

Best Practices Interactive Exercise

Approach

Purpose

The purpose of this Project Brief is to inform key stakeholders of a newly planned Best Practices interactive learning exercise to be integrated into the existing Apple Search Ads Certification program.

Target Audience

Apple Search Ads learner: the target learner is the App Developer and Marketer who is taking the Apple Search Ads Certification program. The App Developer and Marketer is not bound by age or demographics; whether 18 or 72 years old, an App Developer is motivated to sell their app and increase sales. The self-paced format is one of many ways that Apple designs to meet this specifically targeted learner.

Key stakeholder: the key stakeholders are those at Apple (internal or external) with a vested interest in the development and outcomes of this project. As I prepared for this brief assignment, I considered the specific needs of the stakeholders. As a brief, I prepared a high-level outline PDF to serve the stakeholder in a format that is easy to pick-up and quickly understand the concept. I chose to also provide a linked visual presentation to showcase additional wireframes and a broader scope of where Best Practices could be housed. The exercise called to “inform” stakeholders, but I’ve found that supportive visuals can help with stakeholder buy-in. My goal was to provide both complementing formats to meet the needs of the stakeholders and varying scales.

Overview

I began by taking the Apple Search Ads Certification program and taking the Certification Exam. I took notes and discovered patterns in the content and design. I wanted to emulate how the training is ubiquitous, easily accessible, and learner-focused.

I focused on how App Developers and Marketers can improve their business with best practices. My learning experience helped drive my decision for which Best Practice topic to develop and how to best deliver it. Included throughout the brief below are wireframes and notes explaining my thoughts and decisions on a Keywords interactive exercise.

Best Practices Interactive Series

Part of the Greater Whole. This project brief highlights one of the interactive exercises (Keywords) that I wireframed as a part of a potential Best Practices interactive series. This Best Practices series is an opportunity for the learner to work through multiple Best Practices

highlighted from the course. From Keywords, to Campaigns, to Dashboards, and Performance, this series could highlight the “Best of the Best” while offering an opportunity to work through Scenario-based application of Apple Search Ads knowledge and skills. The Best Practices application series could be offered as an additional lesson tile after Lesson 8 or possibly as a feature of the “Certification News” at the bottom of the training page.

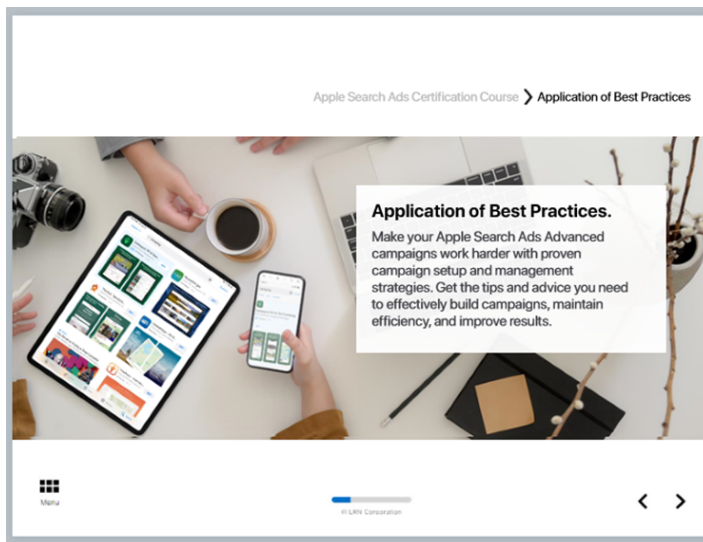
Additional wireframe examples can be found at: rebeccanusbaum.com/apple (password: LXD).

Training Outline

Learning Objectives

Become a better app marketer.

