

App Design & Marketing Mastery: User Acquisition & Growth

Learn proven strategies to attract and retain users, leaving your competition behind for app developers and marketers.

Web & Mobile Design

Instructor: Morgan Blake • 5 sections • 51 lessons • 17.25h total

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About this course

In the crowded app market of 2026, getting users to notice and download your app is harder than ever. Developers and marketers face intense competition, making it challenging to stand out without the right approach to design and promotion. This course walks you through designing user-friendly apps and executing effective marketing strategies. You'll learn through video lessons, real-world case studies, and practical exercises to reach users and outperform competitors.

Course curriculum

Foundations of App Design & Marketing

- **Understanding the 2026 App Ecosystem (18m)**
Explore current trends, user expectations, and market dynamics to set a strong foundation for your app.
- **Identifying Your Target Audience (22m)**
Learn methods to research and define who your app is for, ensuring design and marketing align with user needs.
- **Analyzing Market Gaps and Opportunities (20m)**
Use tools and techniques to spot underserved areas in the app market where your app can thrive.
- **Crafting a Clear Value Proposition (15m)**
Define what makes your app unique and communicate it effectively to attract and retain users.
- **Setting Realistic Goals and KPIs (12m)**
Establish measurable objectives for user acquisition, retention, and overall app success.
- **Introduction to Design and Marketing Integration (10m)**
See how design choices impact marketing efforts from the start to create a cohesive strategy.
- **Tools and Resources for Beginners (8m)**
Get acquainted with essential software and platforms used in app design and marketing in 2026.
- **Case Study: Successful App Launches in 2025-2026 (25m)**
Review real examples of apps that effectively combined design and marketing to achieve growth.

User-Centric App Design Essentials

- **Core UX Principles for Modern Apps (18m)**
Learn the fundamentals of user experience design that drive engagement and satisfaction.
- **UI Design Patterns and Best Practices (22m)**
Explore visual design elements that enhance usability and appeal for different user groups.
- **Prototyping with Industry-Standard Tools (30m)**
Step-by-step guide to creating interactive prototypes for testing and iteration.
- **Usability Testing and User Feedback (20m)**
Methods to gather and incorporate user insights into your design process.
- **Designing for Accessibility and Inclusivity (25m)**
Ensure your app is usable by everyone, following current accessibility standards and guidelines.
- **Responsive and Adaptive Design Techniques (15m)**
Optimize your app across different devices and screen sizes for a consistent experience.
- **Color Theory and Typography in App Design (12m)**
Use visual elements to improve readability, hierarchy, and overall user experience.
- **Animations and Micro-interactions (18m)**
Add subtle motion to make your app feel intuitive and engaging without overwhelming users.
- **Design Systems and Consistency (20m)**
Create a cohesive design language for your app to streamline development and improve user trust.

- **Case Study: Redesigning an App for Better Usability (28m)**
Analyze a before-and-after case to understand how design improvements boost user metrics.

Strategic Marketing for App Launch

- **App Store Optimization (ASO) Fundamentals (22m)**
Learn how to optimize your app's listing for better visibility and organic downloads.
- **Keyword Research for ASO in 2026 (18m)**
Use current tools to find high-impact keywords that align with user search behavior.
- **Social Media Marketing Strategies (25m)**
Plan and execute campaigns on platforms popular in 2026 to reach your target audience.
- **Influencer Collaborations and Partnerships (20m)**
Identify and work with influencers to promote your app authentically and effectively.
- **Pre-Launch Hype and Anticipation Building (15m)**
Create buzz before your app goes live to maximize launch impact and initial downloads.
- **Content Marketing for Apps (18m)**
Develop blogs, videos, and other content to attract and educate potential users.
- **Email Marketing and Lead Nurturing (12m)**
Use email campaigns to engage interested users and guide them toward download.
- **Measuring Marketing Campaign Performance (20m)**
Track key metrics to assess the effectiveness of your marketing efforts and adjust strategies.

Advanced User Acquisition & Retention

- **Data-Driven User Acquisition Strategies (25m)**
Use analytics to refine how you attract and convert users based on real-time data.
- **A/B Testing for App Features and Marketing (20m)**
Implement tests to optimize user experience, messaging, and campaign elements.
- **Personalized Push Notifications (18m)**
Craft notifications that boost engagement and retention without being intrusive.
- **In-App Messaging and User Guidance (15m)**
Guide users through your app with timely messages to improve onboarding and retention.
- **Loyalty Programs and Reward Systems (22m)**
Design features that encourage repeat usage, referrals, and long-term user commitment.
- **Monetization Models for 2026 (30m)**
Explore subscription, ad-based, and freemium models that align with current user preferences.
- **User Retention Analytics and Metrics (20m)**
Measure and analyze why users stay or leave your app to inform improvement strategies.
- **Churn Prediction and Prevention (18m)**
Identify at-risk users and implement proactive strategies to reduce churn and increase loyalty.
- **Community Building Around Your App (25m)**
Foster a user community through forums, social media, or in-app features to enhance engagement.
- **Referral Programs and Viral Growth (15m)**
Encourage users to invite others through incentive programs that drive organic growth.

- **Integrating User Feedback into Development (20m)**
Create a cycle where user input shapes future updates and feature prioritization.
- **Case Study: Scaling User Acquisition Profitably (28m)**
Examine how a successful app grew its user base while maintaining healthy costs and retention.

Competitive Analysis & Market Leadership

- **Conducting a Competitive Analysis (22m)**
Identify key competitors and analyze their strengths, weaknesses, and market positioning.
- **Tools for Market Intelligence in 2026 (18m)**
Use current software to gather data on competitors, trends, and user behavior in your niche.
- **Benchmarking Your App Against Industry Standards (20m)**
Set performance targets based on market averages to measure your app's success.
- **Identifying Innovation Opportunities (25m)**
Spot gaps where you can introduce new features, services, or approaches to differentiate your app.
- **Adapting to Rapid Market Changes (15m)**
Stay agile and responsive to shifts in user behavior, technology, and competitive landscapes.
- **Long-Term Growth Strategies (30m)**
Plan for sustained success beyond the initial launch with scalable tactics and vision.
- **Scaling Your App Infrastructure (20m)**
Ensure your technical setup can handle growth in users, data, and feature complexity.
- **Expanding to New Markets and Demographics (25m)**
Strategies for localization, cultural adaptation, and reaching different user groups effectively.
- **Building Strategic Partnerships (18m)**
Collaborate with other businesses, developers, or platforms to enhance your app's value and reach.
- **Continuous Improvement and Iteration (15m)**
Implement a process for regular updates based on data, feedback, and market shifts.
- **Leadership and Team Management for App Projects (22m)**
Lead your team effectively to execute design and marketing plans with clear communication.
- **Legal and Ethical Considerations in App Development (20m)**
Navigate privacy, data protection, and ethical guidelines to build trust and avoid issues.
- **Final Project: Create Your App Design and Marketing Plan (35m)**
Apply all learnings to develop a comprehensive strategy for your app, from design to launch and growth.

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