

# MARKETING YOUR APP

THE ULTIMATE GUIDE

BY

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*Carter Thomas*



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## **Final Thoughts on App Marketing**



## **Carter**

- Raised in New York and Maine, USA
- First app released October 19 ,2011
- Built and sold over 900 apps since then
- Consultant to some of the biggest apps and app companies in the world



## **Overview**

Thanks for taking action to learn about the action packed world of app marketing! In this ebook I'm going to take everything you learned in the free ebook and explain how to get setup, how to execute strategies and how to put yourself in a position to succeed.

By the end of this ebook you'll have a clear set of action items that you can use to market your app. You can pick and choose which ones to use - I'll do my best to explain the pros and cons of each so that you can determine which is best for you.



## What to Expect

This is one of the most exciting parts of the app business. It is the moment when all your hard work starts being pushed out to the masses, when you can really see the fruits of your labor grow. You'll also start to see data and results that you can use to learn from.

Oh, and it also is one of the biggest drivers of revenue. I'm sure you like that as well :)

With each section I'll try to provide websites and exercises that you can use to track your progress.

*REMEMBER: the most important part of this is to take action. Marketing success is almost always correlated with how much energy is put into the execution. Simply going through the motions will NOT give you the big download spikes you want.*

But you wouldn't be here and certainly wouldn't be reading this if you were lazy so that's awesome. Let's make something awesome happen.

*Do you agree?*





# **A WORD ON COMPETITION**



## USP?

Marketing in the app store is different from most other digital goods because of the huge reliance on the chart rankings. This will change over time and even Google has started to move away from their reliance on top charts as goals for marketing efforts, but it's always going to be there.

I wanted to mention this before we start because it's one of the biggest objections people have about marketing before they start and even after they're into the actual marketing campaigns. With millions of app in the stores, how can you possibly get found?

While the rest of the ebook is about specifics and details, it's important to talk about the macro, big view of this. Successful marketing campaigns, for as long as they have been around, hinge on core principles. The one I want to focus on is known as the USP - the Unique Selling Proposition.

UNIQUE  
SELLING PROPOSITION

...

***“It’s what  
makes your app  
different and  
unique from any  
other app in the  
marketplace.”***



The USP is what makes your app different. It's the one feature you can point to that makes you one of a kind. Maybe it's not a feature - maybe it's the theme. Or the graphics. Or whatever. It's the one piece of your app that you can look at that and say *"This is something very few others, if anyone have."*

This USP is what you are marketing. The app and brand behind it is all well and good, but it has to be led by the USP. By focusing on what makes you different, you will attract more specific users who will spend more money. They will use your app more often.

The biggest mistake I see people making is that they completely miss this part of the app marketing equation - they build an app or buy source code but fail to ever address the USP question. They put out apps that are just like hundreds of other apps and wonder why they're not getting the downloads they hoped for.

And that is what your competition is - an ocean of *"good"* to *"pretty good"* generic apps with bad marketers. People that produce apps but never do anything differently.

Your USP does not need to be huge, but it needs to be clear. Going back to the first ebook you read about turning your idea into an app, we talked a lot about building an app that has a purpose. That's where the USP is born.

***"Your USP does not need to be huge, but it needs to be clear."***

- Feature
- Theme
- Graphics



## Taking It Step Further

With your USP also comes an opportunity. You may have heard the age old business advice that *"the best businesses solve problems."* The bigger the problem you solve, the more money you make.

*Surprise, surprise, this is true.*

A lot of people build their app and have an awesome USP, but it's more flash than function. It's *"cool"* but doesn't really solve anyone's problem.

### Example:

- Flashlight that also has a strobe light functionality
- Calculator that also has weather
- Casino game that also has emojis in it

You see what I'm saying? These are all unique, but so what? Compare them to these examples:

- Flashlight that has automatic timer on it
- Calculator that has financial functions as well as scientific
- Casino game that has bonus slot machine games

This list has USPs that are clearly tied to the user experience and help solve specific problems (turning off a flashlight after use, using a calculator in stock trading environment, boredom in casino game).

### PRO TIP

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*When you are putting together your marketing plan, you want to*

- Establish a rock solid USP and focus everything around that
- Clearly show how this USP solves a real problem





By doing this, you will amplify all your other efforts enormously. It's going to attract huge amounts of people that **WANT** your app and will also give them something to share with their friends (who probably have similar problems).

If you don't do anything unique, you **WILL** run into competition. You'll become one of the 200,000 apps that I see every day that really has no reason to be on my phone.

*Think about it – why do you keep apps on your phone?*

*Why do you delete others?*

Most of the time it's because it solves a problem or it doesn't solve a problem.

## EXERCISE 1.2

*In one sentence what is your Unique Selling Proposition? This can be function, theme, demographic, etc.*

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*What problem is your app solving? Be specific.*

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*Take a look at the apps on your phone or tablet. Pick 2. What problem are they solving? Travel booking? Killing boredom? Staying in touch with friends?*

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*Now, let's talk about getting your app out there!*





# **MECHANICS OF APP MARKETING**

## How it Works

It's easy to jump into this and say *"Yeah, duh. I tell people about my app, they download it. Bam. Yes. Game over."* Ok maybe that's just how my mind talks, but you get the idea :)

But it's not **QUITE** that simple. As I mentioned previously, the app store is a bit of a new frontier for marketing. It has terms like *"discovery"* and *"burst"* thrown around because we are dealing with a closed ecosystem (unlike, say, Google).

This closed ecosystem puts us in a position where we have to take into account many different factors, including:

- Chart ranking
- Organic keyword traffic (people that type in a keyword to find your app)
- The country they find it in
- Their device and platform
- And others...

My point is that each of these will be taken into account with your marketing efforts, especially when deciding which is the most effective use of your time, money and effort.

### DISCOVERY

*"The process of finding new apps in the app store"*

### BURST

*"Used to describe a big marketing push that is concentrated into a few days. Done by large apps to compound efforts and maximize impact via charts"*





### Here's a quick example so that you can see what I'm talking about:

Ok, so let's say you're going to do some paid advertising. This is what some bigger apps do and hopefully what you'll evolve into! You have a \$500 budget and go on Facebook, setup a campaign to spend that \$500. The way the numbers work out, you can get approximately 500 installs for that \$500.

That means you're paying \$1 for each person who downloads the app. You get 500 downloads.

Make sense?

Now in a traditional world, like the internet or TV, that's where it would stop. \$500 = 500 downloads. **BUT**, we don't live in that world. We're in the app store.



See, the app store rely heavily on download volume to determine rank in the charts. In other words, if you receive 50,000 downloads a day, you are ranked #100 free app in the USA store (that's not an exact number, just an example).

People will browse those charts and download apps purely based on what's ranked well. We all do it.

But remember those 500 downloads you bought? Well if you're in the music category, 500 downloads (especially if you do it all in one day), can bump your rank a **LOT**. Maybe from #300 up to #100 for a few days. See where I'm going with this?

Now you not only have those 500 paid downloads, you **ALSO** get the **"chart"** traffic from being ranked #100. That's free traffic.

Let's say it accounts for additional 200 downloads in the time period. This means that you \$500 spend actually got you 700 total downloads instead of 500.



This is true for lots of different marketing strategies and why I want to explain it now - everything you do will have two effects - the direct downloads it drives + the increase in chart rankings.

I want you to keep this in mind because it may help you think outside the box and more like an APP marketer than just a traditional marketer. Ask questions like *"how do I get better chart ranking?"* the same as you ask *"how do I get my app on social networks?"*

They can both work together very well.

