



# APP DESIGN MARKETING CASE STUDY

## PRESENTED BY

*Mia Jiang | Digital8  
Digital Marketing Manager*



**01**

*the beginning*

THE GROWING MARKET NEED

**02**

*the highlight*

MULTI-CHANNEL MARKETING

**03**

*the opportunity*

USER EXPERIENCE

**05**

*the Digital8 solution*

FRONTEND REDESIGN

**06**

*the multi-channel strategy*

CAMPAIGN EXECUTION

**09**

*key takeaways*

MARKETING SUCCESS

**10**

*the results*

GROWTH STRATEGIES

**11**

REFERENCES

*case study*

# PATCHPETS: THE SOCIAL DOG APP

PatchPets is a social networking app that was designed to provide a digital community for dog owners, to help them organise playdates and share dog related content. This is the success story of how PatchPets managed to become one of the most talked about new startups in Australia this year.



*"Digital8's marketing strategy team are extremely creative and knowledgeable when it comes to digital marketing. I find the team there amazing to work with and have brilliant knowledge on how to use different digital platforms to strategise marketing activities. I really enjoy working with them and recommend their services to anyone."*

**JOSH, PATCHPETS FOUNDER**

**3000**

*active users*

**3**

*weeks*

*the beginning*

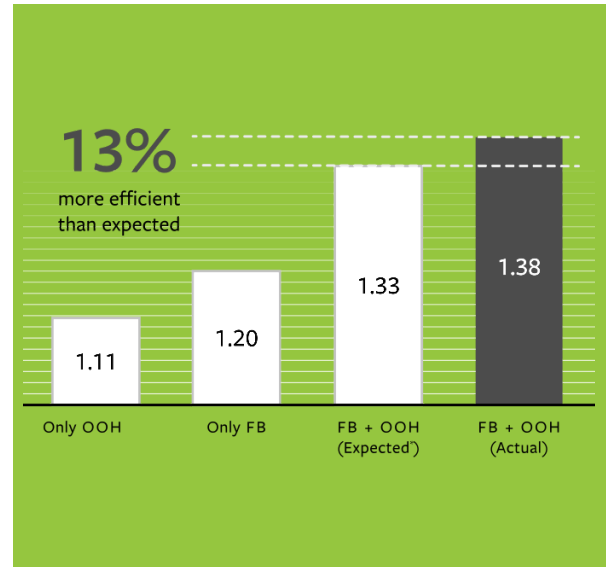
## THE GROWING MARKET NEED

When Digital8 first heard about the concept of PatchPets, we immediately saw the potential. PatchPets' founder, Josh Fritz, knew he had stumbled upon an interesting idea, but was looking for help with marketing and business strategy to help attract users and corporate interest. The reason we were so confident in the concept was quite simple, dogs are engaging, and dog owners are very enthusiastic about dogs. Furthermore, according to RSPCA, about 62% of Australian households own pets, and there are estimated to be 4.8 million pet dogs in Australia. If we were able to capture just a small amount of these owners, we would have a viable business idea on our hands.

*the highlight*

# MULTI-CHANNEL MARKETING

A well-planned marketing strategy is critical to the success of a startup business. The first thing we did was to sit down with Josh to plan out marketing activities with a clear business goal in mind.



*According to a 2019 Facebook Business research report, Facebook ads (digital ads) are 47% more effective when used in a mixed-media marketing campaign. And the mixed-media campaigns are 71% more effective than standalone out-of-home advertising (for example, traditional billboard ads).*

After a substantial amount of market research and several rounds of ideation sessions, we came up with a mixed-channel approach to maximise the effectiveness of different marketing campaigns.



