Eyecon

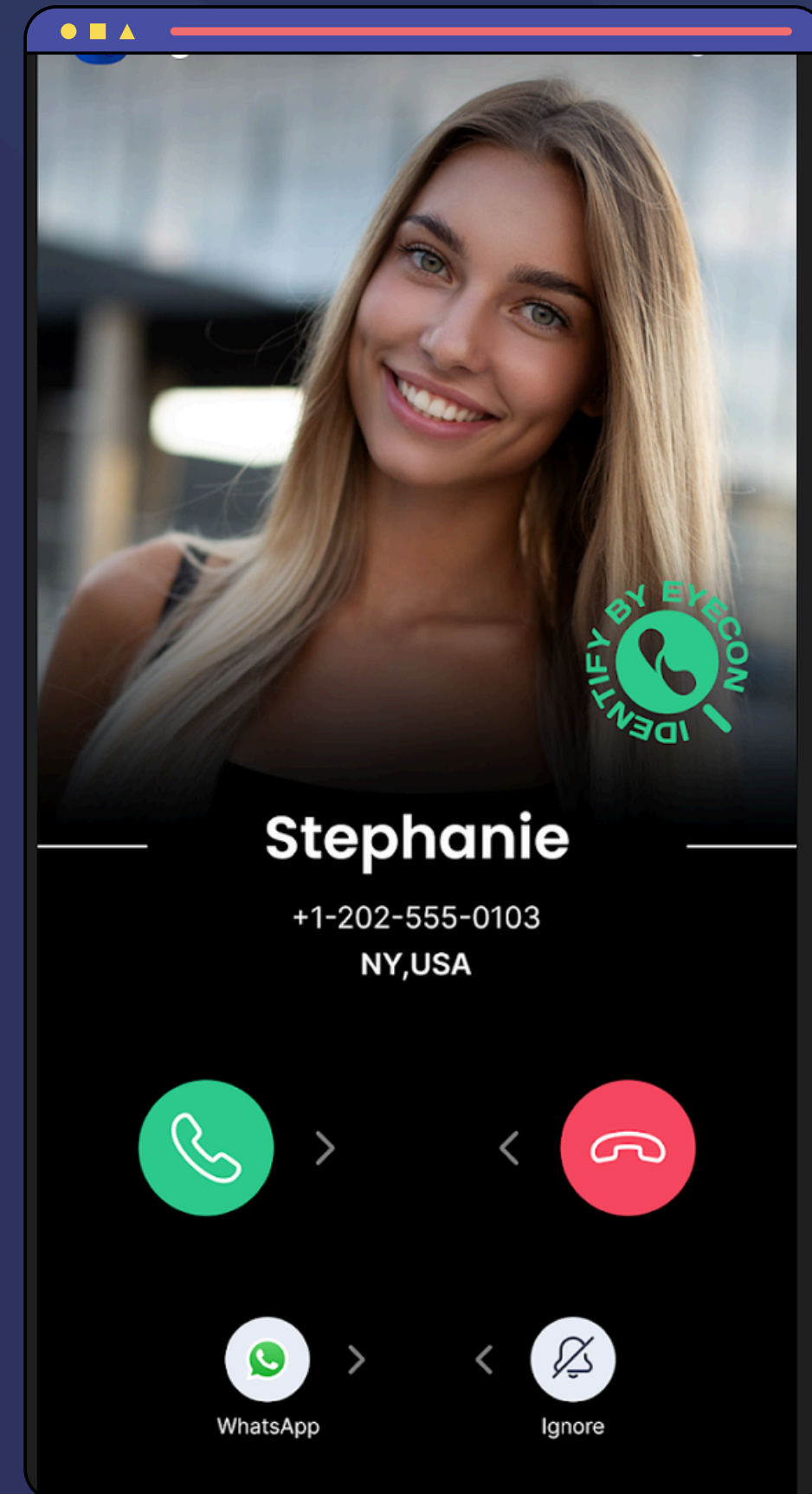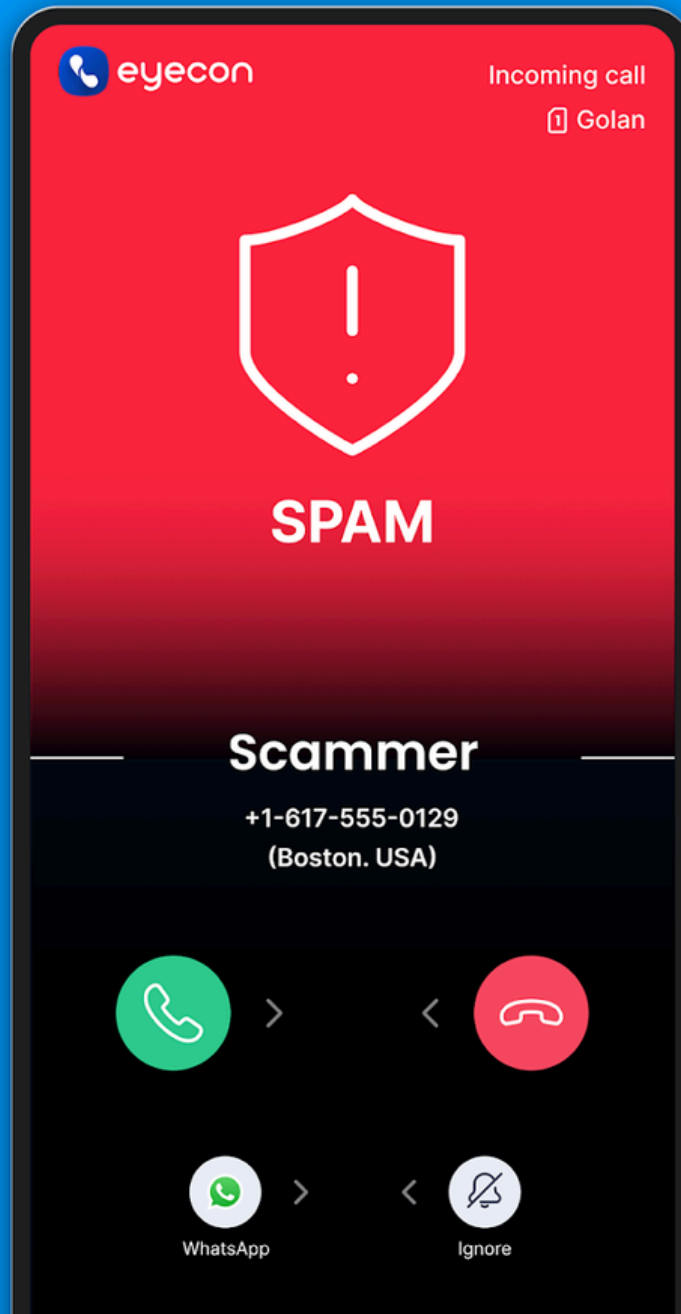# Cracking the Download Code: How We Made Eyecon a User Magnet
