

Jeffrey Hughes



Android™ Apps

Secrets to Selling Your Android App

Marketing

Android™ Apps Marketing: Secrets to Selling Your Android App

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CONTENTS AT A GLANCE

Introduction	1
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I Your Marketing Message

1 Your Android App Marketing Strategy: Grand Slam or Base Hits?	9
2 What Makes for a Winning App?	21
3 Identifying Your App's Unique Value	33
4 Identifying Your Target Audience	49
5 Building Your App's Total Message	61

II Delivering Your Message

6 Electronic Word of Mouth	81
7 Using Social Media in Your App Marketing	103
8 Timing Your Marketing Activities	117
9 Getting the Word Out About Your App	125

III Pricing Your Android App

10 Pricing Your App	141
11 Conducting an App Pricing Analysis	155
12 Selling Value over Price	167
13 Breaking into the Android Market Top Paid Apps	177
14 Level the Playing Field with a Free App	187
15 The App Pricing Rollercoaster	201
16 App Promotions and Cross-Selling	209
17 Using Android Analytics	219

IV Implement a Marketing Plan/Launch Your App

18 Why Have a Marketing Plan?	229
19 Components of an App Marketing Plan	237
20 Marketing Essentials	249
21 Twenty-Five Essential Android Marketing Activities	255
22 Implementing Your Plan	267
23 Android Apps for Corporate Marketing	273
A Competitive Worksheet	281
Index	283

TABLE OF CONTENTS

Introduction	1
Part I: Your Marketing Message	4
Part II: Delivering Your Message	5
Part III: Pricing Your Android App	5
Part IV: Implement a Marketing Plan/Launch Your App	7
Conclusion	8
I YOUR MARKETING MESSAGE	
1 Your Android App Marketing Strategy: Grand Slam or Base Hits?	9
We've Seen This Before	10
The Big Win—Grand Slam	12
The Steady Win—Base Hits	14
The No Win—Strikeout	16
Benefits/Drawbacks of the Big Win and Steady Win Strategies	18
Summary	19
2 What Makes for a Winning App?	21
Build Something Unique	22
Deliver New Features	25
Tie Your App into Trends and News	26
Tie Your App into Seasons and Holidays	28
Tie Your App to Part of a Wider Solution	29
App Created from Other Platforms	30
Summary	31
3 Identifying Your App's Unique Value	33
The Four Questions	35
Who Are Your Competitors?	36
Identifying Your Competition	38
Learning from Your Competition	41
What Are the Key Features of Your Android App?	43
What Are the Benefits of Your Android App?	44
What's Unique About Your App?	45
Summary	47
4 Identifying Your Target Audience	49
Refining Your Audience	51
Segmenting Your Market	51
Picking Your Market Segment	56
Targeting Your Market	57
Summary	58

5	Building Your App's Total Message	61
	Choose an Effective App Name	65
	Basic App Naming	66
	Get Creative	68
	Search for Synonyms	68
	Use Google to Help	69
	Select and Test Your App Names	70
	Android Market Text: Lighten It Up	70
	Make Graphics Your Focal Point	72
	Make Your App's Icon Pop	73
	Build a Simple, Clean Product Website	74
	Who Is Your Audience?	75
	Developing Great Web Copy	75
	Make Your Content User Friendly	76
	Strive for Immediate Positive Reviews	77
	Summary	79

II DELIVERING YOUR MESSAGE

6	Electronic Word of Mouth	81
	Creating Electronic Word of Mouth	82
	Positive External Reviews	84
	Coordinated Marketing Effort	85
	Generating Demand	87
	Reaching Interested Buyers	87
	Choosing the Right Delivery Methods	88
	Three Key Areas	88
	Direct Marketing for Your App	89
	Direct Mail	89
	Email	90
	Promoting Your App	92
	Your App in Traditional Media (Newspapers, Radio, TV)	92
	Advertising Your Apps	95
	Paid Search	97
	Online Advertising	98
	Building a Community	99
	Summary	101
7	Using Social Media in Your App Marketing	103
	Selecting Your Social Media Tools	106
	Using Facebook	107
	Using Twitter	109
	Using Blogs	111
	Using RSS	112
	Using LinkedIn	113

	Using YouTube	114
	Video Basics	114
	Summary	115
8	Timing Your Marketing Activities	117
	App Buying Cycles	118
	Is Your App Seasonal?	119
	Hitting the Grand Slam	120
	Timing the Launch of Your App	122
	Submitting Your Android App	122
	Summary	124
9	Getting the Word Out About Your App	125
	When to Write a Press Release	126
	Do You Have What It Takes?	129
	Writing Your Press Release	130
	The Anatomy of a Press Release	131
	Embedded Links	135
	Attaching Multimedia to Your Press Release	136
	Press Release Signature	137
	Publishing and Distributing Your Press Release	138
	When to Launch Your Press Release	138
	Summary	139
III	PRICING YOUR ANDROID APP	
10	Pricing Your App	141
	Competing Against Free Apps	143
	Be Found	144
	Make Your App Better	144
	Make Your App More Intuitive	145
	Provide Better Graphics	145
	Create Documentation	145
	Offer Some Technical Support	145
	Develop a Reputation for Customer Service	146
	Go Viral	146
	Some Pricing Misconceptions	146
	Offer a Free Version of Your App	148
	Setting Your App's Price	149
	Summary	153
11	Conducting an App Pricing Analysis	155
	Cost/Benefit Analysis	156
	Quantifying the App Development Costs	157
	Quantifying the Benefits	160
	Performing a Cost/Benefit Comparison	162