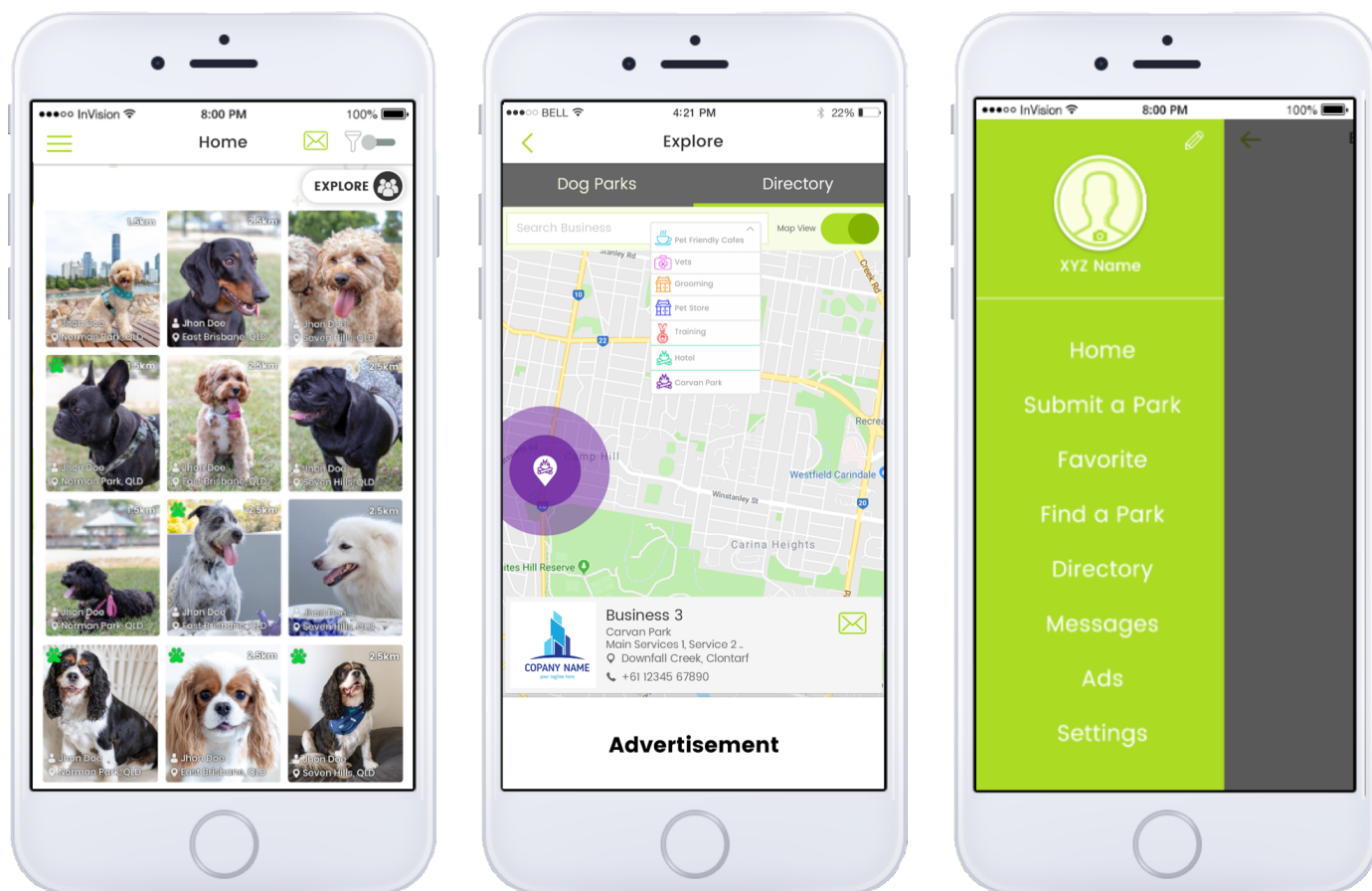


*the opportunity*

# USER EXPERIENCE

When we started working with PatchPets, Josh had already engaged another company to run the development, and the progress was already nearing expected completion.

Here are some screenshots from the original version of the app.



You don't get a second chance to make a first impression.

Pushing an unsatisfactory version of an app could disappoint the audience's high expectations, making it harder to re-establish a trustworthy relationship. We couldn't afford to invest any of Josh's funds into marketing if we were just driving users to an app that would drive them away immediately. Therefore, our first recommendation to Josh, was for us to create a new user interface design.

