

# CASE STUDY

## Galatta Cinema Magazine on iPad app

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#### CLIENT

Galatta Cinema is the print media initiative of Galatta.com and Dot Com Infoway. A high-end magazine on South Indian movies, Galatta Cinema features interesting articles, news stories, reviews, previews, interviews and critiques on the latest in the South Indian movie industry. The magazine features content written by cine experts and movie critics and caters to both movie fans and film fraternity.

DCI Mobile Studios is the mobile application development division of Dot Com Infoway, which offers end-to-end iPad application development services - from iPad app concept development to actual app development to app marketing and promotion.

#### CHALLENGES

Galatta Cinema approached Dot Com Infoway to promote its app Galatta Cinema on iPad during the launch. The primary target is to increase the number of downloads and achieve top rankings in the iPad apps section in iTunes. Stores right from the day 1 onwards. This is complete Pre launch marketing campaign.

#### SOLUTION

Dot Com Infoway analyzed and prepared the keywords to be submitted in the app store. After having numerous discussions, to cope up with the brand image that has been created about the app, our app marketing experts came up with an app marketing strategic plans to increase the downloads and app presence in the app store from its launch.

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### MARKETING CAMPAIGN

In the Appstore optimization process we performed the following specific tasks such as,

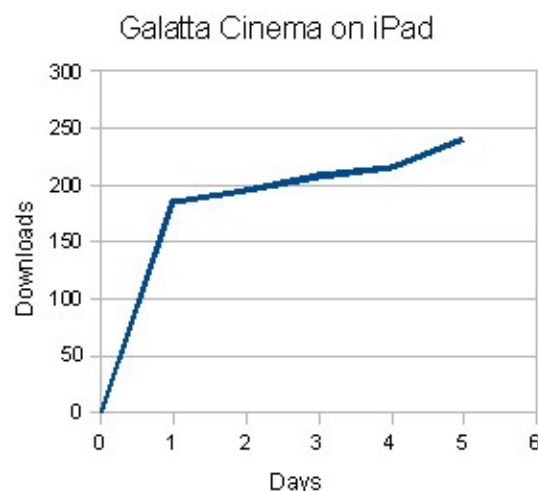
- App description optimization
- Keyword research & implementation
- Screenshot selection

Following this, we conducted a massive Press release campaign focusing leading online technology sites and mainstream media to spread message about the launch of the app across various media and in additional social channels. All our press coverage was followed with some social media buzz generation activities.

We ensured that the app launch reached out to various app experts, reviewers and developers and generated reviews from them, thereby it has become possible to increase both the visibility and downloads with in a short time span.

### RESULT

- The hype we created over the launch generated 185 downloads in the first day.
- App reached #1 in the Spotlight section within three days of the launch date
- The app got featured in Whats' Hot section in a short span of time



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