

# CASE STUDY

## iFaceLaugh

### CLIENT

## iFaceLaugh

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

### CHALLENGES

iFaceLaugh is a very unique concept, as it specializes in the conception of unique and compelling iPhone application that helps to create, collect and send "FaceLaughs" to family and friends. Due to its unique nature, it didn't face any direct competition. However, there are some identical applications in the market, which provided a good competition to the application. So Dot Com Infoway had a tough challenge in front of it, as iFaceLaugh being an unique concept and very new to market, it is in a position to make its reputation and earn the interest of its users.

### SOLUTION

Initially to start up with the marketing campaign, a medium such as web page or website was needed for the application to carry out the promotional process. Then we created a website for iFaceLaugh, which we used up as a primary medium for our marketing activities.

Following the website launch, App store optimization has been carried out which includes the following process:

- App description,
- Keywords used in the AppStore,
- Screenshot selection

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### MARKETING CAMPAIGN

Dot Com Infoway offered the client with exclusive range of promotional activities that exploited the branding of the application which resulted in the app ranking boost up and download increase.

Actually we have started the app marketing, even before the app gets launched in the app store, in which we created awareness and buzz about the app across the online media. Once the app has gone live in the AppStore, we have initiated the actual marketing process by performing an in-depth analysis of the application. Then we promoted the app in various social media websites to increase the awareness of the app around the users; thereby it has become easy for us to increase the app's brand visibility online.

We approached various application experts, reviewers and fellow developers and received feedbacks and reviews from them to ensure that the application has reached out to the market successfully. Also to let the users about the various features, specialty and uniqueness of the app, we created video describing the functionality of the app and promoted it.

To extend our service further, we created contest which aimed to capture both the existing users who already downloaded iFaceLaugh as well as new users. We used our website to get the users involved in the contest via the contest page that we designed especially for this, in which we offered the winners with free Apple coupons worth of \$100. Our experts at Dot com Infoway assisted the client every step of the way, from the website creation to marketing the contest and making it go viral via social media sites.

### RESULT

- The application has reached the ranking from #576 to #56 in Social Networking category.
- The hype we generated over the contest using our contest submissions we continued bringing additional downloads for several weeks after iFaceLaugh release.
- The app got featured in the New & Noteworthy Section of the app store

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