*the opportunity*

# USER EXPERIENCE

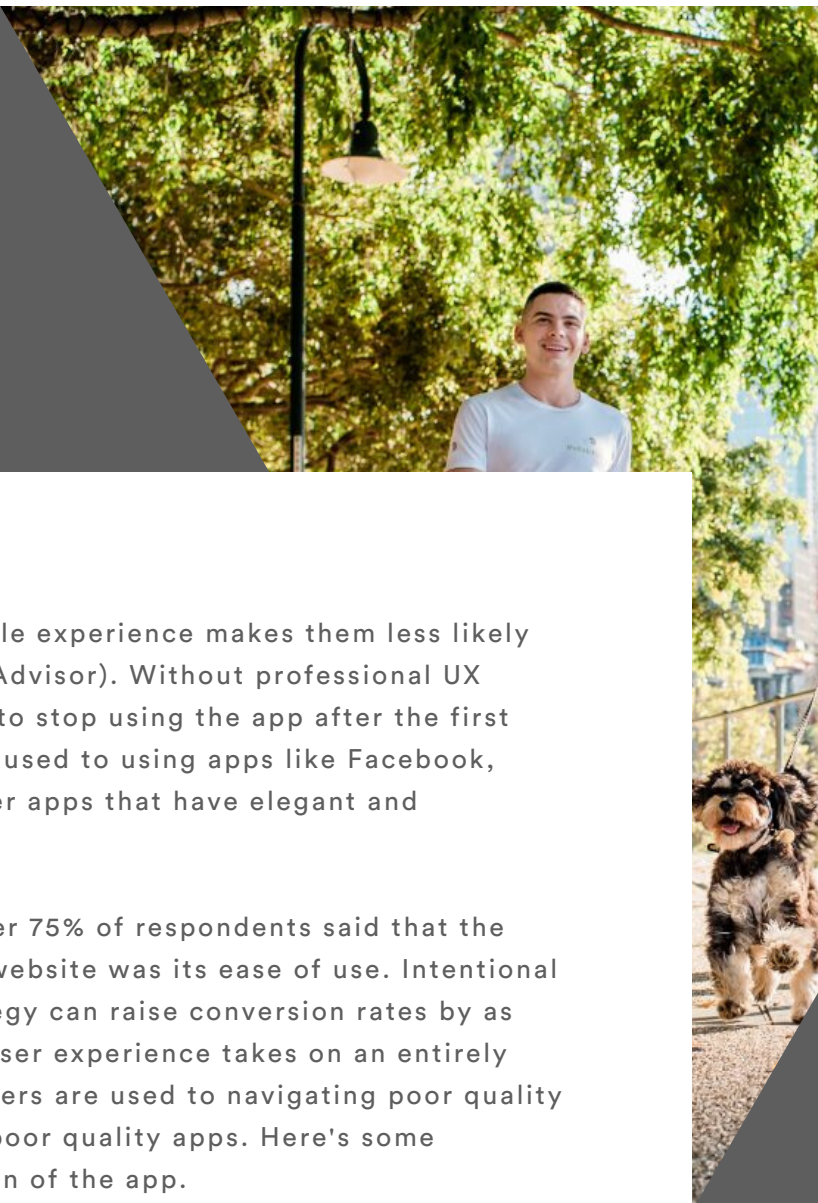
52% of users claim that a poor mobile experience makes them less likely to engage with a company (Design Advisor). Without professional UX design input, a user is highly likely to stop using the app after the first time. Users of smartphone apps are used to using apps like Facebook, Instagram, Google Chrome and other apps that have elegant and extremely well thought-out designs.

According to HubSpot research, over 75% of respondents said that the most important characteristic of a website was its ease of use. Intentional and strategic user experience strategy can raise conversion rates by as much as 400%. The importance of user experience takes on an entirely new level with smartphone apps. Users are used to navigating poor quality websites, but they are not used to poor quality apps. Here's some screenshots from the original version of the app.

## *the Digital8 solution*

In order to solve the problem of poor user experience, we handed the project over to our design guru, Lucy.

