



App Radar

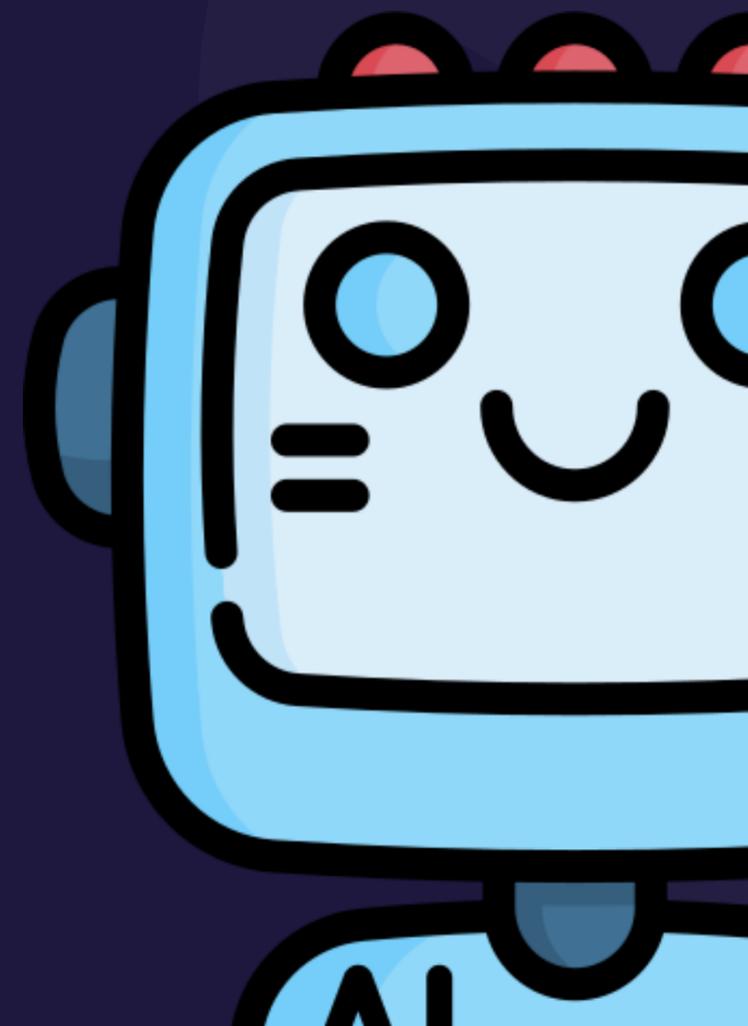
The best 50

# ChatGPT

prompts for app

marketing

use cases



**AWARENESS**

**LOYALTY**

**REVENUE**

**ACQUISITION**

**ENGAGEMENT  
& RETENTION**

**APP USER  
LIFECYCLE**



# AWARENESS

USE CASE	PROMPTS
How to launch an app on Google Play?	Act like a mobile app developer that wants to put his app in the Google Play Store. Give me the exact list of steps on what I need to do to publish it in Google Play Console. Also, provide me the list of exact requirements that I need to consider.
How to launch an app on Apple App Store?	Act like a mobile app developer that wants to put his app in the Apple App Store. Give me the exact list of steps on what I need to do to publish it in App Store Connect. Also, provide me the list of exact requirements that I need to consider.
How to promote an app?	Act like a mobile app marketer that wants to promote its app to get more app downloads in Google Play and App Store. Give me a list of 10 different ideas that I can use to promote my app with my target audience. Include online and offline ideas and tactics.
How can I define different target personas for my app?	Act like a mobile app marketer. Identify different customer personas for my app that helps with [use cases of the app].
Where I should advertise my app to reach my target audience?	Act like a mobile app marketer that wants to find the right advertising platform for promoting its app. Suggest me advertising channels where the target audience of my [app category] app is the most active.
How to advertise an app in app store?	Act like a mobile app owner that wants to find new users for his app in Google Play and App Store. Provide me a list of 10 different ideas that I can use to advertise my app.