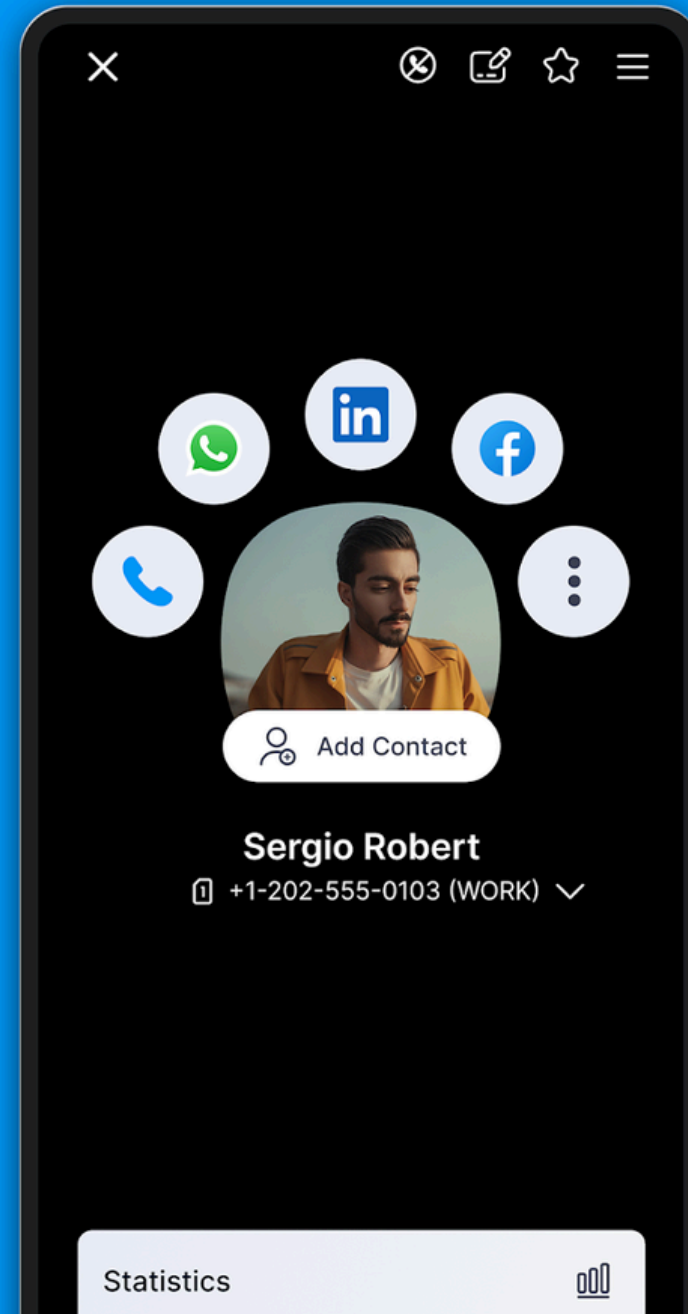
Unleashing the Power of Content, Social Media, and ASO to Achieve 50M+ App Downloads