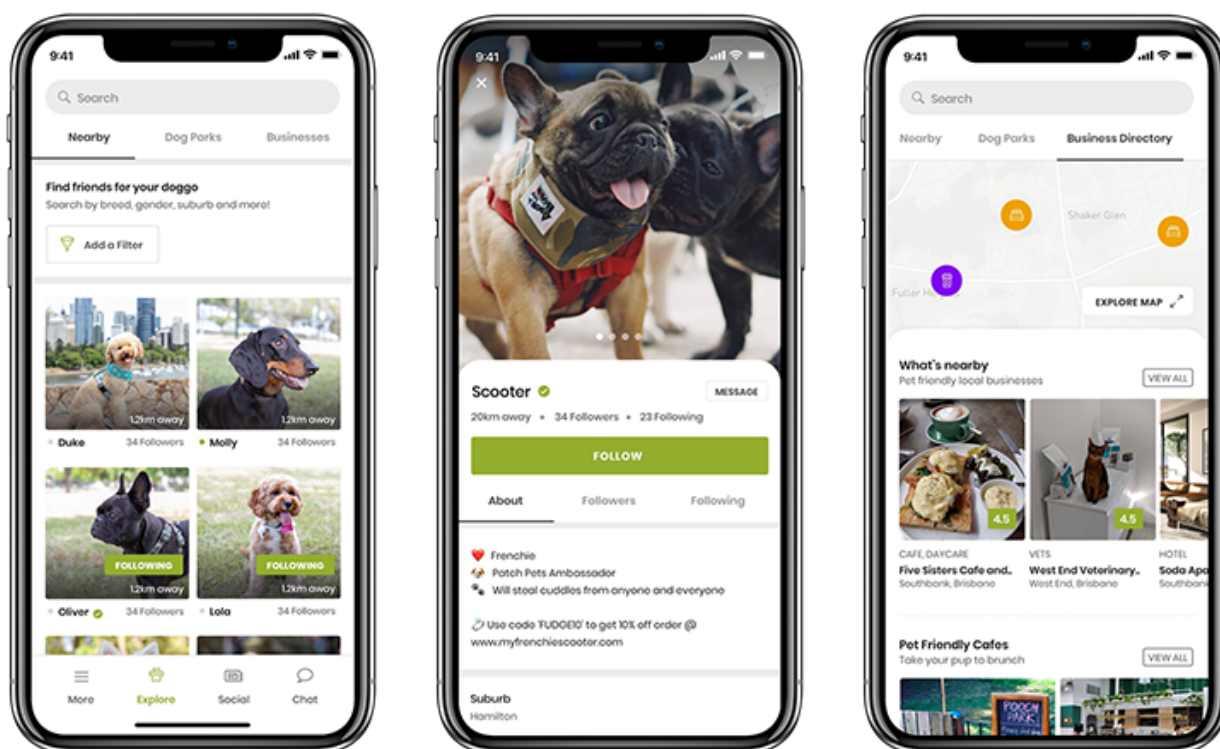
A well designed app starts with understanding who the target users are, what they value and what they are used to. Our UI/UX designer clearly identified what sort of aesthetic dog owners would value, and by utilising concepts from other apps, what they were most familiar with. The end result was a world-class social media app design.



the Digital8 solution

# FRONTEND REDESIGN

Here are some screenshots of PatchPet's redesign.



*"Being a social network, the app needs to have a similar aesthetic to other social networks. We spent a lot of time researching and analysing the design of some of the world's best apps in order to put together an elegant user interface design that we thought captured the playful nature of the concept, but retained the solid foundation of what makes other social networks so successful."*

**LUCY, DIGITAL8 UI/UX DESIGNER**

*the multi-channel strategy*

# CAMPAIGN EXECUTION

Digital8 was in charge of the overarching marketing strategy. We utilised a mix of digital marketing and traditional platforms based on our research on the consumer behaviour and their possible emotional response towards different campaign messages and formats.

## 1. DIGITAL MARKETING CAMPAIGN

### *the importance of ad experience optimisation*

Regardless of how much ad budget you put into a campaign, bad ad experience can be counter-productive and create bad brand association in the mind of customers. We carefully chose ad platforms and ad placements that smoothly direct users into app stores and complete downloads.

### *the power of marketing data*

Compared to traditional media, digital ads target users more efficiently because their algorithms are designed to analyse user data and support micro-optimisation based on ad performance. This makes digital campaigns more measurable and generally more cost-efficient compared to more traditional forms of marketing.

With the help of digital data, marketers no longer need to solely rely on their marketing instinct. A good marketer of the digital age needs to know how to utilise data to evaluate and optimise campaigns. That way the marketing message can be delivered to the right audience at the right time. After all, the art of marketing is all in the details.

