

Marketing in a box

This article provides an overview of the Marketing in a Box tool by Nokia and also explains how to use it.

 Note: This is a community entry in the [Series 40 Webinars - Contribute and Win Competition 2013Q1 with Marketing in a Box](#) competition.

Introduction

Marketing in a box is both a guidance and tool to help the developers to promote their apps in easy, fastest and the best ways by creating Facebook tabs, videos, banners, etc. Marketing in a Box was introduced by the Nokia to help all its developers to promote and get publicity for their apps

History

Building a best app requires lots of hard work, dedication and many more. The app is considered as best when it is well received by the users. When there is a good promotion to your app, ultimately many users will download your app and use it. But many of the developers don't know how to promote their app such that it reaches all the users. Nokia understood this problem and provided the developers with the best app promoting tool called Marketing in a box.

Marketing In A Box

Marketing in a box is a guidance and tools that helps the developers to promote their app. With this tool you can create a app video, app Facebook tab, app banner and app website to promote your app. Marketing in a box currently generates videos for five Nokia devices ASHA 303, 311, Lumia 820, 900 and 920 which are the top smartphones used by the people. It also helps the developers to create videos in 8 different languages and banners in 15 languages. It also gives the developers to select the adjectives that define their app. It is free to use and it provides all the guidance in the form of both videos and documents to help the developers to use this tool.

Using Marketing In A Box

To use this tool, just click on [Marketing In A Box](#). In this website you can get the guidance by clicking on [Marketing Guidance](#) which contain all the guidance required to use the tool. [Digital Marketing toolkit](#) is the tool with which you can create the promotional assets. The only requirement is you should have an app already submitted in Nokia's app store or Windows Phone app store.

How to use the Marketing In A Box?

There are many videos which help you to easily use this tool. Nokia has organised webinars and also created guidance documents to help the developer to use this tool easily.

Some of the guidance and tutorials to use the tool are:

[Webinar by Nokia](#)

[Slides and youtube video by Nokia](#)

Summary

Marketing in a box is obviously a great tool for the developers gifted by the NOKIA. Nokia is trying to add many new features to the tool in coming days. As of now, there are few limited templates for website and Facebook tab assets. But in future more customizations will be available. The currently available features help to promote your videos in all social networking sites and YouTube by using the generated assets