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The Brand Builders

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WhatsApp   Ignore

Stay Safe - Block Spammers And Scammers

Access WhatsApp & Social Media Accounts

Company Bio

Eyecon founders Yuval and Erez set out together to create a multi-featured tool to make it easy and fun to stay in touch with the people we want to talk to – and just as easy to ignore the people we don't,

They successfully created a product that incorporates community, user-centricity, and empowerment aimed at delighting today's generation with visual caller ID and spam blocking.

Major Challenges

- Limited organic website traffic meant Eyecon had difficulty getting noticed.

- User acquisition and retention were a hurdle, preventing a critical mass from building trust and network effects.

- As a new app, establishing user confidence in their approach to spam blocking was crucial.

- With a saturated market, Eyecon needed to find ways to differentiate itself from established competitors.

Strategy

We took the time to analyze the complete project by checking the previous work and analytics.

Our turning tables highlights are -

- We built an innovative strategy to boost Eyecon's digital presence globally.

- Worked on user perspective to understand our audience and their interest.

- We created creative graphics (social/ads) to connect with the audience's interest.

- Opted for well-humored meme posts that were on-point with the brand to gain traffic.

- Wrote in-depth research and plagiarism-free content for blogs and Quora.

Creating a Compelling Online Presence After Understanding the User:

The foundation of our strategy was understanding Eyecon's target audience. Through total addressable market (TAM) research, we gained valuable insights into their needs and frustrations. This knowledge empowered us to craft messaging and creative content that resonated deeply. We developed engaging content across various platforms, including humorous memes that reflected the brand voice, as well as informative blog posts and social media graphics. This user-centric approach not only grabbed attention and sparked conversations but also established Eyecon as a trusted authority in the spam-blocking space.

Driving App Discovery & Downloads:

Our goal was to ensure Eyecon wasn't lost in the sea of competitors on app stores. We achieved this through a two-pronged approach. Firstly, meticulous App Store Optimization (ASO) ensured Eyecon's listing was discoverable by employing relevant keywords and captivating visuals. Secondly, we revamped the app's download page itself, optimizing visuals, descriptions, and user reviews. This complete overhaul further boosted the app's discoverability and ultimately drove a significant increase in downloads.

SOLUTION

App Store Optimization

We optimize Eyecon's app store listing with relevant keywords and captivating visuals. Millions of users browse app stores daily - our app store optimization expertise ensures Eyecon gets noticed and downloaded, putting it in the hands of those who need it most.

Social Media Marketing

Let's build your buzz! We crafted engaging social media content that resonates with Eyecon's target audience. From humorous memes to informative posts, we worked on sparking conversations, building brand loyalty, and attracting new users.

Content Marketing

Become a trusted voice! We created high-quality content like blog posts and articles that educate users about spam blocking and the benefits of Eyecon. Sharing valuable information established Eyecon as an authority builds trust and drives organic traffic to their app store listing. Consistent content keeps users engaged and coming back for more.

OPTIMIZATION

Results

- We had the target for 40M+ downloads but ended up completing **50M+** downloads.

- Helped Eyecon reach **428,694 page likes** and **443,944 page follows** on Facebook.

50M+

App Downloads

443,944

Page Follows

RESULTS

"We're impressed with their willingness to help us with any marketing tasks."
Through Woosper's efforts, I have seen an increase in engagement on Eyecon's social media posts. The team is very easy to work with and always willing to help in every way they can. Overall, customers can expect a supportive and reliable partner.

-**Ken, CEO @Eyecon**

Significant Impact

Content marketing educates users about spam blocking and positions Eyecon as a thought leader. Engaging social media builds brand awareness and fosters a community. Finally, optimized app store listings ensure Eyecon gets discovered by these informed and interested users.

This multi-channel approach cultivates trust, drives qualified traffic, and ultimately converts downloads into loyal users.

IMPACT

Thank You

We build your online presence, and give your brand a voice.

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