

## **DCI Rolls Out Infographic on 7 Dos and Don'ts of Mobile App Marketing**

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Dot Com Infoway, a leading provider of offshore IT outsourcing solutions to businesses across the globe, has unveiled its latest infographic that sheds light on vital aspects that mobile app marketers need to focus on to make sure their promotional activities drive results. The 7 Dos and Don'ts of Mobile App Marketing information graphic gets down to the crux of a campaign and lists simple practices that will help app marketers crack the success code.

San Francisco, California - Dot Com Infoway (DCI), a leading provider of offshore IT outsourcing solutions to businesses across the globe, has unveiled its latest infographic that sheds light on vital aspects that mobile app marketers need to focus on to make sure their promotional activities drive results. The information graphic gets down to the crux of a campaign and lists simple practices that will help app marketers crack the success code.

Dot Com Infoway has already established itself as a thought leader in the mobile app marketplace with its previous infographic (Apponomics: The World of Mobile Apps) and its white paper (How to Plan for a Successful App Launch). It was recently presented with About.com's Readers' Choice Award for 2013 after being voted as the Best Mobile App Marketing Agency. The firm's latest information graphic focuses on providing app marketers with clear-cut guidelines to set the stage for app success.

"7 Dos and Don'ts of Mobile App Marketing" provides a visual walkthrough of key aspects of app promotion. Designed and illustrated in a cartoon-like manner with two fictional characters - Appy and Floppy - the infographic gives marketers an intuitive understanding of the prerequisites for the successful creation, implementation and execution of a campaign.

The infographic presents simple guidelines along with fun illustrations that are tongue-in-cheek yet spot-on. "We were looking to create an infographic that captures the nuances of app promotion and drives the point home sans the bells and whistles of staggering statistics and extraneous information. Who needs statistics to support illustrations that hit the nail on the head? Through Appy and Floppy, we have presented a lucid cause-and-effect reasoning and also juxtaposed the results of effective and ineffective app promotion, in an easy-to-digest manner," said Venkatesh C. R., CEO of Dot Com Infoway, at the launch of the infographic.

Key aspects of the infographic include:

- \* A visual walkthrough of 7 key aspects of app promotion
- \* Fun illustrations that help users connect with information easily
- \* Tips to drive downloads
- \* Juxtaposition of information for lucid cause-and-effect reasoning

Dot Com Infoway:

<http://www.dotcominfoway.com/>

Dot Com Infoway's Mobile App Marketing:

<http://www.dotcominfoway.com/mobile-application-development/mobile-apps-marketing/>

7 Dos and Don'ts of Mobile App Marketing Infographic:

<http://www.dotcominfoway.com/images/infographic-7-dos-and-donts-of-mobile-app-marketing.jpg>

Dot Com Infoway Blog:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://www.dotcominfoway.com/blog/infographic-7-dos-and-donts-of-mobile-app-marketing>

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