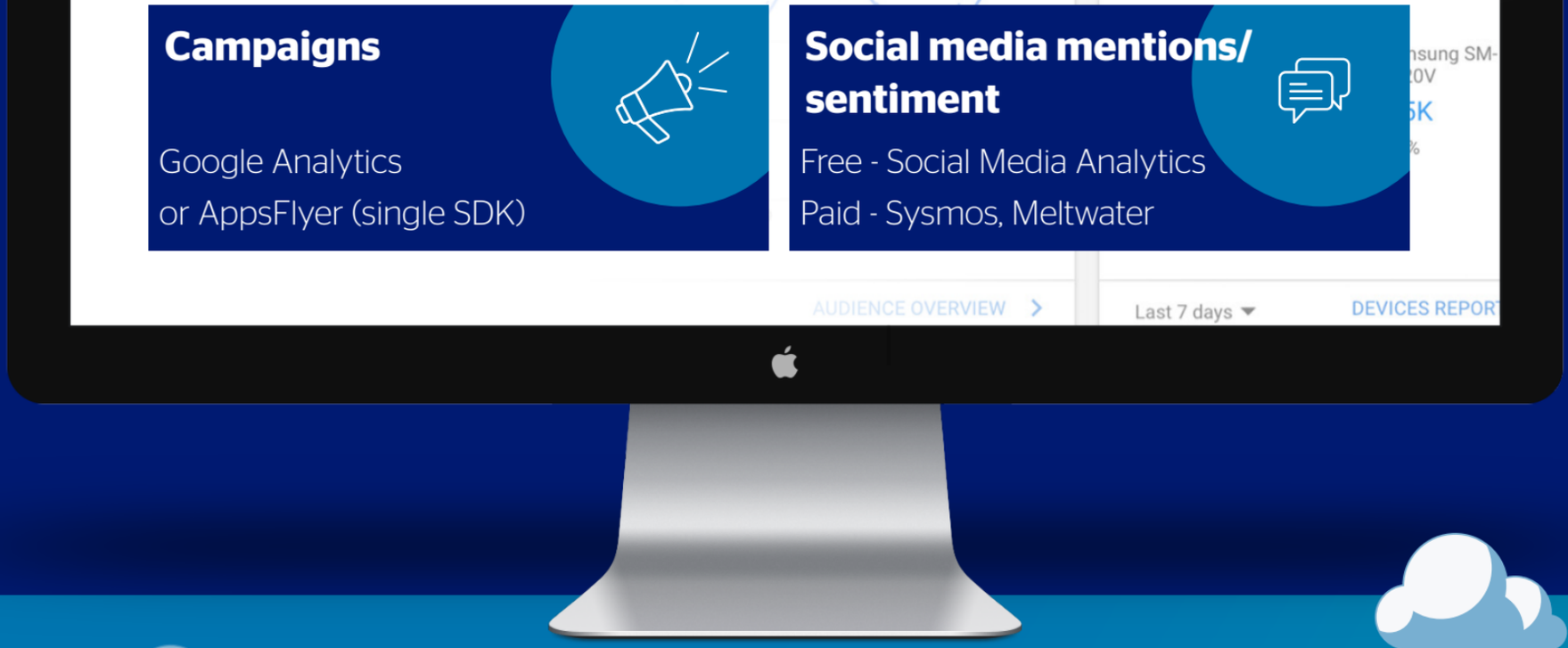
Tracking Tools

App Store data

Google Play and Apple App Store

In App activity

Google Analytics, Firebase



To discover more about travel app marketing download our **full guide** here.

DOWNLOAD NOW

Travelport Digital are experts at delivering mobile travel solutions for airlines and travel companies that drive end-traveller engagement. For more mobile travel insights visit **DIGITAL.TRAVELPORT.COM**

Travelport Digital
Redefining travel commerce

Sources:

(1) Andrew Chen 'New data shows losing 80% of mobile users is normal. and why the best apps do better' Statistica.com, 2017, Number of apps available in leading app stores **(2)** App Store, Optimising for App Store launch **(3)** App Annie, 2016, 3 reasons why your ASO strategy needs to be global **(4)** Hit search, March 2017, Why your travel brand should conduct separate mobile keyword research, StoreMaven, October 2016, Double your conversion rate **(5)** Digiday UK, May 2016, 85% of Facebook video is watched without sound **(6)** eMarketer, 2017 'Google, Facebook together command 51.6% of the digital display advertising'