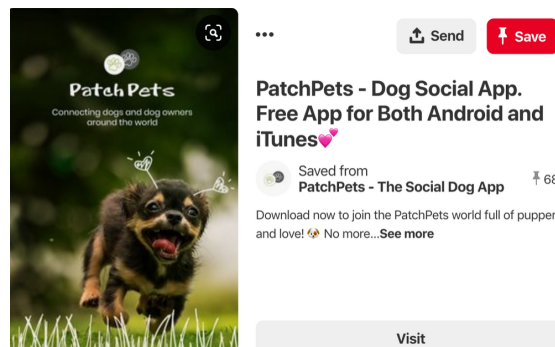
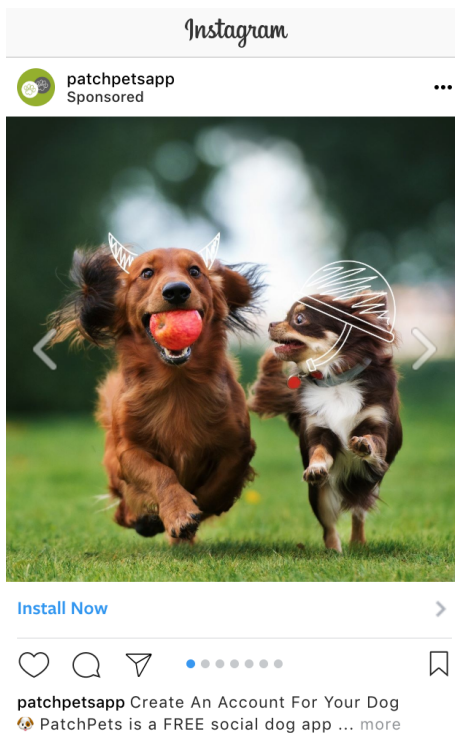
You can see some examples of PatchPets' digital ads and media presence (Today Show) on the next page. The cost per conversion for the digital ads is almost 50% lower than we originally planned.





*the multi-channel strategy*

# CAMPAIGN EXECUTION



## 2. MEDIA EXPOSURE & OFFLINE CAMPAIGN

We used PR release, media exposure and offline marketing campaigns to enhance brand awareness and maximise the effectiveness of the online digital strategy. By capturing the attention of people offline, we increased the engagement and click-through-rate of the digital ads.

One interesting offline campaign we came up with was a photobooth for dogs. The PatchPets team went to parks around Brisbane, helping new dog owners sign up to the app by taking profile photos of their poochy pals. This offline marketing campaign was designed to increase brand engagement and app downloads in a natural way.



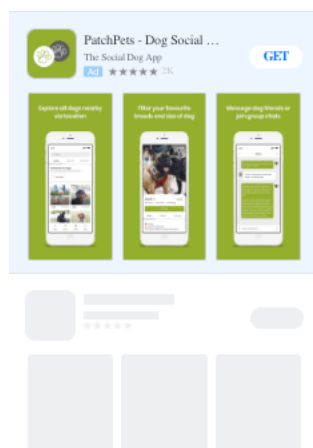
*the multi-channel strategy*

# CAMPAIGN EXECUTION

## 3. APP STORE OPTIMISATION

Similar to SEO enhancing websites' search result ranking, App Store Optimisation (ASO) is the process of enhancing app ranking in app stores in order to increase downloads. According to App Stack, 47% of iOS app users and 53% of Android users find the apps in their app store search results directly.

Impression management is extremely important for apps because the reviews and downloads in app stores can directly affect the ranking performance of the app. The key is to make it as easy as possible for users to leave a positive review, share the marketing message, and download the app. As part of the ASO strategy, email marketing was used to reinforce digitalised word-of-mouth and encourage positive app reviews.



PoppyK\_26, 05/07/2019

### **This app that makes you smile! :)**

I have been using PatchPets now for just over a month now and being a proud dog owner it's given me motivation to walk my dog more often for play dates at the dog park. Seeing all the other dogs and dog owners in my area in real time using the app has also made me want to meet other dog owners. It is also a great place to find out about different services for my dog like grooming and different dog products that I had no idea about!! Such a fun app and I highly recommend it if you own a dog or plan to own one.