	Breakeven Analysis	163
	Some Caveats	164
	Summary	165
12	Selling Value over Price	167
	Selling Value	170
	Selling Quality	170
	Selling Usefulness	171
	Selling Return on Investment	173
	Additional Thoughts on Selling Value	174
	Summary	176
13	Breaking into the Android Market Top Paid Apps	177
	Develop a Great App	178
	Beat Up Your App Mercilessly	180
	Have Friends in High Places	180
	Cross-Promote	181
	Price It Right	182
	Integrate Your App with Other Apps	182
	Optimize Your Web and Android Market Copy	182
	Develop Your Brand and Promote It Like Crazy	183
	Reach Out to Google	185
	Summary	186
14	Level the Playing Field with a Free App	187
	Build a Standalone Paid App	189
	Build a Free App, Build a Following	190
	Build a Paid App and a Free App at the Same Time	191
	Free Apps with Ads	195
	From Paid to Free	198
	Summary	198
15	The App Pricing Rollercoaster	201
	Raising Your Price	203
	Lowering Your Price	203
	Temporary Price Drops	206
	Value-Add Sales	206
	Summary	206
16	App Promotions and Cross-Selling	209
	Promotional Marketing for Android Apps	210
	Cross-Selling	214
	Up-Selling	216
	Summary	217
17	Using Android Analytics	219
	Analytics Components	220
	Track Your App's Sales	220
	Track Your App's Location	220
	Track Your App's Usage	221

- Track Specific App Events 221
- Measure App Interface Patterns 222
- Top Analytics Vendors 222
 - Flurry/Pinch Media 222
 - Mobclix 223
- Analytics and Privacy 225
 - Managing User Privacy Expectations 226
- Summary 227

IV IMPLEMENT A MARKETING PLAN/LAUNCH YOUR APP

- 18 Why Have a Marketing Plan? 229**
 - Focuses on Your Target Market 231
 - Allocates Marketing Funds 231
 - Measures Your Progress 232
 - Provides a Roadmap for Growth 232
 - Helps You Obtain Funding 233
 - Coordinates Your App Launches 233
 - Sets Realistic Sales Targets 234
 - Evaluates Your Competitors 234
 - Sets Prices and Defines Promotions 234
 - Defines a Strong Value Proposition 235
 - Summary 236
- 19 Components of an App Marketing Plan 237**
 - Marketing Goals and Objectives 239
 - Product Objectives 239
 - Your Android App Sales Objectives 239
 - Profit Objectives 240
 - Pricing Objectives 240
 - Market Analysis 240
 - Business Environment 241
 - Demographics 241
 - Competition 242
 - Consumer Analysis 242
 - Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis 242
 - Strengths 243
 - Weaknesses 243
 - Opportunities 244
 - Threats 244
 - Marketing Focus 244
 - Your App's Functionality 244
 - Promotions 245
 - Price 245

	Financial Information	246
	Marketing Calendar	246
	Summary	248
20	Marketing Essentials	249
	Updates to Your App: Write About What's New and Exciting	250
	Striking a Balance	250
	Summary	253
21	Twenty-Five Essential Android Marketing Activities	255
	Delivering Your Android App to the World	256
	Seek Reviews from Any Site That Matches Your App's Category	256
	Showcase Your App on the Android Market	256
	Use Press Releases Consistently	257
	Consider Email Marketing	257
	Create Word of Mouth Buzz	258
	Consider Targeted Advertising	258
	Utilize Analytics for Your Apps	259
	Android Pricing and Promotions	259
	Develop a Pricing Strategy	259
	Promote from Ads Within Other Apps	259
	Build an App Product Website	260
	Increase Your Website Search Engine Optimization (SEO)	260
	Let Visitors Market Your Site	261
	Social Media Marketing	261
	Use YouTube Promotions	261
	Use LinkedIn Groups	262
	Use Blog Promotions	262
	Create a Facebook Fan Page	262
	Employ Digg Articles and Videos	263
	Visit Forums and Post Comments	263
	Other App Marketing Activities	263
	Create Trial and Paid App Versions	263
	Use App Launch Sponsorship	264
	Continuously Feature Improvements	264
	Collaborate with Other People	264
	Seek Non-App Review Sites for Your App	265
	Exchange Ad Space	265
	Create an Icon Worth Remembering	265
	Determine Your App's Unique Value	266
	Summary	266
22	Implementing Your Plan	267
	Implementation Steps	268
	Managing Your App Marketing Activities	271
	Summary	272

- 23 Android Apps for Corporate Marketing 273**
 - Is an Android App Right for Your Company? 275
 - Build an App to Extend/Reignite the Brand 276
 - Apps to Extend a Web-Based Product's Use 279
 - Summary 280
- A Competitive Worksheet 281**
- Index 283**



Introduction

Over the past year we have witnessed something remarkable as Android developers have created and posted apps to the Android Market at a steady pace. The Android Market has swelled to over 70,000 apps and shows steady signs of continued growth. The gold rush to sell Android apps is on, and you've created (or want to create) the next blockbuster Android app. You see dollar signs and want to be a part of this explosive new business opportunity. So do thousands of your friends, all toiling late nights and weekends to strike it rich. Large development companies also want a piece of the action and have teams of programmers cranking out apps as quickly as they can bring them to market. Compounding the problem is the accelerated pace of technology. We have moved beyond "Internet time," referring to the incredible speed at which technology advances, to "mobile time," where technology is deployed almost instantly to anyone with a mobile device. This means that consumers have an avalanche of choices when it comes to the technology and content they consume.

What we are seeing on the Android Market, however, is not a new phenomenon. Amazon boasts hundreds of thousands of book titles, most selling perhaps a few copies a month. Only the most publicized and bestselling books make Amazon's Top 100 list on its home page. The fact that the top 100 selling books are on the list helps them sell even more copies. It's self-perpetuating. So, every author aspires to be on that list. In similar fashion, every Android app developer aspires to make it on Google's best selling list, or to be showcased on the Android Market as a featured app. Developers know that making it on those lists will catapult them into realizing dramatically higher sales. How do you increase your chances of getting noticed? Well, doing no marketing is a surefire way *not* to get noticed. Marketing in some form or another is going to raise your chances of success. All apps that have achieved notable success have done so through marketing, either intentionally or unintentionally. These apps have managed to attract the attention of reviewers and capture the imaginations of thousands through positive word of mouth.