# AWARENESS

USE CASE	PROMPTS
How does in-app advertising work?	Act like a mobile app owner that wants to find new users for his app in Google Play and App Store. Explain to me how in-app advertising works and provide some examples of it.
How to promote an app on social media?	Act like a mobile app owner that wants to find new users for his app in Google Play and App Store. I want to promote my app on social media. Give me a list of 10 ideas that explain how I can promote my app on social media.
Which social media channel is better to advertise on?	Act like a mobile app owner that wants to find new users for his app in Google Play and App Store. I want to promote my [app category] app on social media. On which social media platform I should advertise my [app category] app?
How to get featured on Google Play?	Act like a mobile app owner that wants to promote his app in Google Play Store. I want to have my [category app] app featured among the list of different app categories. Provide me the list of exact steps I need to do to get my app featured.
How to get featured on app store?	What are the criteria for the app to be featured in app stores?
How to make promotional video for app?	Act like a mobile app owner that wants to promote his app in Google Play Store and App Store. I want to create a promotional video that explains to app store users how my app works. Give me 10 ideas about how to create a promotional video for the app stores.

# AWARENESS

USE CASE	PROMPTS
How to optimize app store listings with keywords?	Act like a mobile app owner that wants to work on app store optimization of his app in Google Play Store and App Store. I want to optimize the app keywords that help my [app category] app get higher rankings in search results. Provide me a list of 10 tactics I can use to optimize my app's keywords.
How to create an app marketing strategy?	Act like a mobile app owner that wants to work on app marketing of his app. I have a [app category] app and would like to create a marketing strategy for it. Provide me an outline of the strategy with a detailed explanation of each point.
How to identify app marketing trends?	Act like a mobile marketing expert. Provide me a list of app marketing trends and creative ideas.
How to create a keyword backlog?	Act like a mobile app owner. I want to find relevant keywords that I can use to optimize my mobile app. Provide me a big list of semantically related keywords to the keyword [keyword name].
What keywords do my app competitors use?	Name [amount] keywords that are relevant to the following mobile apps: [app name 1], [app name 2], [app name 3].
How to create briefings for ads and campaigns?	Act like a mobile app owner. I want to promote my app using Google App Campaigns and Apple Search Ads. Create a brief that outlines all areas that I have to address to run successful ads.

# ACQUISITION

USE CASE	PROMPTS
How to acquire users for my app?	Act like a mobile app marketer that wants to get more app users in Google Play and App Store. Give me a list of 10 different ideas that I can use to get more people to find, download and use my [app category] app. Include online and offline ideas and tactics.
How to optimize app store listing?	Act like a mobile app marketer that wants to get more app users in Google Play and App Store. I want to optimize my app store listings so I rank better in app store search results. Give me a list of things and ideas that I should work on.
How to increase app installs?	Act like a mobile app marketer that wants to get more app users in Google Play and App Store. I want to get more app installs. Give me some ideas about how to get more users and explain which tactics I can use.
How to optimize app store listing?	Act like a mobile app marketer that wants to improve app conversions and get more app installs. Give me a list of tactics for improving app conversion rate.
How to write an app store description?	Act like a mobile app marketer that wants to get more app users in Google Play and App Store. I want to write effective app store descriptions that help users understand my app. Give me a list of things that I need to do to create a great app store description.

# ACQUISITION

USE CASE	PROMPTS
How to test different app names?	Act like app marketer who wants to test different app names. Write 10 titles for my '[app name]' [app category] app.
How to test app subtitles?	Act like app marketer who wants to test different app subtitles. Write 10 subtitles for my [app category] app.
How to localize an app?	Act like a mobile app marketer that wants to get more app users in Google Play and App Store. I want to localize my app for different languages and markets. Give me a list of bullet points with suggestions and ideas for effective app localization.
How to translate my store listing to different languages?	Translate my app description to [language]: [text].
How to analyze app competitors store listings?	Act like a mobile app marketer that wants to optimize its app in Google Play and App Store. I want to analyze other mobile apps that I am competing with and get insights from their store listings. Provide me a list of ideas on how to analyze my app competitors.
How to include keywords into app store description?	Act like a content writer who needs to write a [short or long] description for the [app category] app on [name of app store]. Write a description with maximum [amount] characters that will include the following keywords: [keyword 1], [keyword 2], [keyword 3].