*key takeaways*

# MARKETING SUCCESS

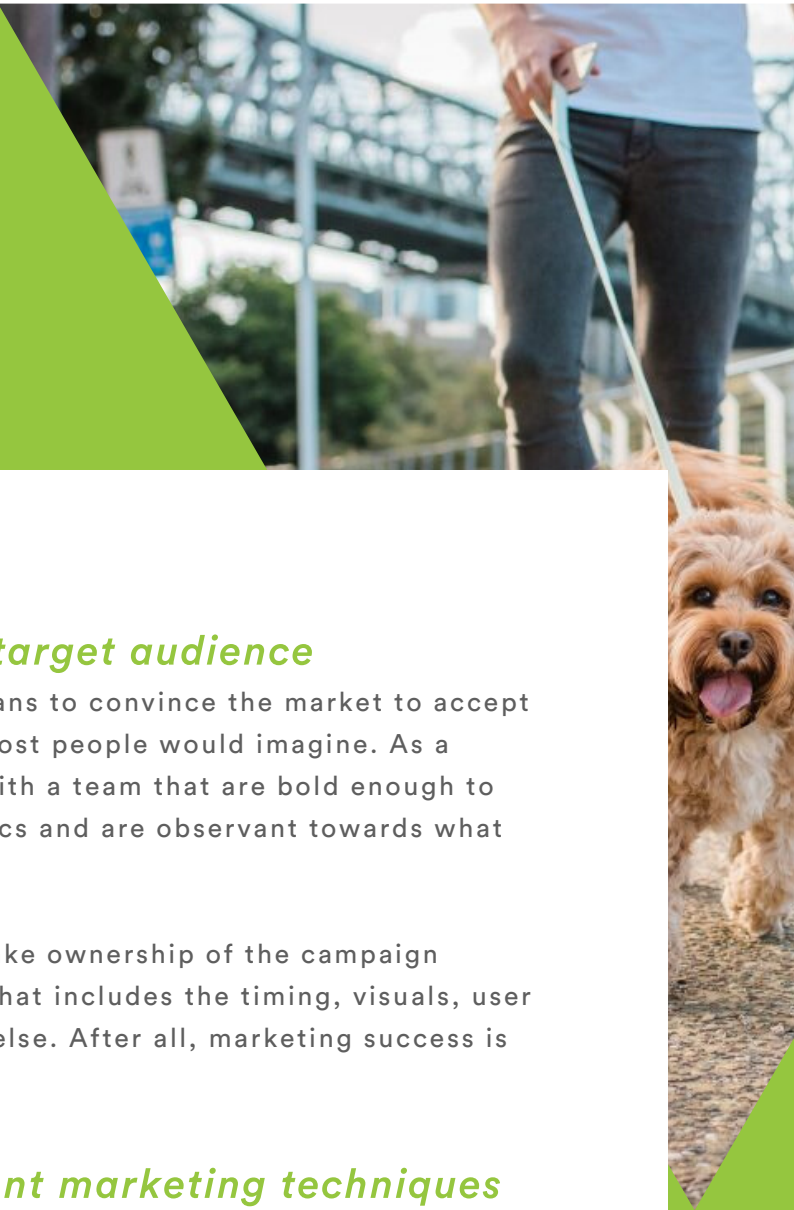
## *go the extra mile for your target audience*

Marketing a startup tech product means to convince the market to accept you, and that might be harder than most people would imagine. As a business owner, make sure to work with a team that are bold enough to make use of different marketing tactics and are observant towards what the target market want.

As a digital marketer, one needs to take ownership of the campaign strategy in the smallest details, and that includes the timing, visuals, user experience, content, and everything else. After all, marketing success is determined by the details.

## *excellent product > excellent marketing techniques*

It is important for digital marketers to have confidence in the product. Take time to understand the target audience through the user data and be familiar with your weapons: keep exploring effective marketing techniques and digital tools so that you won't miss any marketing opportunities.



*the results*

# GROWTH STRATEGIES

PatchPets achieved remarkable success by exceeding the first-month marketing goals by 3 times.