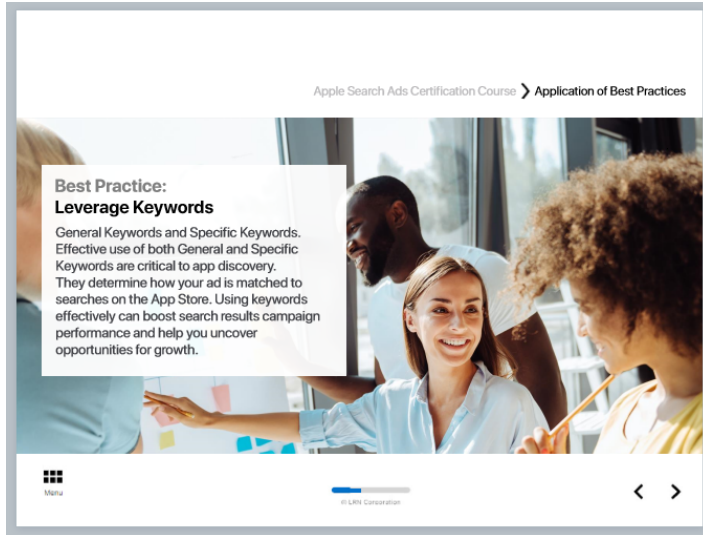
1. Build Proficiency in Apple Search Ads
2. Learn best practices that deliver results
3. Stay up to date with the latest best practices
4. Join a growing community of verified app marketers



Application of Best Practices

I created this initial slide as kick-off for the newly developed Best Practices interactive section so that learners could obtain some basic orientation to the content before proceeding with the lesson.

- Learning objective: LO1, LO2, LO3, LO4
 - Expected impact: Learners are more efficiently oriented to the notion of best practices and are able to further apply what they have learned from the Apple Search Ads certification lessons.
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Best Practice: Leverage Keywords

I added verbiage which reflects application of the training, moving from knowledge to “leverage” because it is more action-oriented and makes the content more immediately applicable.

- Learning objective: LO1, LO2
- Expected impact: The more action-oriented language embeds the learner in a practical learning environment where skills and knowledge obtained can be immediately applied.

I set Best Practices in a new branded color as an overlay for any content in order to signal to the learner that this content is valuable in Best Practices of Apple Search Ad marketing and bears repetition and application.

- Learning objective: LO1, LO2
 - Expected impact: Aids the learner in their learning path and navigation by quickly identifying Best Practices in application.
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Apple Search Ads Certification Course > Application of Best Practices

Keywords Refresher.

General keywords help you reach a wider audience. These keywords can be more popular and competitive. Make sure they're relevant to what your app offers, otherwise your ad may be unlikely to win the auction for those searches.

Specific keywords help your ad appear for search queries that are more narrowly related to your app. These terms can help you improve the rate of ad taps to installs, but if keywords are too specific you may not reach as many customers as you'd like.

Keywords Refresher

I selected Keywords as my learning activity because it has proven to be foundational to the Certification training. Keywords is introduced in Lesson 2 and is scaffold in later lessons, from building Campaign matches to Dashboard selections. It is content that therefore can be helpfully repeated and reinforced.

- Learning objective: LO1, LO2
- Expected impact: Learner masters the foundational knowledge of Keywords and how to effectively utilize keywords in their own Apple Search Ads marketing.

Apple Search Ads Certification Course > Application of Best Practices

Best Practice:
Scenario using
Ling's Acupuncture

Let's apply what you know about General Keywords and Specific Keywords highlighting one of our successful App Developers, Dr. Ling. Ling wants to include general keywords to reach a wider audience and specific keywords to help her ad appear for search queries that are more narrowly related to her app. From your computer, drag the search term to the correct keyword match option. On a tablet or smartphone, select the search term and then select the options.