# — ACTIVATION & ENGAGEMENT —

USE CASE	PROMPTS
How to measure app performance?	Act like a mobile app marketer that wants to optimize its app in Google Play and App Store. I want to know how my app is performing. Give me a list of things that I need to check to understand how my app is performing. Explain which metrics I need to consider.
What new features for an app should I add?	Act like a mobile app marketer that wants to optimize its app in Google Play and App Store. I want to add new features to my app. Describe how I can research which new features to add to the app.
New onboarding ideas for app user	Act like a mobile app marketer that wants to work on user engagement with my app. Give me a list of ideas that I can use to offer effective onboarding to new app users.
How to create a personalized app experience?	Act like a mobile app marketer that wants to work on user engagement with my app. Give me a list of ideas on how to offer personalized user experience to new app users.
How to create user retention strategy?	Act like a mobile app marketer that wants to optimize its app for user retention. I want to create a user retention strategy that I can implement. Give me a list of tactics that I can use to create an effective user retention strategy.

# RETENTION

USE CASE	PROMPTS
How to increase app retention?	Act like a mobile app marketer that wants to optimize its app for user retention. I want that people stay longer in my app and that they don't uninstall it. Give me a list of ideas that I can use to keep users more engaged with my app and that improve user retention.
How to reduce the churn rate of users of my app?	Act like a product owner and come up with ideas that help to decrease the churn rate of my mobile app that helps users with [usecases of the app].
How to come up with new app features?	Act like app developer that wants to develop new features. Generate a list of innovative app features for my [app category] app that will set my app apart from its competitors.
How to analyze competitors app features?	Act like a mobile app marketer that wants to perform app market research. I want to get insights into competitor apps and analyze their features. Give me a list of things to do to analyze competitor app features.
Brainstorm growth hacks	Act like a mobile app marketer that wants to optimize its app in Google Play and App Store and grow its app. Suggest me ideas that I can use to get more app growth.

# REVENUE

USE CASE	PROMPTS
How do free apps make money?	Act like a mobile app developer that wants to monetize its free mobile app. Give me a list of 10 different ways that free apps use to make money.
How do mobile ad networks work?	Act like a mobile app marketer that wants to get more app users. I want to understand how mobile ads work. Explain to me what mobile ad networks are and how they work.
How to monetize an app?	Act like a mobile app developer that wants to monetize its app that is free to download. Give me a list of 10 different ideas that I can use to monetize my mobile app.
How to improve the monetization of the app?	Act like a mobile app owner that wants to monetize its Android and iOS apps. Give me a list of potential monetization tactics I can use to get revenue from my app.
How can I test my pricing strategy?	Act like a mobile app marketer that wants to increase the revenue an app is making. Come up with ideas how I can test the pricing strategy of my app.
What should I test to increase the conversion rate of the sales screen within my app?	Act like a mobile app marketer that wants to increase the revenue an app is making. Which elements should I A/B test on the sales screen of my app?

# LOYALTY

USE CASE	PROMPTS
How to get app reviews?	Act like a mobile app owner that wants to get more app reviews. Give me a list of ideas that I can use to motivate my users to leave more app reviews in app stores.
How to write personalized messages for app users?	Write [amount] personalized prompt notifications for my [app category] app users to encourage them to leave review about the app.
How to reward app users to increase their loyalty?	I need to increase user's loyalty for my [app category] app. Write ideas how I can reward my app users to stay loyal.
How to encourage user to create User Generated Content?	I need to increase user generated content for my [app category] app. Generate 5 ideas for UGC campaigns for users who use [app category] app.
How to create shareable content?	Provide me with ideas of sharable content for my [app category] app.



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