





How to Get 10,000 App Users in 28 Days

(28 Day Mobile App Marketing Calendar Template)

	Week 1 (Launch Week)	Week 2	Week 3	Week 4
MONDAY	DAY OF LAUNCH Social Media Engagement Newspapers / Magazines / TV Spots / Cinema Advertising / Radio Spots SMS/E-MAIL Campaigns App Store Optimisation Campaigns Google/YouTube Campaigns Influencer/Viral Marketing Campaigns Billboards/Ambient and Digital Displays	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots
TUESDAY	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	TV Interview with Founder	Podcast Interview with Founder	Newspaper/Website/Magazine/Radio Interview with Founder
WEDNESDAY	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots
THURSDAY	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Download Promotion with Incentive	Download Promotion with Incentive	Download Promotion with Incentive
FRIDAY	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots

	Week 1 (Launch Week)	Week 2	Week 3	Week 4
SATURDAY	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Podcast Interview with Founder	TV Interview with Founder	Newspaper/Website/Magazine/Radio Interview with Founder
SUNDAY	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots	Social Media Engagement Newspapers / TV Spots / Cinema Advertising / Radio Spots

 Awareness
 Engagement
 Consideration
 Conversion

LEGEND

• **Social Media Engagement** – FB / Insta / Twitter / LinkedIn / Tik Tok / Snap Chat – These are the major Social Media Channels you need to be focussing on. Wherever you see this appear on the calendar it means that you must be sharing content via these channels on a daily basis almost.

In addition, this also means you have to undertake paid promotion on all these channels and allocate a healthy daily budget that drives interest, curiosity, awareness, engagement, consideration and conversion.

Paid social media promotion is key to meeting the campaign objectives.

• **Newspapers / Magazines / TV Spots / Cinema Advertising / Radio Spots** – Comprehensive advertising campaigns across all these mediums including paid promotion, sponsorships, editorials, guest spots, interviews, podcasts etc.

• **SMS/EMAIL Campaigns** – Undertake SMS and Email campaigns, first targeting those who have interacted with the brand in the past and then wider audiences.

• **App Store Optimisation Campaigns** – Your Mobile App must be optimised for App Stores in order to ensure it appears top rated in search results and across App Store advertising. You must allocate a separate marketing budget for App Store Optimisation Campaigns.

• **Google/YouTube Campaigns** – You must allocate a separate marketing budget for Google/YouTube Campaigns using popular methods such as Pay Per Click etc.

• **Influencer Campaigns** – You must work hard to find matching influencers that are within the same target audience of your Mobile App and engage with them on marketing efforts with a separate marketing budget.

• **Billboards/Ambient and Digital Displays** – Billboards, posters, ambient advertising in high footfall locations, digital display advertising etc. must all be addressed with a separate budget.

• **Interview with Founder** – These are a series of interviews with the founder or CTO etc. using newspapers, websites, magazines, TV, radio and podcasts etc. – To showcase the Mobile App Concept and talk about the technology and drive interest and curiosity about the Mobile App, encouraging downloads.

• **Download Promotion with Incentive** – This tactic includes providing those who download your Mobile App with some form of incentive. This can range from exclusive content to gifts or other promotional discounts etc.