In the next section, I'll walk through all the pieces I talked about in the free ebook and show you how to make things happen. I won't go into the chart impact vs direct impact because, honestly, you don't want me to get into that math :)

Just know that there are **LOTS** of ways your efforts can explode your app marketing!

Yes. Rock time. I love it.

## ? ASK YOURSELF

...

*"How do I get better chart rankings?"*

*"How do I get my app on social networks?"*



# **STRATEGIES, TECHNIQUES, AND ACTION PLANS**





*Let's just dive in, eh?*

## The App Itself

Amazingly, this gets overlooked a lot and there's a reason why which few people ever realize. Building an app and treating it like a marketing mechanism are diametric in nature. Ever seen a programmer and a marketer sit in a room together? It's not pretty.

The reason it is diametric (opposite) is because programmers tend to be detail oriented, as we talked about in ebook #2. Marketers, on the other hand, tend to be big picture types, always focused on growth and less interested in details and even quality.

When you put these two ideas together, you get a programmer who wants the app to simply be the best app ever, while the marketer wants it to be sexy and highly marketable.

This works **PERFECTLY** when both people have the same idea of what "*greatness*" looks like. The problem is that it rarely happens that way.

In other words, when you build an app, you need to focus on the USP in a way that can be sold very well (for the marketer) but built in a way that makes the app amazing on it's own (for the programmer).

This is one of the defining characteristics that will make your app project a success or not from the start.

Make sense?

Your app needs to have a USP that built well.

Done.

### *Now how exactly do you do that?*

Let's walk through an example with steps.

I love tennis. I used to play a lot and still do. One thing about tennis is that people practice a **LOT**, especially competitive leagues. There are so many different parts to the game - backhand, net game, serves, doubles, etc. My first inclination is to create the Ultimate Tennis Training app where I show people how to learn every part of the game.

#### PRO TIP

...

#### ***“Always start with the marketing”***

- First, determine your USP
- Then find a way to build it into the app
- Never try to build a beautiful app then figure out how to market it later





But then I start to do some research in the store and realize a lot of people have already done this.

### To me that means two things:

1. There is a lot of competition for the generic tennis stuff, so I could try to beat them by just making a better app
2. There is enough volume to make more specific apps about tennis - focusing on one of the secondary parts of the sport (mentioned above)

I choose the second. I decide to make the most awesome Backhand training app out there.



I build a great app that focuses on how to improve your backhand. Drills, strength training, everything. I choose keywords focused on that, I reach out to bloggers, I buy some traffic on Facebook.

**BUT** - everything is not about **TENNIS**. It's about making your Backhand awesome.

### *See the difference?*

Similar example - I see the competition in the tennis space and instead of focusing on the backhand, I focus on the youth leagues. They're huge all over the worldwide - kids age 8-18 who play tons of tennis. I build an app that has pictures of kids that age, talk about strategies that connect with younger people (no bench press, for example), and use design that will appeal to them and their parents.

Now my app is built in a way that can be marketed **VERY** effectively to the right audience. I have a tennis app, but I also have a much more powerful USP.



When you build your app, you can think of marketing in the following ways:

1. Determine your competition field at the highest level (type in broadest keyword into app store and see how many results you get)
2. If it's small, you may want to try to dominate that market while it's still not competitive
3. If it's big (lets say 50-100 results), you want to think about SUB-categories like my example above
4. Build your app to capitalize on the exact opportunity you choose, keeping the USP in mind the entire time

By doing this simple process, your app now becomes one of your most powerful marketing machines. People will love it because it's a perfect solution for a specific problem. They'll spread the word **FOR YOU**.

Build your app this way and your app marketing efforts will be infinitely more effective.

***“...your app  
now becomes  
on of your  
most powerful  
marketing  
machines”***

## App Store Optimization

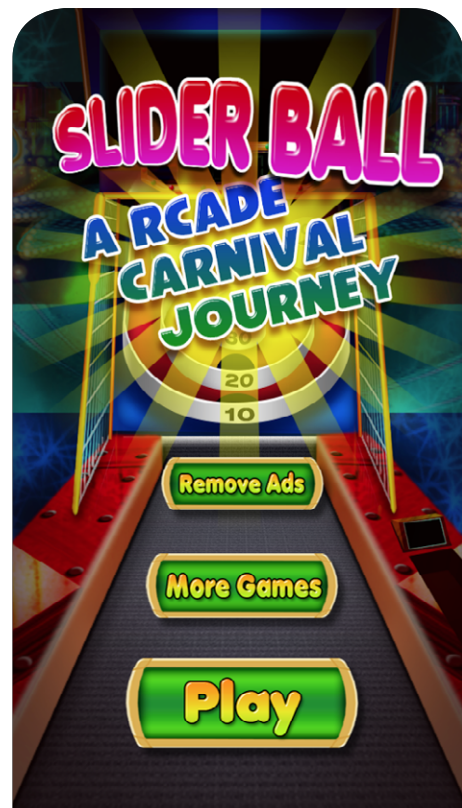
ASO. So hot right now. Actually, it's going to be hot for the next 20 years in the app store. Why? Because it works and it's very cheap (relatively speaking).

As mentioned in the free ebook, ASO stands for App Store Optimization. It's the process by which you make all parts of your app store related assets "optimized" in order to be favored by the algorithm. This is an evolving field because the algorithm is evolving as well.

**For the most part, ASO includes the following parts:**

- Title of app
- Description
- Keywords
- Icon
- Screenshots
- Video
- Reviews
- Various other smaller/  
more ambiguous factors

When it comes to marketing your app, ASO is a tool that everyone should at least try. I've seen apps have 200% and 300% increases in their traffic simply by improving their ASO. Personally, I had a few apps skyrocket once I did my ASO research.



**HERE'S ONE I DID ON  
ANDROID**



ASO is relatively inexpensive, it just requires some time on your part. I'm going to do a quick rundown of everything you need to know to get moving on each part of the ASO, best practices, and lessons I've learned. Because ASO is such a monster topic, I can't put everything. Soon!

### TITLE OF APP

- Powerful keyword area - can use 70-100 characters in Apple before they push back, 30 characters in Google, 70-100 in Amazon
- Balance features with keywords. The more features you can highlight in your title the better. If you "*keyword stuff*" it's more likely to get flagged and not approved.

*Example: Backhand Trainer - Learn To Play Tennis Like A Pro*

- Title keywords are researched the same as app keywords (see below)
- Be clear about what your USP is in your title - this helps convert people from viewers of your app page to downloaders

### ASO SUMMARY

...

- Title of App
- Description
- Keywords
- Icon
- Screenshots
- Video
- Reviews

## DESCRIPTION

- Up to 4000 characters for all stores, but rarely do people use all 4000. Using 500 really well is better than 4000 that are OK.
- Less impact on algorithm than Title or Keywords. But, can have huge impact on converting viewers to downloaders
- Explain USP in first sentence
- Show social proof if applicable - how many people download it, places it was reviewed, anything to show credibility (no biggie if you're just starting out and don't have this yet).
- List features and briefly describe how to use app
- Focus on ease of use to solve specific problem laid out by USP

## ASO SUMMARY

...

- Title of App
- Description
- Keywords
- Icon
- Screenshots
- Video
- Reviews



## KEYWORDS

- The “*heart*” of ASO - 100 characters for Apple, N/A for Google, 30 keywords for Amazon

- Better to focus on “*longer tail*” and “*exact match*” terms

*Example: “backhand tennis training” instead of “tennis”*

- Format will be keywords separated by commas with no space

*Example: backhand,tennis,serve,us,open*

- Use services such as **SensorTower** and **AppCodes** to do research
- **Google Keyword Tool** can be helpful as well

## ASO SUMMARY

...