Beyond posting your app on Google Android Market, you may be wondering what else is needed to successfully market your Android app. In short, lots! The days of simply posting your app on the Android Market and achieving instant success are long gone. Sure, some developers have hit pay dirt, just like the next Vegas jackpot winner. We all love to read those stories. It's not impossible, but the odds of hitting the jackpot have gone down dramatically. So many apps have been introduced so quickly that it's impossible for any casual observer to keep track of the 200+ apps delivered to the Android Market each day. Once on the market, customers are faced with the challenge of reviewing scores of similar apps, trying to figure out the best one to download. It's a tall order for any app buyer.

How does an independent developer stand out in a sea of apps? How can someone beat the odds in this high-stakes game? The answer is (sort of) simple. Build a great (and I mean great) Android app and devise a stellar marketing plan to capture the hearts and minds of thousands. The execution of these two strategies, however, is not so simple. Many developers rush their apps to market and think the momentum of the Android smartphones and the Android Market will carry them forward. They hope a little luck will be on their side and that they'll get a positive review or get noticed by Google's staff with a mention. But often, they end up with a mediocre app, no reviews, and maybe three or four downloads a day. Then, they consider marketing...as an afterthought.

But, if you have aspirations to make more than a little spending money from your app, then you must follow tried-and-true marketing (and some offbeat) principles to get your app noticed. You must also look at the newer tools of marketing, including social media, to keep your message in front of a very tech-savvy audience. As a developer you need to think about the key areas of marketing before, during, and after your app is created. You need to build your app with a clear objective and have a clearly identified audience who is interested in your solution. You also need to

think about pricing and promotions, sales and support, and creating buzz for your app. This is not easy work, but it's absolutely necessary to achieve the results you want to see with your app.

The good news is that the marketing process for Android apps is really no different from marketing any other product; it's just highly compressed in terms of the buying process. The principles are the same, even though some of the marketing tools have expanded dramatically in recent years, especially in the area of mass communication and social media. The steps are also still the same: You develop an app that customers need and want, create a solid marketing message, deliver the message to the right audience, build a following, and develop new apps and upgrades to retain existing customers. Remember that marketing is a *process*, not a one-time event. Marketing also takes hard work and effort. It is not a spectator sport.

When you understand that marketing is a continuum that incorporates these fundamental steps, you will be able to plan and implement them to increase sales success for your Android app. This book will assist you in understanding the necessary marketing steps to increase exposure for your Android app(s), whether you are just starting out as a first-time developer or have created and posted a number of apps for sale. This book assumes you want to move beyond being a casual developer and seller of Android apps to a successful marketer of your own best-selling apps and brand.

1. Build Your Android App Marketing Plan

Marketing doesn't have to be mysterious or complicated. You can quickly gain a greater understanding of marketing processes and make them work for you. You can learn how to generate a solid, reusable marketing plan through the following:

- The identification and definition of your Android app's unique value and purpose
- The creation of a powerful, easy-to-remember message for your app
- The use of the right marketing tools to deliver your message to the right audience at the right time

2. Deliver Your Marketing Message

The timely delivery of the right message to the right audience using the right technology will help set you apart from the competition.

3. Convert Your Prospects to Customers

By following the instructions in this book, you will be able to develop an effective marketing plan. A marketing plan is your guide to converting prospective buyers to becoming customers of your Android apps.

4. Reuse Your Marketing Plan

Marketing is a process that, when followed, brings predictable results. This book provides a valuable overview of basic marketing principles, but also includes the secrets of moving prospective customers from being casual app observers to enthusiastic buyers.

Part I: Your Marketing Message

Everything from naming your app to the text you place on the Android Market (and many other components) contributes to your marketing message. What sets your Android app apart from all your competitors? How can you convey that unique message to your buyers? Let's face it. There are lots of competitors with similar apps. In this part of the book, you'll review steps to help you create a unique message that will distinguish your app from the competition. You'll do this by examining positioning, target audience, competition, and other market conditions. The following chapters are included in Part I of the book:

- **Chapter 1: Your Android App Marketing Strategy: Grand Slam or Base Hits?**

Learn how messaging works and understand how Android messaging is similar and, in some cases, very different from marketing for other products.

- **Chapter 2: What Makes for a Winning App?**

What are the key selling points of your app? Can you identify key strengths and competitive advantages to highlight your app? Learn how to distill this essential information.

- **Chapter 3: Identifying Your App's Unique Value**

Zero in on what matters and create a crisp message that meets some basic criteria and is easy to remember.

- **Chapter 4: Identifying Your Target Audience**

The best results from your marketing message come when you have targeted a specific audience with a clear message. Learn how to find your target audience.

- **Chapter 5: Building Your App's Total Message**

An effective app name, a crisp Android Market store message, and a clear and concise website all contribute to your overall marketing message. Choosing not to do some of these things may not impact your sales. Not doing any of them, however, will.

Part II: Delivering Your Message

With a carefully crafted message you are now ready to deliver your message to the right audience and through the right means for maximum exposure and effectiveness. This section provides an overview of the various methods available to reach different audiences and create demand for your Android apps. Demand is created when you help a prospective customer see that you have a solution to their problem or you pique their curiosity with a challenging game or puzzle. The demand for most products is already there; it's just a matter of creating a message that resonates with that audience and gets them to notice your app. The following chapters are included in Part II of this book:

- **Chapter 6: Electronic Word of Mouth**

Word of mouth is one of the most powerful means of increasing sales of your Android app. Learn how to get people talking about your app.

- **Chapter 7: Using Social Media in Your App Marketing**

Create a following for your brand and your apps using Facebook, MySpace, Twitter, blogs, and YouTube. LinkedIn is another way to use these newer tools to achieve greater exposure for your app.