acupuncture meridians +

General keywords

Specific Keywords

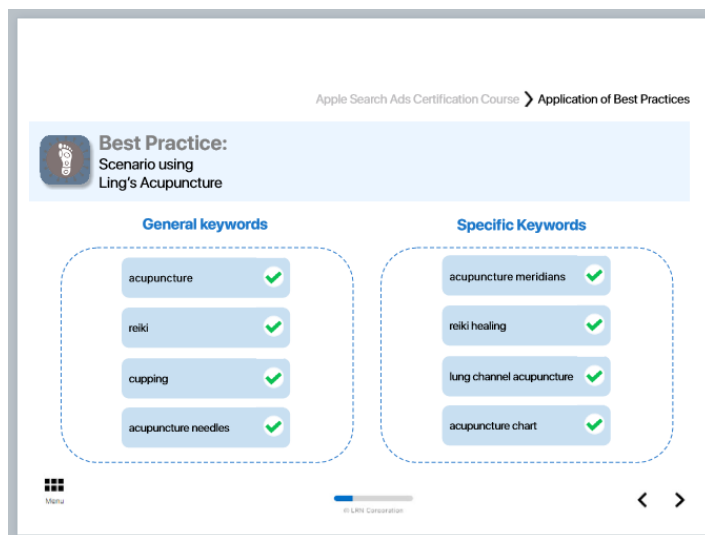
Menu© LWW Corporation< >

Best Practice | Scenario using Ling's Acupuncture

Scenario: I chose to include a scenario of a showcased App Developer into the learning activities as research shows that scenario-based learning helps learners in real world situations and also helps to build empathy and connection.

Design choices: I chose this drag and drop learning activity as an opportunity for additional practice with scenarios. We know that learners make meaning from repetition, and since Keywords are scaffolded throughout Certifications, it is important to reinforce their importance to the learner.

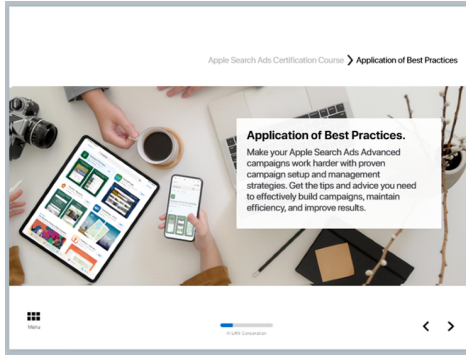
- Learning objective: LO1, LO2
- Expected impact: Learners will practice critical thinking skills in applying their knowledge of keywords to real world scenarios, which will benefit them when they market their own app.



Best Practice | Scenario Feedback

I modeled the correct answers feedback in a similar manner to the consistency of other learning activities and *Test your knowledge* from other lessons.

- Learning objective: LO1, LO2
 - Expected impact: Learners engage in an interactive formative assessment of their knowledge and mastery. Clear feedback of correct and incorrect answers are provided, with an opportunity to "Try Again" to earn a score of 100%.
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Best Practices Series

For additional wireframe sampling for the “Best Practices” curriculum series visit:

rebeccanusbaum.com/apple (password: LXD)

- Learning objective: LO3, LO4
- Expected impact: Build a community and layered learning for application, future Apple Search Ads updates, and continued learning opportunities post Apple Search Ads certification.

References

Apple Search Ads Certification

<https://certification-searchads.apple.com/>

Apple Search Ads. Best Practices

<https://searchads.apple.com/best-practices>

Apple Developer. Optimizing for App Store search

<https://developer.apple.com/app-store/search/>

Apple Developer. Promoting In App Purchases

<https://developer.apple.com/app-store/promoting-in-app-purchases/>

Apple Developer. Creating Your Product Page

<https://developer.apple.com/app-store/product-page/>

Apple Developer. App Store Connect

<https://developer.apple.com/app-store-connect/>

Forbes Top Apps Of 2022 By Installs, Spend, And Active Users: Report

<https://www.forbes.com/sites/johnkoetsier/2022/03/23/top-apps-of-2022-by-installs-spend-and-active-users-report/?sh=2ac40e9bd3ac>

The 15 best Apps for 2022

<https://www.lifewire.com/best-mobile-apps-4157439>

10 Most Popular Apps of 2022

<https://techpresident.com/most-popular-apps-of-2021/>

WWDC22

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