- Title of App
- Description
- Keywords
- Icon
- Screenshots
- Video
- Reviews

## ICON

- Worth investing time and money into. The last piece of your design that you want to brush off
- Incorporate as much of USP into design

*Example: tennis racquet, tennis ball, backhand grip*

- Less is more
- Try not to use text in icon
- Use service like **Testico** to see how it looks in environment



## ASO SUMMARY

...

- Title of App
- Description
- Keywords
- Icon
- Screenshots
- Video
- Reviews

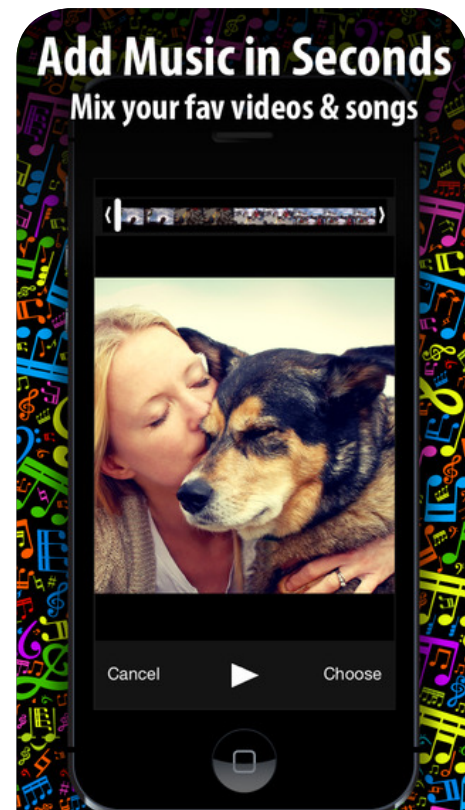


## SCREENSHOTS

- **DO NOT** just take screenshots of your app on your phone and upload! Use photoshop or hire designer to help out
- You want to explain USP and Benefit in first 1-2 slides
- Walk through other parts of the app that are unique and exciting as opposed to trying to sell sizzle or impact
- Sell the **RESULT** of using the app, not the function -

*Example: “Never stress about your backhand strokes again!” or “Hit blazing winners like a Pro!” as opposed to “15 videos on how to hold the racquet properly!”*

- If using text, put it at top.
- First two screenshots are **MOST** important

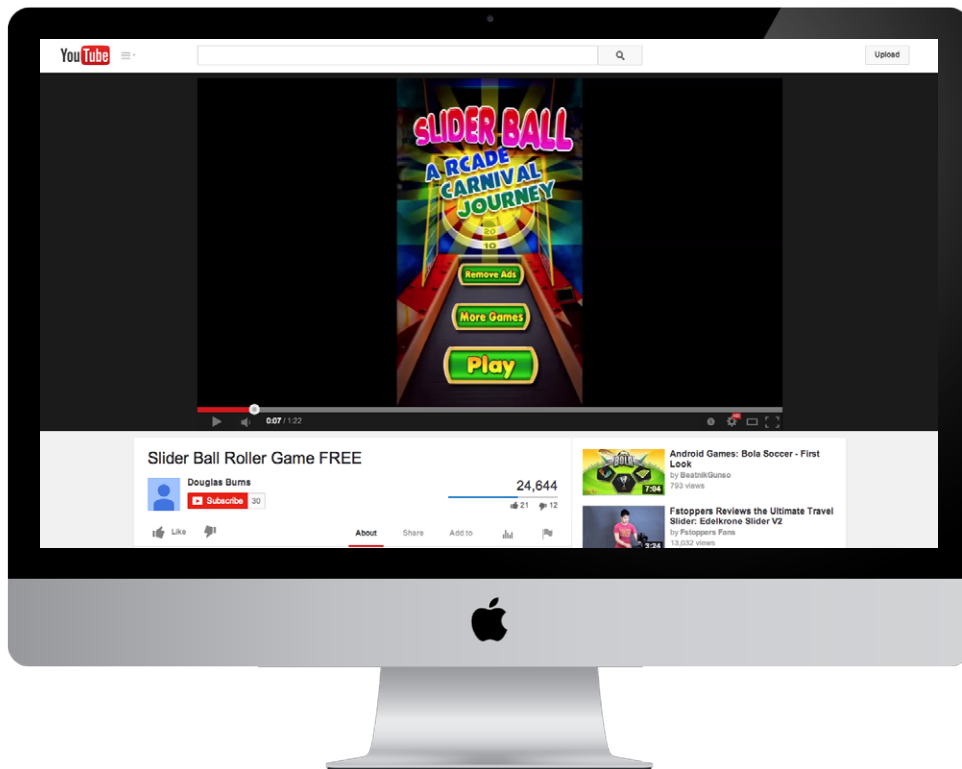


**ADD MUSIC & VIDEO EDITOR -  
ENTER VIDEO-SHOP**

## ASO SUMMARY

...

- Title of App
- Description
- Keywords
- Icon
- Screenshots
- Video
- Reviews



## ASO SUMMARY

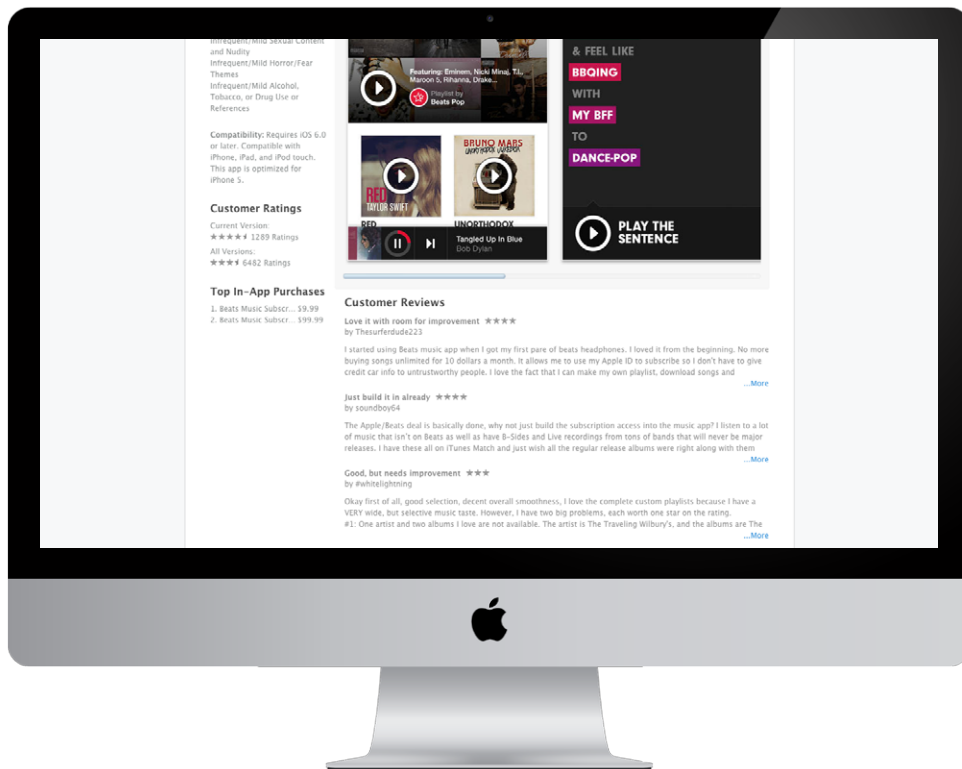
...