- **Chapter 8: Timing Your Marketing Activities**

When do you want to communicate your message? Often, timing plays a role in how well your marketing message will be received. Learn how to coordinate the delivery of your marketing message for maximum impact and results.

- **Chapter 9: Getting the Word Out About Your App**

A press release can be a very powerful tool to spread the word about your app, but it has to be written professionally and adhere to very specific guidelines to attract the attention of your audience. Learn the tricks of the trade.

Part III: Pricing Your Android App

A key aspect of marketing your Android app is to carefully set your price. Setting your price is not a trivial matter. Part III of this book walks you through pricing considerations and helps you understand the buyer's mentality and decision-making process. You'll learn how to create promotions and cross-sell your app where possible—another important aspect of pricing. The following chapters are included in Part III:

- **Chapter 10: Pricing Your App**

Perhaps one of the biggest challenges of developing an Android app is pricing. In this chapter you'll learn how and where to begin to price your app for maximum success.

- **Chapter 11: Conducting an App Pricing Analysis**

A pricing analysis will help you calculate your breakeven point—that is, how many apps you need to sell to cover your costs and start to make a profit.

- **Chapter 12: Selling Value over Price**

Some apps will be priced higher than the usual \$0.99 or \$1.99. Learn how to convey the value of your apps and get the price you're entitled to for all your hard work.

- **Chapter 13: Breaking into the Android Market Top Paid Apps**

You can do a number of things in an effort to get your app into the top tier of sales. Learn the best tips to reach maximum success on the Android Market.

- **Chapter 14: Level the Playing Field with a Free App**

Learn the pros and cons to creating a free version of your app to expand your sales. Free apps with a paid app are the trend of the future for Android applications.

- **Chapter 15: The App Pricing Rollercoaster**

Raising and lowering your price can have an impact on sales, but there is a cost and you'll learn it here.

- **Chapter 16: App Promotions and Cross-Selling**

Promotions aren't just for your local car dealership. Some promotions can work to sell your Android app. Cross-selling can also work in certain circumstances.

- **Chapter 17: Using Android Analytics**

Now's the time to let math be your friend. The app analytics discussed in this chapter will help you sell more of your apps. Learn the tools available for Android developers and how to interpret the results to your benefit.

Part IV: Implement a Marketing Plan/Launch Your App

With the right message and the right audience, combined with the right marketing tools and methods, you can create extremely effective marketing campaigns. Part IV of this book walks you through the steps of implementing a marketing campaign and provides a fully developed sample campaign ready for you to implement. The following chapters are included in this part of the book:

- **Chapter 18: Why Have a Marketing Plan?**

When developers hear about a marketing plan, they usually run the other way. This marketing plan is short, to the point, and effective. You need to have a plan to guide your app to sales success.

- **Chapter 19: Components of an App Marketing Plan**

Learn the basic components of an Android app marketing plan and how they can be used to help you stay on track during development and launch.

- **Chapter 20: Marketing Essentials**

Not all marketing plans are designed the same. Learn which types of apps need a certain plan. Also learn what to do if you've already posted your app and you're not seeing great sales.

- **Chapter 21: Twenty-Five Essential Android Marketing Activities**

Learn the top 25 marketing activities that will help your app achieve maximum exposure and success.

- **Chapter 22: Implementing Your Plan**

If you have planned for it, your app launch should be an exciting and exhilarating experience. Learn how to get ready for the launch of your Android app.

- **Chapter 23: Android Apps for Corporate Marketing**

If you are working for a large corporation, you'll want to read this chapter on how to develop apps that help your company with branding. Lots of companies have built free apps for name recognition and brand value alone, while others are charging for them.

Conclusion

So there you have it. Who thought so much could be said about marketing an Android app? Google has created an incredible and growing opportunity for developers around the world to achieve success on the Android Market and other sites that showcase Android apps. Although not without its flaws and complaints, the Android Market has created a tremendous opportunity for individual developers and app companies to build and sell mobile technology for the masses. Here's to your success.



Your Android App Marketing Strategy: Grand Slam or Base Hits?

As an Android app developer, you want to strike it rich selling your app to millions of customers—or at least tens of thousands of customers to make your hard work pay off. Other equally ambitious developers hope to achieve a steady income and perhaps write apps full time and leave their other full-time jobs behind. Although these goals are possible, it takes a lot of hard work to achieve such success.

There are several reasons. First, the sheer number of apps for sale on the Android Market has made it a little more difficult to stand out from the crowd. Instead of just a few similar apps in your category, there are likely many vying for the buyer's attention. You are competing against free and paid apps—some brilliantly written and some not even worth giving away. Although not as large as the iTunes App Store, the Android Market is growing considerably, with 70,000 apps at the time of this writing. The Android Market is currently adding about 5,000 apps per month.

Second, the intense pricing pressure causes many developers to start off at a low price or quickly drop their price to \$0.99, a figure that makes it extremely difficult to break even, much less make any profit. According to researcher Mobclix (www.mobclix.com), the average price of an app on the Android Market is \$4.10 compared to \$3.37 on the iTunes App Store.

The sheer number of competing apps may seem daunting; however, these statistics are not presented to be discouraging. Rather, this chapter is designed to point out that the Android Market is maturing very quickly, just like other app markets, and you *have* to develop a solid marketing strategy to realize success. The Android Market is not running on Internet time, it's on mobile time! Your marketing strategy also has to be tuned to work with your buyer.

We've Seen This Before

The Android Market is much like your local supermarket. In the 1980s the average supermarket carried about 7,500 items. Today, that same supermarket carries upwards of 50,000 items! Every vendor is fighting for shelf space so more people will buy its products. Manufacturers want their products positioned at eye level or placed on their own display at the end of an aisle. They are willing to pay extra for this privilege. The supermarket makes its money through high volume turnover of its products. Those items that don't sell well are pushed to the bottom of the shelves or moved to another part of the store.

