

62. Install a heat map on your mobile app. Analyse what content people care and don't care about.

63. Contact your local community. If your app is meant to address a local community, consider a local mailout. A welcome card or letter is a great way to onboard new users.

64. Share interesting content on Pinterest. Just be sure to watermark your images with your app logo. Better yet, share that content on your blog first, and then upload those images from there. Users who really care will flow directly off Pinterest onto your website.

65. Give out promo codes. Users are much more likely to engage if they can save some money.

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