- Title of App
- Description
- Keywords
- Icon
- Screenshots
- Video
- Reviews

## VIDEO

- This is all about engagement - make it fun/flashy as opposed to just a screencast of you using the app
- Highlight core features
- Show the app in use and the **BENEFIT** of using the app - once they have the app, how will their life be better?
- No longer than 60 seconds
- To cut costs, check out sites like Shutterstock or GraphicRiver for video templates you can send to a video editor





## REVIEWS

- Prompt users for reviews in your app - **BUT** do it when they are most likely having the best experience with the app.

*Example: just completed the first set of backhand tennis videos and scored a 100% on the quiz. Ask them to review app in the app store.*

- Use free App review SDK to start (Google *"appirater"*) then you can move to a paid service if you want to filter your reviews more closely.
- Encourage friends and family to download and review your app when launched to help with initial volume

☀ PRO TIP

...

*“Prompt them to leave a review. If they ask say ‘I don’t like this app’ option, ask them to submit feedback instead of leaving a review. This will limit you 1 star reviews.”*

By doing these best practices for ASO, the algorithms will reward you accordingly. It's important to remember one golden rule of ASO and the app store algorithms - their end goal always has been and always will be to give customers the best possible experience. Picking keywords or getting reviews is great, but the reason it works is because it is inherently assumed that by doing so you are reaching more targeted people that like your app more.

ASO can be done for pennies on the dollar and at your computer (usually). The cost is usually just in terms of research time. Check out [SensorTower's blog](#) for some great articles about getting started.

Now that you're optimized, let's talk about getting the word out via social media.

## RESOURCES

...

*Want to learn more? Check out some of these blogs:*

- [SensorTower](#)





## Social Media

How things have changed!

Who would have ever thought these networks could have turned into some of the most powerful marketing forces on the planet, let alone have strategies behind them.

### *Amazing stuff.*

The truth is that social media and social networks are very effective at spreading information quickly. They allow users to share, comment, like, and promote everything under the sun at lightning speed. More importantly, if done right, this sharing comes from your friends and family, people that you trust.

### **There are two angles of social media when it comes to app marketing:**

1. using social media as a viral multiplier and
2. using the social networks to drive installs back to the apps.

Often they're one in the same, but I'll address both. First, let's talk about using the viral multiplier.

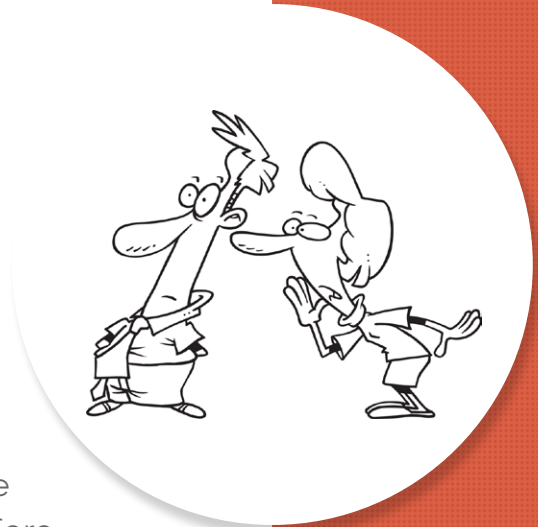
In this section I want to explain exactly how apps have successfully used social media to drive their app marketing.

**The most common examples are:**

1. Vanity sharing (Look how great I am)
2. Community sharing (Look at this cool info)
3. Comedy sharing (Look at how funny this is)

There are of course other examples but these represent the three most commonly used that work well. They also do not run the risk of being flagged by Apple or Google the way things like incentivized sharing does. Incentivized sharing refers to when you can get free coins for posting an app on your Facebook page, etc. It happens, but I'm not sure how long that will be around.

Let's talk about the examples above.



**SHARING**

...

- Vanity
- Community
- Comedy



## 1. VANITY SHARING

This happens most often in games, but can also be done in apps like fitness or social networking. We've all seen them - people posting on their various networks and saying *"I just scored 5,608 points in Candy Jam!"* or whatever. Those are done when the developer sets up a social network *"application"* that can talk to the iOS and Android app.

For example: I am building a game called Candy Jam. I build a beautiful iOS app and want to allow users to share their scores on Facebook.

I go to Facebook and create a **Facebook App** which will allow my iOS app to talk directly with Facebook. That's what you see when an app asks for your permission to access your Facebook information.

Once this is setup, all the information can be automatically shared.

Vanity sharing is a powerful metric, especially when you have raving app users. Another good example is fitness apps - when people go for a 5 mile run, they want to share it on their profile. Hit one button - done.

All their friends see it, download the app. You can see how this would grow quickly.



*"I just ran 5 miles."*

## Here's a quick step-by-step to setup and use Vanity Sharing in your app:

1. In your app, determine the moments when people will have their best moments. Typically this is when they complete a level, use the app successfully, or track something that is important to them. Every app has this.
2. Once you find that point in the user experience, add a share button and (important) prompt the user to use the share button.
  - *Example: I just ran 3 miles using RunKeeper. When I click "run complete" I get a popup that says "Awesome! Share this with your friends by clicking here" which I do. Now my run is sent via text message, posted on Facebook, and Twitter.*
3. Setup (or have your developer setup) a social network app that can manage all this automatically.
4. Use copy that shows the action that happened ("*I ran 3 miles*"), then include a call to action ("*Download Runkeeper app - click here!*") with a link to your app page.
5. Encourage your app users to share!

## RESOURCES

...

*Here are development links for the most popular networks:*

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [LinkedIn](#)
- [Pinterest](#)



## 2. COMMUNITY SHARING

Community sharing on social media is all about the network. When I say "*community sharing*" I am referring to sharing content with people that they will find interesting. This is less about the **USER** (vanity) and more about the **CONTENT** (community).

This is an important distinction to make and something that a lot of app developers miss - they confuse when to use community sharing with vanity sharing.

### Here's why:

Community sharing is when you want to look like an authority. You share apps, articles, videos, etc that you think are great so that people look at you and say "*Oh that person has great taste in XYZ.*" Simple as that.

Vanity sharing is when you want to look like you're better than someone else. You want the reaction from people that is secretly saying "*Ugh. I wish I were THEM.*"

While these are very similar, they're different. Community sharing functions allow your content to be shared a lot more because they are not tied to one person. The tradeoff is that it's less about the app that shared it as well.

*"Community sharing is when you want to look like an authority."*

*"Vanity sharing is when you want to look like you're better than someone else."*

## Let me provide an example to further explain this:

I download an awesome news app like **Grail** to see the most viewed news each day. I see an article I love and share it with my friends.

I post it on their wall - they see the article I shared with a small *"Powered by Grail"* tag next to it. If they like it, they may share it on someone else's wall or twitter. Each one says *"Powered by Grail"* subtly.