Amazon.com is no different; vendors are trying to stand out in a very crowded market. Not counting other items, Amazon's bookstore alone boasts well over 250,000 titles. Many authors hope to achieve fame and fortune by landing on the top-100 list on Amazon's book home page. Other authors hope to get their big break by being mentioned on *Oprah*.

The Android Market has exploded from its introduction of less than 500 apps to well over 70,000 apps at the time of this writing. Just like the supermarket vendors, every app developer is vying for that eye-level virtual shelf space, hoping to get top billing so buyers will take a look. They are hoping to get a mention in the "Featured" section of the Android store. Table 1.1 shows the breakout of the different categories of apps available in the Android Market. Approximately 150–250

apps are posted to the store each day! According to Google, almost 1,000 apps per week are submitted for placement on the Android Market. At this pace we could easily see well over 100,000 apps posted to the Android Market by the end of 2010.

Table 1.1 Percentages for the Most Popular Categories in the Android Market

Type of Android App	Percentage of Total Apps
Games	30%
Books	18%
Entertainment	20%
Travel	15%
Education	10%
Other	7%

Source: www.androlib.com

As the Android Market has grown, it has necessitated reconfiguration numerous times to further segment the apps into logical groups where buyers can more easily connect with sellers. Google has improved the search capabilities of the store, added subcategories, and added Top Paid, Top Free, and Featured links, as shown in Figure 1.1. The top paid and free apps are displayed on the home page of the Android Market, along with a Featured section.



Figure 1.1 The Top Paid, Top Free, and Featured links are shown on the left of the Android Market's home page.



Note

The web-based Android Market only displays a portion of the available Android apps. To view all apps you must use an Android smartphone of your choice.

The Android Market will continue to make improvements to help strengthen and refine the search process and showcase apps in the best way possible. After all, Google has a vested interest in your success. The more apps you sell, the more the company makes. Perhaps more importantly, the more apps that are sold, the stronger the Android brand. Google doesn't publish Android Market sales in its earnings results, but like Apple it is using the store to help build its platform and increase sales of its phones to the masses.



Note

Someone once said (possibly Rudi Giuliani) that hope is not strategy. Hope is also not a marketing strategy! Posting your app on the Android Market and hoping for the best is not a plan and will more than likely result in mediocre sales from the start.

To create a winning sales and marketing strategy for your app, it's important to understand the dynamics of the Android Market and understand that there are several strategies you can employ. Most developers are trying to knock their app out of the park. They want the grand slam and think anything less is failure. A number of developers give up, thinking there's only two possible outcomes: the big win and no win. But, there are actually three possible outcomes: the Big Win app, the Steady Win app, and the No Win app. All apps fall into one of these three categories. Over time, and without marketing or product updates, all apps will eventually slide from one category to the next one below it.

The Big Win—Grand Slam

The Big Win apps (or Grand Slams) are generally characterized by explosive sales from their launch. Games, by far, make up the majority of the Big Win apps. Why? Because games take advantage of the impulse buy, which occurs directly from an Android smartphone. Games are the most likely apps to be bought on impulse. The impulse buyer doesn't care about reviews. Sometimes a community of people is familiar with a particular development company and they are hungry to purchase its new app. Some companies have made their apps successful by porting an already successful PC or Mac game over to the Android platform.

Big Win apps have been positioned by large development companies with huge followings. Their aim is to achieve quick sales on apps that are priced in the games sweet spot—from \$0.99 to \$2.99. At these price points, the impulse buyers are looking for something to occupy their time. The longevity of this type of app may be short, lasting only a few weeks or months. Then the same company releases another

app and focuses its attention on that. Some winning apps are designed in such a way to bring the customer back over and over again with multiple levels of play. One of the most popular game apps, providing 120 levels of play, is *Robo Defense*, shown in Figure 1.2. *Robo Defense* provides at least 30 minutes of play per level, and the makers of the game have developed a very strong community of users who keep the game in the spotlight.



Figure 1.2 *Robo Defense* has done a very good job keeping customers engaged with an enormous number of play levels (120 total if you figure 40 levels of play with three different maps).

Another common element for Big Win games is that they are usually simplistic in their premise. The masses of Android users purchase games that are easy to learn. Low on learning, high on enjoyment is the rule of thumb for the quick win Big Win games. The typical game buyer doesn't want to learn tons of rules to a new game and instead wants to understand the point of the app immediately.

The Big Win apps can also come from independent developers. However, the big wins for independent developers are happening less and less often due to the number of games on the Android Market and because game quality is going up while the time to market is going down. Larger companies have the development staff that can bring apps to market more quickly without sacrificing quality. It simply takes an independent developer longer to create a high-powered, high-quality game app. Once a following is created and the app is updated frequently, you will continue to attract customers, as has been the case with the *Bejeweled* app, which is shown in Figure 1.3.



Figure 1.3 Positive reviews and sales continue to roll in for the infamous *Bejeweled* app.

The last characteristic of these apps is that they often get a big break from the press as being an app to look at. Tom Clancy achieved remarkable success with his book *The Hunt for Red October* when Ronald Reagan praised the book after he read it while on vacation. After Reagan's comments, sales of that book skyrocketed. If an Android app gets a lucky break from a major news agency, it can serve as the catalyst to get sales moving in a big way. Word of mouth takes it from there.

Another app that falls into this category is shown in Figure 1.4. This app has achieved solid success. *Car Locator* continues to stay on the bestseller list due to its simple navigation and huge following.

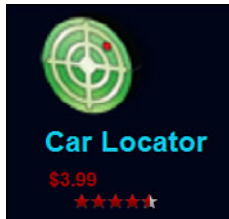


Figure 1.4 *Car Locator* has achieved Big Win success with well over 1.3 million downloads.

