



Developing your engagement strategy - Worksheet

Before you can start measuring and thinking about how you can improve your engagement levels, you need to do some ground work and define a few key parameters. The full details are in the [training](#), but here you have a worksheet that can help you go through the process and make sure you don't miss anything important when crafting your user engagement strategy.

Good luck!

What type of activity/event do you consider an engagement in your specific app?

1. _____
2. _____
3. _____
4. _____
5. _____

Prioritize the activities/events listed above (according to which activity is more likely to bring in revenues)

This will help you define which activities/events you want to push and what engagement activities are better to achieve these specific goals

- #1 _____
- #2 _____
- #3 _____
- #4 _____
- #5 _____



Appgo2market.com
All secrets revealed...

What is your current baseline level of engagement?

You may see different engagement levels for each type of activity/event you defined above as “engagement” within your app. This can be written in terms of frequency, in terms of %, whichever way is more convenient for you. This will probably not be known at day of launch, but you will need to track it in the weeks and months following the launch in order to establish a baseline you can work against

Baseline engagement activity 1 _____

Baseline engagement activity 2 _____

Baseline engagement activity 3 _____

Baseline engagement activity 4 _____

Baseline engagement activity 5 _____

What is your user lifetime value (LTV)?

User lifetime value is the amount of revenue a customer will bring over the period using your app (on average). In order to define this metric, you will need to track behaviors over time, and assume what the average lifetime usage of your app is (for example, the average user is using my app for a year).

This metric will be used to look at the big picture to help you compare your cost of bringing in new active users, vs. the revenue they will bring you over time (LTV). Then you need to make sure that you don't invest more than the difference between these two on engagement and promotion activities, so you don't end up with a negative balance.

My user LTV is: _____

You should now have all the parameters in order to see where and how you need to invest in your engagement efforts, fully crafting your engagement strategy. Read the rest of the [training](#) in order to learn how to do it right.

Good luck!

Appgo2market team