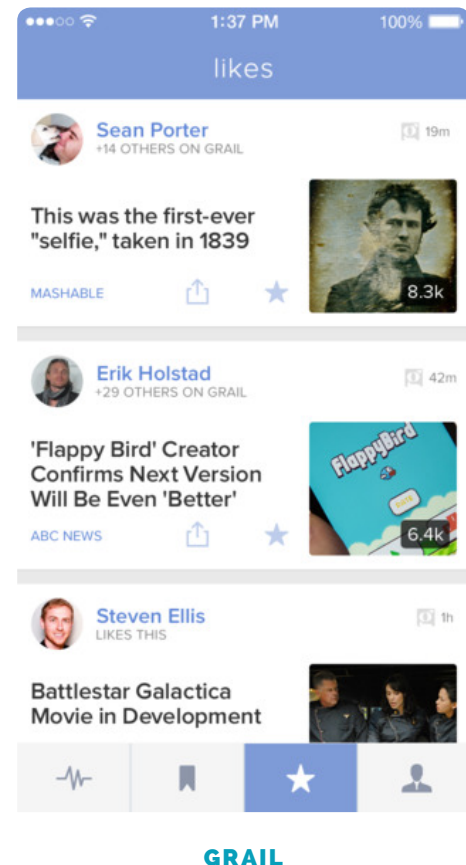
The reach of this can be **HUGE** (think BuzzFeed) so that even with a small percentage of people downloading Grail from that tagline, it makes an impact. Plus Grail now looks like an authority app.

Compare this with if Grail was a game and I shared something that said *"I read 40 articles on Grail today. Wanna beat me? Click here!"* That's not being shared again, but it may get 20 of my friends to download the app to see what's up.

## See the difference?

To use community sharing, the steps are the same as the Vanity Share, but they are more prevalent and less about the *"moments"* in the app. Using my Tennis app as an example, I would put a Share button on each tennis video or some of the articles so that people could share that content easily. This way users can send their friends a quick piece of content from my app that could go viral.

I would have the Vanity Share functions for when the user completed Level 1 of training and could brag about it.



### 3. COMEDY SHARING

This is a blend of Community Sharing and just straight comedy. The reason I include this is because humor has a disproportionate ability to be shared.

#### Why?

Because it's easy to share and people usually love getting something funny. There's nothing attached to it - Vanity makes you put your ego on the line (what if someone beats you or thinks you're conceited?) and Community puts your intelligence on the line (what if people don't think this is cool? What if no one likes what I like?).

Comedy doesn't usually have that problem. Funny is funny. Even if no one likes it on Instagram or Pinterest, it's harmless. There's no negative repercussion on your *"online persona"* like the others.

Comedy also has the ability to be shared a **LOT** if you do it right. When you're developing your app, don't force this part of the app marketing efforts, but if you can find a way to make the sharing experience funny or just lighter, try it.

#### *Comedy sharing has many pros:*

- Easy to share
- People like to receive funny
- Harmless
- No repercussions on your "online persona"
- Has the ability to be shared a lot



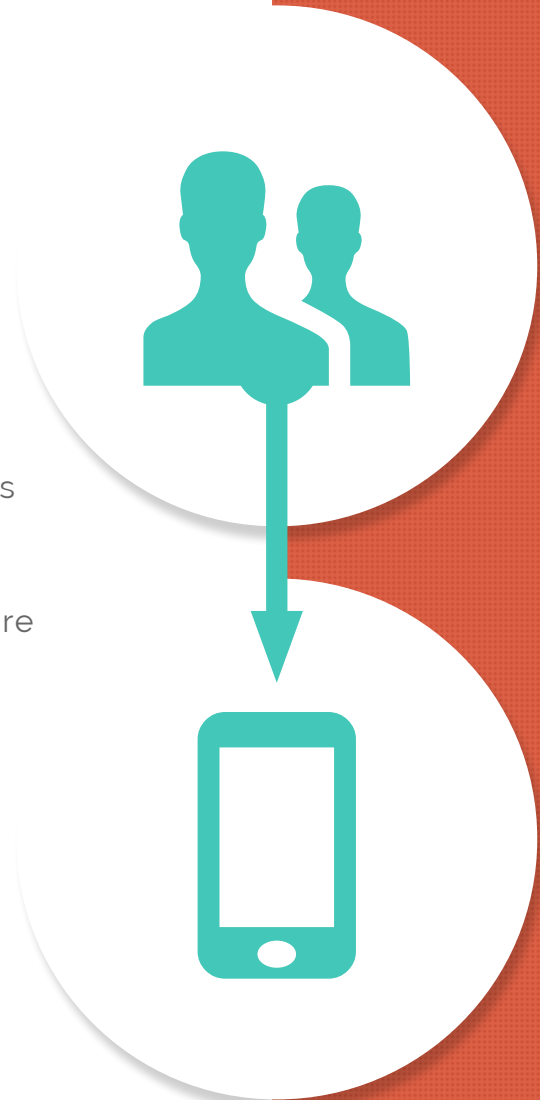
## USING NETWORKS TO DRIVE INSTALLS

The other side of the coin with social media app marketing is using the networks to drive installs for you. It's the reverse of what we were talking about - the viral loop starts on the network and ends at the app.

In the above examples, I talked about how you can use the app to push **OUT** to the social networks. Now let's talk about using the networks to drive users **IN**.

**BUT** - I want to preface this by saying that now we're talking about internet marketing just as much as app marketing, which opens up some new learning. It can be very effective, but requires some work.

The best way for me to describe this is to explain how someone would use social networks to drive installs back to an app using Facebook and Instagram.



## FACEBOOK - A STEP BY STEP STORYLINE

1. You setup a **Facebook Page** that is all about your app. Remember - this page is **ALL** about your USP and you want to attract people that directly need your app to solve a problem.
2. You setup your page and follow best practice Facebook marketing guidelines to grow an audience.
  - Post great content
  - Interact with your audience
  - Talk about your page on Facebook to drive people there
3. As your audience grows, you slowly start to integrate your app to the brand. You have a link in your description, add information to the cover photo
4. You start to schedule posts once a week that tell people in your Facebook page about the app
5. As your audience grows, you continue to send people to download your app
6. You start spending some money on promoted posts and ads that will lead to lots of fans and, in turn, downloads

### *And that's how it works!*

This can be effective if you have a great app with strong USP. It can also be a great place for app users who love your app to interact with each other, ask support questions, etc which drives more activity.

*“...this page is all about your USP and you want to attract people that directly need your app to solve a problem.”*

## INSTAGRAM - A STEP BY STEP STORYLINE

1. You setup a new Instagram account to promote your new app. NOTE - Instagram is an awesome resource but remember that it is highly skewed towards photos and visual content. Your app should have the same type of content. The best categories for Instagram are:
  - Photography
  - Fitness/Health
  - Travel
  - Weather
2. You start posting great pictures from Shutterstock that cater to your audience. You like other accounts, use hashtags and slowly gather a following
3. As this continues, you start to include photos that are directly related to your app and call out the app in the caption, driving people to your app download page
4. You continue this and even get to where people start using your hashtags
5. In the app, you encourage people to share content with you so that you can post it

**Boom!**

I've seen app developers gather 10's of thousands of new followers each week which they then send over to their app store page for downloads.

The best part of these campaigns is that they're easily automated with a Virtual Assistant. Just train them once, and away you go!



***Your app should have the same type of content as the platform you're using – Instagram is highly skewed toward photos and visual content.***





*Whew!*

Social media has a lot going on, but I'm glad we covered it all.

By now you've learned to create a strong Unique Selling Proposition, apply it to your app, optimize your store entry for max download volume, and leverage social media.

Now let's talk about building a website and brand for your app.

## Websites and Building Brands

I'm going to be honest with you - this should be a secondary priority in your app marketing if you are looking for straight downloads. I'll show you why in a minute, but it can be **REALLY** helpful for your long term success with app marketing.

Building an app website/brand is great way to make your company look way more legit than your kitchen table. I mean *"home office."* It's ok, I won't tell anyone :)

Seriously, though, it's amazing what perception can do when you invest in some amazing design. Most people hear website and think *"Oh I can attract users to my website, then I'll convert them to downloads."*

I'm here to tell you that is **NOT** why you should build a website.