The Steady Win—Base Hits

The next category of Android apps is the Steady Win, also known as “base hit apps.” This category may be overlooked by some app developers who focus solely on the Big Win. The majority of new Android apps land in this category, even if the developer has intentions of its app making it into the Big Win group. These apps rely on Android app reviews, positive blog posts, and making it onto the Android Market’s “wall of fame,” where the app is placed in the “New and Noteworthy” or “Staff

Picks” section for a time. These placements are definitely helpful and will boost sales noticeably while you remain on the list.

These apps also rely on good old-fashioned, consistent marketing. The revenue of this type of app can be more predictable when the seller understands what marketing activities work for them. With a good app, the right marketing mix, and product updates, your app can achieve success on the Android Market. It may not be multi-million dollar success, but it can be decent. It may be enough to compel you to write multiple apps, build a brand, and truly make a business out of your efforts.

Some apps that have achieved solid success that are not necessarily Android games are shown in Figure 1.5 and Figure 1.6. These apps have been achieving a steady revenue stream for their developers, albeit not at the \$10,000+ per month level. They have strong value propositions and the products resonate with their intended audience. These apps are focused on getting healthy and saving money, topics that interest almost everyone.

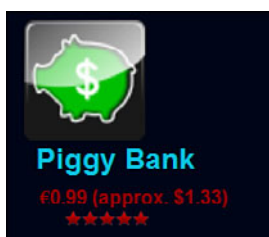


Figure 1.5 *Piggy Bank* is an app that allows you to track how well you are doing quitting smoking by rewarding yourself with money each time you avoid the bad habit.

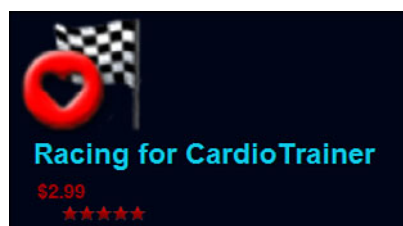


Figure 1.6 *Racing for Cardio Trainer* is an app that simulates a full virtual race, with a voice telling you exactly how far behind or ahead you are.

Because most apps fall into the category of Steady Win, the bulk of this book is focused on helping you achieve ongoing success through a complete marketing

approach. These apps generally command a higher selling price and can have more predictable revenue streams. Independent developers will most likely be playing in this category whether they realize it or not.

The No Win—Strikeout

Sadly, a large number of apps on the Android Market are DOA. After working months and months or paying someone else to write your app, you post the app to the Android Market and anxiously await its review and placement on the store. The app is posted and your expectations soar! You can see the checks rolling in from Google. You've already bought the swimming pool (think *Christmas Vacation*). Then, you wait. You check your sales stats. A few sales here, a few sales there.... What has happened? Where are all my buyers? What happened to the 2,000 downloads overnight? You thought people would be breaking down the doors to get at this new app. You are discouraged and think you've wasted your time. You've probably thought about dropping your price. Surely there must be something wrong with the Android Market to cause this.

Sometimes, even very well written apps end up unnoticed and ignored. An app that sees no sales or just one or two a day is not going to cut it when you're trying to reach your breakeven point. Some apps become inactive and are no longer for sale on the Android Market. So, what do you do when you find yourself in this predicament, where your app is not doing well at all? It's time for a total app makeover. Ask yourself the following questions, and be brutally honest:

- **Is there really a market for my app?** Did you come up with your app idea while sitting around with a bunch of friends and thought you had stumbled onto something that was incredible? Or did you do some solid competitive research to see if there were similar apps already posted, especially in the Free category? Nothing wrong with creating a competing app if you can make it better, but it *has* to be better! Often, whenever we think we have a great idea, we need to really analyze whether it's viable or not. Ask some family, friends, or co-workers if they would be willing to pay for such an app. Find out if you have a market (and its potential size) for your app before you start coding or launch into an expensive project with a developer.
- **Is my app extremely well written?** A number of apps on the Android Market are poorly written. They have bugs, or some of the features don't work. This is a surefire way to get a one-star rating on the Android Market by a disgruntled buyer. Even at \$0.99 people will take the time to point out on the customer reviews that your app is crap or not worth the money. One of the outcomes of competition is that prices

fall and quality goes up. Customers expect an app to work just as well at \$0.99 as they do at \$29.99.

- **Have I done any marketing?** As I will mention time and time again in this book, marketing is not posting your app to the Android Market. You've had your app approved by Google, and that's a great accomplishment, but now the second half of your work starts. Selling Android apps is not a passive activity if you intend to make money at it. A few other questions to consider: Does your app's icon convey what it does? Icons that don't convey what the apps do, or at least what category they are in, will cause you to miss a marketing opportunity. Does the name of your app communicate the value of your app or help tell the story of what it does? Does your web copy match your product website in terms of crisp, well-written content? All of these things combined help you to tell the story of your app and communicate its value. Figure 1.7 shows a sample icon that does a good job of communicating its app's value. Color Pop allows the user to turn images into grayscale and then color specific sections of the photo, as shown in the icon's graphic. This app is similar to Color Splash and the child eating a lollipop in color helps illustrate the point of the app.

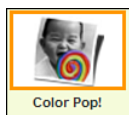


Figure 1.7 This icon communicates very nicely what the app does. This is an important part of your overall marketing strategy.

Taken together these three components are the pillars of your app's success, as shown in Figure 1.8. Failure to address all three of these areas well means the likelihood of your app succeeding in the market is slim. I know there are stories of some apps seemingly not addressing these areas and yet achieving wild success. However, there are always examples of people achieving success in books or movies that, for some odd reason, defy all understanding.

The same goes for Android apps. But, even the successful Android apps that achieve (perhaps) undeserving success have done at least two of these three things right. They definitely have a market, regardless of how stupid or pointless the app may be. The developers may claim to have done no marketing, but word of mouth (a form of marketing) has propelled them to success. There is always an explanation for why an app is not successful, but finding it sometimes takes a little digging.