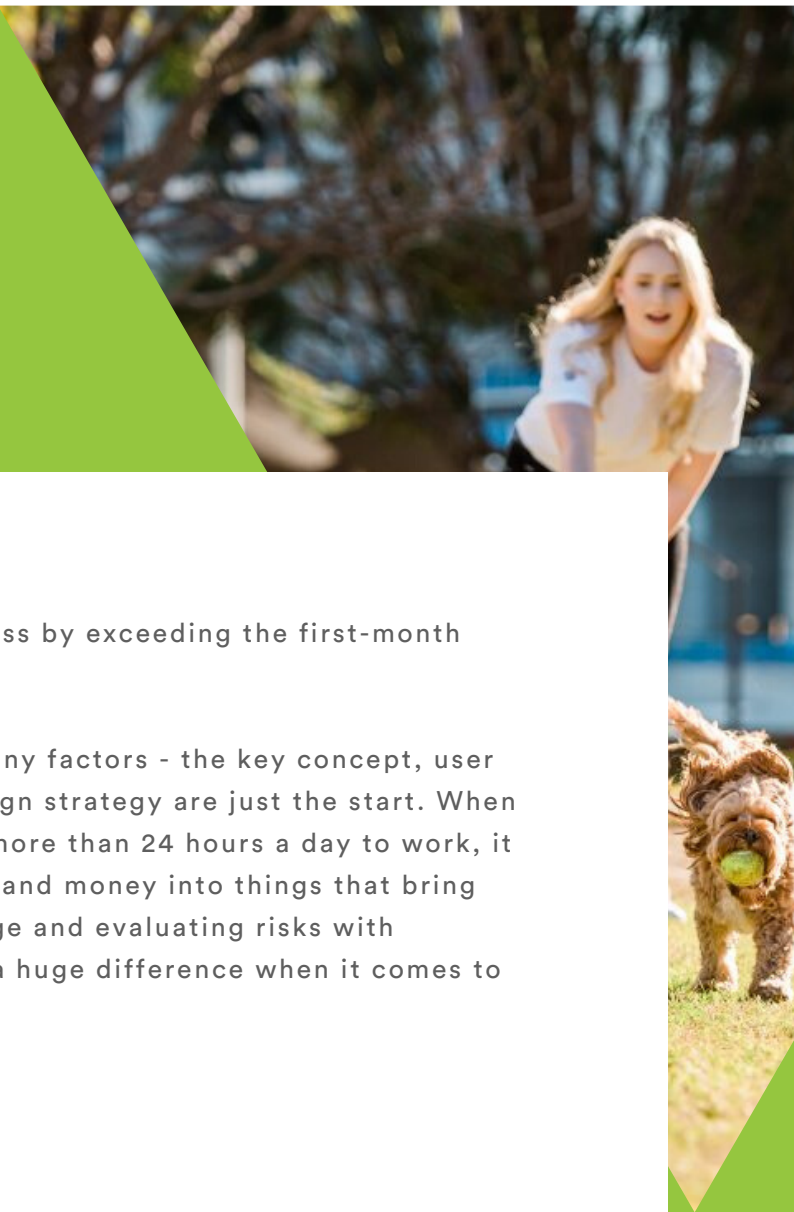
The success of an app depends on many factors - the key concept, user experience design and launch campaign strategy are just the start. When startup founders feel like they need more than 24 hours a day to work, it is important to strategically put time and money into things that bring value. Spend time in the ideation stage and evaluating risks with experienced professionals can make a huge difference when it comes to the long-term success.

## START YOUR OWN SUCCESS STORY NOW



Have a chat with Digital8's digital strategist about your own projects. We are a full service tech team based in South Brisbane, Queensland. We specialise in web design, digital marketing, app development and so much more.

We offer seamless project experience where you can lean on the experience we have of delivering hundreds of projects across a vast range of industries.



## *References*

App Stack (2018). How Do Users Search for Apps in the App Store? <https://asostack.com/how-do-users-search-for-apps-5a0d3257803f>

Design Advisor (2019). 40 Fascinating UX Statistics You Need to Know About. <https://designadvisor.net/blog/ux-statistics/>

Facebook (2019). Maximise reach with out-of-home and Facebook campaigns in EMEA. <https://www.facebook.com/business/news/insights/maximize-reach-with-out-of-home-and-facebook-campaigns>

HubSpot (2017). What Do 76% of Consumers Want From Your Website? [New Data]. <https://blog.hubspot.com/blog/tabid/6307/bid/14953/what-do-76-of-consumers-want-from-your-website-new-data.aspx>

RSPCA (2016). How many pets are there in Australia? <https://kb.rspca.org.au/knowledge-base/how-many-pets-are-there-in-australia/>