*That's it.*

If you get more advanced in your business, we can talk about creating HTML5 versions of your game on your site and all that jazz, but that's for later on. I want to explain all three of these so that you can build something yourself. Then I want to explain to you **WHY** websites will rarely be viable download drivers.

*There are three reasons you should build a website – in terms of app marketing:*

- Cross promotion
- Authority
- Support

## 1. CROSS PROMOTION

Probably the top reason why people create websites for their app is so that they can cross promote their other apps. This means that if you download App A from me and you love it, chances are you'll be interested in hearing about App B too. Coming to the website gives you a place where you can clearly see what other apps to choose from.

Back in the day I built a website that did this for one of my old companies. You can see it [here](#).

Notice that it pulls in a bunch of my apps directly from the app store and lets people see other apps to download. While I don't have exact stats to show the uplift, the affiliate link tracking was very helpful to see that it did, in fact, help a bit.

Other app studios do this, especially when all your apps are very similar. Check out my friends Sophie and Stephi and what they did for their [photo apps](#) - they have a full portfolio of killer photography apps so it make sense to cross promote like that.

## RESOURCES

...

*Other companies  
that are cross  
promoting their  
apps:*

- [Disney](#)
- [King](#)
- [Zynga](#)



## Want to create your own website like this? You have a few options:

1. Sign up for a hosting company like **Bluehost** - this is who will *"host"* your site
2. Choose a website template from **ThemeForest**
3. Hire someone on **Fiverr** to help install the website
4. Start uploading your images/apps!

Now, that's a simplified version of building your own website, but I can't go into too much more detail. Other option is to hire someone on **Elance** to help you out.

Bottom line is that building a cross promo site can be a great way to get users who have downloaded one of your apps to come back and download even more!

## RESOURCES

...

- [Bluehost](#)
- [ThemeForest](#)
- [Fiverr](#)
- [Elance](#)

## 2. AUTHORITY

When I say Authority, I do not mean authority in the eyes of your users. I mean authority in the eyes of a blogger, a PR manager, social media marketer, or reporter. With an authority website, you look like you know what you're doing and have an awesome company to promote.

This plays into a larger goal of your app marketing plan, which is to get external exposure. When you reach out to people to promote your apps, one of the best things you can do is to send them a website they can learn more from.

If your website looks like it was put together by a 6th grader, the blogger probably won't look twice. But, if the website looks totally awesome, they will think you are an experience app marketer and may have something awesome to offer.

Creating an authority website should have a few key elements which most people forget:

- **An AMAZING story.** Explain why you're in the app store or why you developed the app you did. The story can make all the difference and is exactly what writers want to share with their audiences (plus it makes you different. Remember the whole USP thing)
- **Beautiful design.** In today's world, design is the best way to establish a reputation or persona. Spend time on this and make sure it reflects the type of message you want to be sending.
- **Accolades.** This can come later on, but highlight what makes you great. Get creative. It's better to put nothing than an accolade you're not proud of, so if you're at the very beginning stages, don't sweat this one yet.

Having a perceived authority status can pay big dividends in the long run.



*“I do not mean authority in the eyes of your users. I mean authority in the eyes of a blogger, a PR manager, social media marketer, or reporter.”*

### 3. SUPPORT WEBSITE

This one is straightforward. I'll use Facebook Pages for this kind of thing because it's easy to track everything via messages or comments (instead of a comment form). Plus it's a great way to continue to engage people.

The purpose of this website is to allow users to submit questions, return requests, or feedback. You'll be amazed at how much great information you get from people through these sites, which you can use for your updates down the road.

As mentioned in the free ebook, the other option is to create a forum for users who want to share information about your app. I'd say this a low priority because it requires a lot of maintenance to do it right, but if your app blows up, it can be awesome for lifetime value of the users.

Want to build a support website?

Easy. Just do what I do with Facebook Pages:

- Sign up [here](#)
- Follow the wizard
- Have someone from Fiverr make you a cover image (or just use screenshots from your own apps)
- Use that URL as your *"Support URL"* in all your app iTunes and Google Play entries

*"I'll use Facebook Pages for this kind of thing because it's easy to track everything via messages or comments."*



What about using websites to drive downloads?

Ahh..right. I did this once, with my first app, which as you may have read about, was a pretty solid trainwreck. **BUT** - I learned a **LOT** about marketing.

I built this website with the intention of driving lots of keyword traffic from the internet into paid downloads of my app. I knew a lot about **SEO** and, hell, of course I could do this.

*Right.*

Long story short, I launched the website and got about 500 visitors over 3 months. I spent approximately 30 hours of my life on that website. That's a lot. For 500 visitors.

Of those 500, lets say 10% clicked on the iTunes link and 10% downloaded. That's 5 people.

For 30 hours of work.

See what I'm saying?

Now, granted this is only one example and maybe some people have different experience, but the order of magnitude does not even give me reason to try to fix it. This model simply does not work well.

Maybe that will change, but my goal in these ebooks is to give you the best possible information and my advice is do **NOT** build a website in order to drive downloads of your apps unless it's via cross promotion.

*“My advice is do NOT build a website in order to drive downloads of your apps unless it's via cross promotion.”*

## Promotions

Promotions are the kind of marketing experience that some people swear by and others abhor. It can be the one move that drives your app into the next level or it be a total flop, leaving you and your team staring at the wall with empty pockets. In this section I want to walk through a few different types of promotions and what's involved so you can include them in your app marketing if you so choose to.

Promotions are just that - someone promoting your app. A nightclub promoter's job is to promote the club by telling everyone they know to check it out through their various networks. Typically a successful promoter has a massive contact list on their phone - 10 calls and the place is packed. That's why they can charge lots of money.

The same is true with a promotion service. You pay them for their network. In exchange, they'll tell everyone how great you are and to download your app. There's a lot of room for variance here because you rarely know that **YOUR** app will do well with anyone's specific network.

So what are the benefits of doing a promotion? Let's run through them.

- **Big download numbers in a short amount of time.** Let's say you're trying to *"launch"* your app and flood it with traffic. Maybe you want to get your numbers up for an investment meeting. Or maybe you just want to start getting lots of data to test.

No matter what the reason, promotions can do a great job getting lots of downloads from a dedicated user base.

### *Promotion benefits:*

- Big download numbers in a short amount of time
- It can be very cheap
- It's easy
- You can increase your organic chart ranking

- **It can be very cheap** (relatively speaking). This all depends on how well your app performs with a specific audience. **BUT** - if it does perform well, then you're in luck because you're going to get a big install rate.

Example: JimmysFreeApps.com offers app promotions to developers. He has 50,000 people who subscribe to his deals and open the emails each day with a new app. Historically, Jimmy does really well with Lifestyle apps because his audience likes them.

Monica pays Jimmy \$1,000 to have her music app featured for a day. On the big day, she drops the price from \$0.99 to Free and Jimmy promotes her. Of the 50,000 people, she gets 4,000 installs.

The following week, Linda pays Jimmy \$1,000 to have her Lifestyle app featured. She also makes her app free for the day and, to the same network, gets over 30,000 installs!

For Monica, her return on investment might have been better elsewhere because of the poor performance. For Linda, she got the best deal imaginable (because you can't buy cheap installs like that anywhere).

### ***Promotion benefits:***

- Big download numbers in a short amount of time
- It can be very cheap
- It's easy
- You can increase your organic chart ranking





- **It's easy.** When you compare promotions to something like a full advertising campaign, it's a lot less complicated. There are few moving parts and it's straightforward what happens.
- **You can increase your organic chart ranking.** Remember what we talked about before with download volume and chart ranking? This can help a lot with that. Because promotions tend to happen in a short amount of time, your ranking spike will also be accounted for quickly. You can gather organic traffic in addition to the installs from the promotion, adding to your overall return.