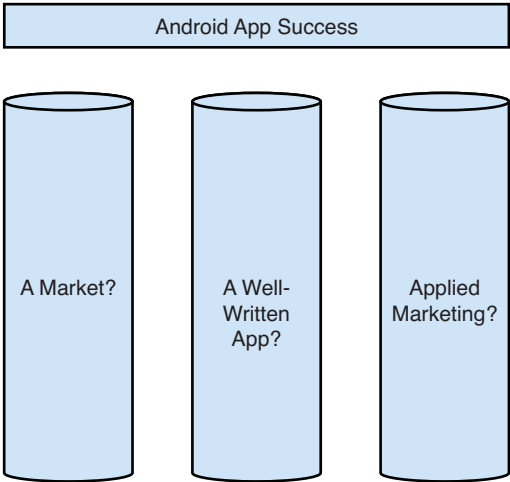


Figure 1.8 Three pillars of Android app success: a market, a well-written app, and focused marketing.

If you decide that your old app should rest in peace, at least you have a better understanding of what you can do the next time around to help you achieve success. Don't kid yourself on the answer to any of these questions. If you truly believe you have a great idea for an app and you've done your homework, then go for it. If you have a written a great app and know it without a doubt, then apply some marketing and get those sales moving.

Benefits/Drawbacks of the Big Win and Steady Win Strategies

The Android Market is not a perfect democratic society and never will be. No matter how many changes Google makes to the Android Market, there will always be unhappy participants. So, you can whine about what's wrong or you can figure out how to work the system to your best advantage. Table 1.2 illustrates the advantages and disadvantages of the Big Win strategy. It is not for the faint of heart. Table 1.3 shows the advantages and disadvantages of the Steady Win strategy. Again, it's more likely you'll end up in this category than in the Big Win category.

If you haven't started developing your Android app, you are at an important decision-making point. Making a strategy decision now will help you make important marketing decisions as you get closer to launch. Having clear (and realistic) expectations of where your app will be positioned in the Android Market gives your app purpose and will help you avoid the No Win bucket.

Table 1.2 Big Win Advantages/Disadvantages

Big Win Advantages	Big Win Disadvantages
You can make lots of money quickly.	Customers expect high quality at a crazy low price, such as \$0.99.
Apps are delivered quickly to market.	The development team is usually required to get the app created quickly. Time is of the essence.
Games are extremely popular with this strategy.	The market is extremely competitive and very fickle.
You can charge a low price to attract customers to the app quickly.	Customers are highly price sensitive, promotions have limited impact, and there's no flexibility in pricing.

Table 1.3 Steady Win Advantages/Disadvantages

Steady Win Advantages	Steady Win Disadvantages
You make money slowly but more predictably.	Developers get discouraged easily and don't see their efforts through to success.
Apps build a customer following with repeat business for add-ons.	You must build updates on a frequent basis and respond quickly to customer feedback.
Almost any app can participate in the Steady Win category.	Games are a challenge here because of their short lifespan. Developers must build in add-ons to keep the audience coming back.
Apps can move into the Top 100 (or other categories) with consistent marketing.	Income drops off dramatically if steps are not taken to keep the consumer in front of the app. Marketing is a full-time job.

Summary

Android apps fall into one of three categories: Big Wins, Steady Wins, and No Wins. The Big Win is what most independent developers tend to go after. However, they would be wise to look closely at the Steady Wins category of selling because this affords the best opportunity for most developers. Good marketing can make the difference between no revenue (No Wins) and steady revenue (Steady Wins).

Decide now what your Android selling strategy is going to be—you'll have an easier time defining a marketing plan and sticking with it. It will save you a lot of heartburn, too, if you look realistically at your app and its market and set realistic expectations for success. Don't get me wrong, I want you to be wildly successful in selling your app. I hope you hit a grand slam into the parking lot, but I also want you to realize that it's hard work to get there. Even getting base hits is hard work, but they are more likely, especially when you apply some marketing to your efforts.

For those of you who think you've got an app lost in the No Win bin, it's never too late! You can resurrect your app from the No Win status to the Steady Wins status as long as your app is well written, has a strong premise, and gets some marketing. Are you prepared to rewrite a poorly written app? Does your app really have sales appeal? If so, then roll up your sleeves, put your marketing hat on, and keep reading.