If you want to go forward with a promotion, there are some important things to keep in mind. A lot of people go into these sorts of app marketing efforts and completely forget to prepare for them, thinking it's just like anything else. It's not.

Making small tweaks and planning how you want this to go can be a big game changer. Assuming you want to include promotions into your app marketing plan, here is a checklist that you need to follow before finalizing details.

1. **Price drops are king** - the bigger the better.

Nothing compounds a promotion better than a price drop. This means your Paid app becomes Free in conjunction with the promotion going live. Doing this leads to a huge increase in traffic from the app store and also opens you up to a lot more people who will download the app.

The more expensive your app (i.e. the bigger the price drop), the more effective this will be.

I've seen people do \$9.99 -> Free promotions that shot them to top 5 overall in the app store. It's a big deal when an expensive app becomes free.

*NOTE: Think twice before you try to “game” this. Sometimes people think they can just price their app at \$6.99 a week before the promotion and then make it free. While this USED to sort of work, it's a waste of your time now. You're better off pricing your app at it's appropriate level and going free from there.*



**“Nothing compounds a promotion better than a price drop.”**

...

## Description

- When you go live with Jimmy's promotion, put a line in your description that says "Featured on Jimmy's Free Apps Today Only!" or something like that. This way people will know they're in the right place and be more likely to download.

## Give Away

- "TODAY ONLY FOR JIMMY'S CUSTOMERS: Bag of Gems - Regularly \$9.99, now \$1.99"

2. **Update your description.** Unfortunately you can't update your title and screenshots in real time (You can on Google, not Apple) but you can update the description anytime you want. Make sure you let people know that they're in the right place.
3. **Give away stuff in your app.** The price of your app isn't the only thing you can promote - if you do a big price drop or if you decide to simply promote your free app, you can **STILL** do sales and giveaways on in-app content.

You can actually do a Sale inside the app if you have content to sell.

Don't have any in-app purchases? Well, then you may want to re-think doing a promotion at all. If you expect to make all your money from ads by promoting with another service, I can promise you that you'll be disappointed.



Promotions can be a great way to market your app. Because of the changing nature of the app stores, a lot of these promotion services have come and gone. It seems Apple and Google didn't like individuals having so much power to promote apps.

But, there are lots of services out there. Especially if your app is niche, you can approach internet sites or companies to make a deal. And be creative!

### A few ways to get started with a promotion:

- **Search online for “app promotion service” and see what you can find.** I'd usually give you a list but it's changing so much, that wouldn't be helpful to you. Find services that offer honest, real promotion at a reasonable cost.
- **Identify websites and companies that have similar demographics.** With a few of my finance apps, I didn't want to promote them on the popular promotion networks because I knew the masses don't want finance apps.

So I emailed some financial bloggers and guys with big newsletters and asked them if they were interested. They were.

- **Be prepared to know what you'll offer.** Whether it be a price drop or just your free app, know what you want to promote. You'll also want to have creative assets ready so that the promotion company can use them for their own marketing.
- **Make sure you know how they will track it.** Get an agreement that explains their reporting and analytics so you can assess the effectiveness.

Other than that, let 'er rip! Promotions can be a great addition to any app marketing plan.

*“Promotions can be a great addition to any app marketing plan. Be creative!”*



## Advertising Networks

Oh, ad networks. The siren song of the app industry.

Haha ok a little dramatic, but advertising is quite the topic in the app social circles, especially among people that want to really scale their business.

And for good reason - there is nothing that even comes close to advertising networks when it comes to growing your app. It can provide you with a virtually limitless supply of downloads. You just need to pay for them :)

Here's how advertising works in the app world (for the most part):

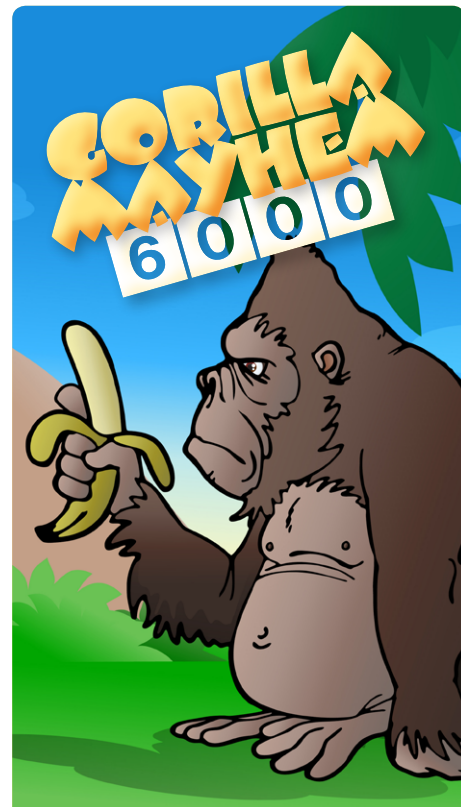
Titan Games has a huge new app called Gorilla Mayhem 6000 that they just launched. They ran some numbers and realized that for every person that downloads their app, they can expect to make \$3.25. This is called Average Revenue Per User (ARPU).

Because of that, Titan Games has a meeting and says *"How do we get more downloads?"* to which some replies, *"you can buy them from an advertising network."*

Awesome.

Titan Games goes to an ad network (let's use **Chartboost** for this example) and says, *"Hey we have \$100,000 to spend on getting downloads to our app."*

Chartboost says *"No problem"* and sets them up with an account.



**GORILLA MAYHEM 6000**





**NOW** - wayyyyyy on the other side of town is a small little independent developer name Raphael. He built a cool like game called SnoCraft that people like and download often. But because he's a small developer, he doesn't have the team to make an app that makes as much as Gorilla Mayhem 6000.

But, Raphael's game has a lot of users. They just don't buy much.

Chartboost calls up Raphael and says *"Hey - for every one of your users that you can get to download and install Gorilla Mayhem, we'll pay you \$2."* That sounds pretty good. Raphael installs Chartboost's software to his app and displays ads for Gorilla Mayhem.

The next day, it looks like 50 people installed that game from Raphael's game. He made \$100!

And back at Titan Games HQ, they're saying *"Hey, we just got 50 new downloads!"* They spent \$2.50 on each, \$0.50 went to Chartboost, \$2 went to Raphael. Titan Games will make \$0.75 on each download.

Titan wins. Chartboost wins. Raphael wins.

That's how it works. If you want the full breakdown of how this works from a monetization standpoint and how games make money, be sure to download the ebook by clicking the yellow button below:

## How to Make Money with Apps

For app marketing, this story is very important because it shows a direct way for companies like Titan Games (or you) to turn money into downloads very quickly. And, because of technology, every part of this process is tracked so you can not only calculate your return on investment quickly, but you can time these marketing campaigns to the hour.

This is unlike any other type of app marketing because it is so calculated and powerful. It's also **BY FAR** the most expensive, so think twice before you start buying ads.

*“...it is calculated and powerful. It's also by far the most expensive.”*

Let's talk about why ad networks can be so beneficial for app marketing.

- **You can buy targeted traffic.** Especially with the new ad networks that Facebook and Twitter came out with, you can put ads in front of people that are most likely to download your app. This leads to better users and eventually more revenue. It is virtually impossible to do this in other marketing channels, but like I said, you pay for it.
- **It's a great way to test an app.** Instead of having to push an app and get it up the ranks to get enough data to test your app, you can simply buy a few hundred installs and watch how it performs, then re-assess. You can control this very easily.
- **You can track which sources of traffic do the best for you.** When you're looking to scale and market your app, all traffic is not created equal. You need to be able to identify which sources lead to the biggest impact. Ad networks give you that insight.
- **You can scale like crazy.** Once you build an app that performs well, you can literally buy your way to the top. I'm not saying that you'll be able to get to the top charts, but if the numbers work, you can certainly grow your app very quickly.

So now you're saying *"Oh ok, this sounds great. Once I build my app, I can just buy some traffic, grow it, and sell it, right?"*

*Eh, not quite.*

## **Ad Network Benefits for app Marketing**

- You can buy targeted traffic
- It's great for testing
- You can track
- You can scale



Remember that ad networks are primarily about the numbers. You need to make sure all your revenue and customer numbers are dialed in before you make ad networks a big part of your strategy. Once you do crack the code, then you are **GOLDEN**. But just know that it takes a bit of time before you'll get to this level.

If you want to get started with an ad network, here's the best way to do it:

- Sign up for one like **AdMob** - I listed off more in the free ebook
- Take a tour of the platform and read some of the documentation
- Realize that there are two sides to these networks - Titan Games (Advertiser) and Raphael (Publisher). You'll see the networks broken out into those two sides.
- If you want to advertise, you'll deposit some money, install AdMob's software to your app, and verify that it works.
- When you're ready, you upload some creative (banners, for example) and set your parameters for budget and geographic targeting.

### *Watch the results!*

Ad networks offer a very unique opportunity but requires some time and education before diving into it. Definitely something you can set as a goal!

#### EXERCISE

...

*Create an account  
for AdMob and  
an account for  
Chartboost*



¡Hola! pan hasta  
soy los gastos  
el trabajo español  
saludos muy la madre  
ester el estudiante

## Localization

Amazingly, even a few years ago localizing apps wasn't even on the radar. The idea of translating your app description and screenshots just didn't make sense because the app store was so small. How times have changed.

Localization, or Translation, of your apps can have a pronounced effect on your overall app marketing. Not only does it help the native speakers understand what they are reading (thus leading to more downloads), but all of the app stores now reward you for localizing your apps well. When the algorithm sees high conversion rates (eyeballs vs downloads), it rewards the app with greater rankings.

For all my big apps, we spent a lot of time localizing and it paid off for sure. This is one of the best app marketing strategies for long term success, especially if you're working on a bigger app.

Remember - people **WANT** to download apps. They're not searching around to say no. Always keep this in mind. Localizing your apps just makes it easier for people who don't necessarily speak your language.

**I also want to clarify what app localization is. There are two buckets when it comes to app marketing:**

1. **App Store Entries.** This includes Apple, Google, and Amazon - when you put your title, description, keywords and everything else in there, you have the option to put a *“version”* for many different languages (see stores for full lists).

This can be done on your own and without any development. It's just text. Screenshots can be localized as well if you want to go that far.

2. **Apps.** This means you localize the actual text and content **WITHIN** the app. Menus, instructions, tutorials, etc. This will be done via your developer who loads specific files into your code.

Typically, most independent and smaller developers don't do this unless they have a real winner on their hands or they want to make a strong push towards a new country. It's a bit of work, but if done correctly, can have a big impact on retention and lifetime value.

For these purposes, we're going to talk about #1 because it's the lower hanging fruit and it's something you can do immediately. It also can have real results for your app marketing efforts.

*“Typically, most independent and smaller developers don't do this unless they have a real winner on their hands.”*



The benefits of localizing your apps are pretty straightforward, but I want to give you a few insider tips before we talk about how you're going to implement this.

1. **Quality matters.** Just like everything else in life, the more time and energy you put into this, the better the results. Of course, once in a while you might find a diamond in the rough that can whip through your jobs in a matter of hours with incredible quality, but don't bet on it.

What I mean by this is that if you think you're going to be able to simply copy/paste your app description into Google Translate and have a world class translation, you're kidding yourself. While services like this can do a great job for 90% of the translation, it's that 10% that can also turn people off completely.

Imagine reading a description that said *"Download our awesome game and have great times in it here!"* You'd probably immediately be turned off. It's the slight differences that make the difference.

2. **Don't go for a home run the first time.** Start with one or two languages to start. I recommend Spanish and Japanese - Spanish because you can find people easily to help and Japanese because it's a very lucrative market (non-English).

I see people translating their app into 15 languages and ask them why, to which they reply *"Well, more is better, right?"* Wrong. It will eat up your time (and budget) if you try to cast a net that's too wide. Wait until you see download volume in a country before you start localizing too aggressively.

*"I recommend starting with two languages and making sure they are high quality."*



When you're ready to localize your app, here's how you do it.

1. **Write your Title, description, and keywords in your native language.** I'm going to assume it's English since you're reading this ebook :) Get those nailed and add them to your app entry page.
2. **Find someone who speaks the native language.** Even better, find someone who's translated before. This can be friends and family, or you can go on Elance to find someone that will help you out. Ebook #2 in this series on how to hire a developer is great for this type of hiring as well.
3. **Have them provide you with a new title, description, and keywords.** Have them deliver a document that has the original, then the translation directly below it so you can see what matches up where.
4. **Add the DESCRIPTION to your new localized page of the app entry.** Put the entire description in first from the translated work. If you need help finding where this is, check out Apple's documentation by [clicking here](#).

5. **For Title, keep the original title, but add in 2-3 choice words.** You want to keep the core name of the app the same as the original, but add in a few new keywords. This is just best practices.

*Example: Backhand Trainer – Learn Tennis*

*Spanish Localization: Backhand Trainer – Aprenda Tenis*

6. **For keywords, same thing - only had 3-4 new keywords and keep the rest the same.** Granted, this may change over time, but I've found (for various reasons which I will explain in a later book on ASO) that you don't want a completely new set of keywords.

*Example: tennis, play, skills, win, back, hand, us, open, serve, volley*

*Spanish: tennis, play, skills, win, back, hand, tenis, juego, aprenda*

7. **Repeat!**

You'll get the hang of this pretty quickly and be able to really get in a groove, especially when you hire someone who's good. I've seen this done **WONDERS** on apps, especially over on Android where there chart rankings are less of an impact and the international market is huge.

It's a great, easy way to drive more downloads to your app.

**“Localization is a great, easy way to drive more download to your app.”**





# **FINAL THOUGHTS ON APP MARKETING**

**WOW.** Awesome work getting through that ebook. I know it's a lot, so congrats. By now you've learned:

- The importance of the unique selling proposition (USP) in your app marketing efforts and how to capitalize on it
- How the app store charts can accelerate your efforts
- How to build an app that is geared for app marketing
- App Store Optimization (ASO) and how it can bring new life to your download count
- The power of social media and how to use it effectively
- Why building a website can be great for cross promotions and brand building
- How to use promotions and how to get started with them
- The inner workings of ad networks and how they can grow your app in a **BIG** way
- Why you should be localizing all your apps...and exactly how to do it

That's a lot, but I'd rather give you 100x too much information than not enough. The cool thing about marketing is that you can always be growing and doing more - it's a place to be creative and to get excited! The more tools and ideas I can give you, the better your position will be.

In the meantime, I wish you the best of luck with your app marketing. See you in the monetization ebook!

Keep rocking,

A stylized, handwritten signature in a reddish-orange color, appearing to read 'Cath'.

***“Take a deep  
breath and think  
about how much  
you’ve already  
learned.”***