Index

A

ad space, exchanging, 265

AdMob, 95-97, 196

ads

free apps, 195-198

promoting from ads within other apps, 259

advertising

apps, 95-96

AdMob, 96-97

Mobclix, 97

Quattro Wireless, 97

online advertising, 98-99

targeted, 258-259

allocating marketing

funds, 231

Amazon, cross-selling, 214

analytics, 219-220, 259

measuring app interface patterns, 222

privacy and, 225-227

tracking app sales, 220

tracking app's location, 220-221

tracking app's usage, 221

tracking specific app events, 221-222

vendors

Flurry and Pinch Media, 222-223

Mobclix, 223-225

Android apps, companies and, 275-276

Android Market, 11-12

Big Win apps, 12-14

advantages/

disadvantages, 18

Google, 12

No Win, 16-18

number of apps, 10

optimizing copy,
182-183

- search results, 40
- showcasing apps, 256
- Steady Win, 14-16
 - advantages/disadvantages*, 19
- submitting apps to, 122-123
- text, 70-72
- Android Market app page, 86
- Android Tapp, 181
- annoying customers, 217
- annual events, 247
- app development costs, quantifying, 157-160
- app events, tracking, 221-222
- app's total message
 - building, 61-65
 - choosing effective names*, 65-70
 - testing*, 70
 - graphics, 72-73
 - icons, 73-74
- AppClix, 234
- apps
 - advertising, 95-96
 - AdMob*, 96-97
 - Mobclix*, 97
 - Quattro Wireless*, 97
 - building paid and free apps at the same time, 191-194
 - building to reignite brands, 276
 - buying cycles, 118-119
 - seasonal apps*, 119-120
 - commerce apps, 274
 - competing against free apps, 143-144
 - be better*, 144
 - be found*, 144
 - be intuitive*, 145
 - better graphics*, 145
 - customer service*, 146
 - documentation*, 145
 - go viral*, 146
 - technical support*, 145
 - cost, 10
 - extending web-based product's use, 279
 - free apps, 187-188
 - ads*, 195-198
 - free versions, 148-149
 - from paid to free, 198
 - functionality, 244
 - games, 156
 - identifying unique value, 35
 - benefits*, 44-45
 - competition*,
 - identifying*, 38-40
 - competition, learning from*, 41-43
 - competitors*, 36-38
 - key features*, 43-44
 - unique features*, 45-47
 - launch of, timing, 122
 - launching
 - coordinating*, 233
 - sponsorships*, 264
 - mobile GPS, 170
 - naming, 65-67
 - creativity*, 68
 - synonyms*, 68
 - testing*, 70
 - using Google for help*, 69-70
 - non-game apps, 156
 - paid apps, 263
 - pricing, 141-143
 - misconceptions*,
 - 146-148
 - setting prices*, 149-153

promoting, 92
 newspapers, 92-94
 online advertising, 98-99
 paid search, 97-98
 radio and TV
 advertising, 94-95
 showcasing on Android Market, 256
 standalone paid apps, 189
 submitting to Android Market,
 22-123
 top paid apps, 177
 cross-promoting, 181-182
 developing, 178-179
 developing and promoting your
 brand, 183-184
 Google, 185
 integrating with other apps, 182
 optimizing web and Android
 Market copy, 182-183
 pricing, 182
 promoting, 180-181
 testing, 180
 trial apps, 263
 updates, writing about, 250
 attaching multimedia to press releases,
 136-137
 audiences
 for websites, 75
 segmenting the market, 51-57
 target, 50-51
 targeted marketing, 51, 57-58
 avoiding pricing rollercoaster, 203

B

balance in marketing activities, 250-252
 base hit apps. *See* Steady Win
Bejeweled, 13

belief and value systems, 52
 benefits
 of apps, identifying unique value of
 apps, 44-45
 quantifying, 160-161
 best-selling lists, 2
 Big Win Apps, 12-14
 advantages/disadvantages of, 18
 blogger, 112
 blogging, 111-112
 RSS, 112
 blogs, 262
 body copy, writing for press releases,
 134-135
 brands
 developing and promoting, 183-184
 establishing, 268
 reigniting with apps, 276
 breakeven analysis, 163-165
 breaking into top paid apps, 177
 cross-promoting, 181-182
 developing great apps, 178-179
 integrating with other apps, 182
 optimizing web and Android Market
 copy, 182-183
 pricing, 182
 promoting, 180-181
 testing, 180
 building a following, free apps, 190-191
 business environments, marketing
 plans, 241
 competition, 242
 consumer analysis, 242
 demographics, 241
 buyers, reaching interested buyers,
 87-88
 buying cycles for apps, 118-120
 buying process, 34

C

calendars, marketing calendars, 246-248

campaigns, targeted email
 campaigns, 99

Car Locator, 14

choosing delivery methods, 88-89

Clancy, Tom, 14

Coheso, 184

collaboration, 264

commerce apps, 274

communities, building, 99-100

companies, Android apps and, 275-276

competing against free apps, 143-144

- be better, 144
- be found, 144
- be intuitive, 145
- better graphics, 145
- customer service, 146
- documentation, 145
- go viral, 146
- technical support, 145

competition

- business environment, 242
- identifying, 38-40
- learning from, 41-43

competitive worksheets, 281-282

competitors

- evaluating, 234
- identifying app's unique value, 36-38

components of marketing plans, 237-239

consumer analysis, business environment, 242

content, user-friendly websites, 76-77

contests, 212

coordinated marketing efforts, 85-86

coordinating app launches, 233

copyrighted games, 30

corporate marketing, 273-274

cost of apps, 10

cost/benefit analysis, 156-157, 162-163. *See also* pricing analysis

- breakeven analysis, 163-165
- quantifying benefits, 160-161
- quantifying development costs, 157-160

creativity, naming apps, 68

cross-promoting great apps, 181-182

cross-selling, 209-210, 214-216

customer service, competing against free apps, 146

customers, annoying, 217

Cyrket's App, 24

D

delivery methods, choosing, 88-89

demand generation, 87

- reaching interested buyers, 87-88

demographics, 52

- business environment, 241

developing

- brands, 183-184
- great apps, 178-179
- pricing strategies, 259

development costs, quantifying, 157-160

development strategies, 188

differentiate, 174

Digg, 263

direct mail, 89-90

direct marketing
 direct mail, 89-90
 email, 90-91
 director competition, 38
 Distomo, 207
 distributing press releases, 138
 documentation, competing against free
 apps, 145

E

electronic word of mouth
 coordinated marketing efforts, 85-86
 creating, 82-84
 positive external reviews, 84-85
 email, 90-91
 email marketing, 257-258
 email templates, 86
 embedded links in press releases,
 135-136
 evaluating competitors, 234
 events, tracking with analytics, 221-222
 exchanging ad space, 265
 extending web-based product's use, 279

F

Facebook, 106-109
 Facebook Fan pages, 262
 fashion, winning apps, 27
 feature improvements, 264
 financial information, marketing
 plans, 246
Fishin' 2 Go, 108
 Flurry Analytics, 222-223

focus, marketing plans, 244
 app's functionality, 244
 financial information, 246
 prices, 245
 promotions, 245
 focusing on target markets, 231
 forums, 263
 free apps, 187-188
 ads, 195-198
 building a following, 190-191
 building at the same time as paid
 apps, 191-194
 changing from paid, 198
 competing against, 143-144
 be better, 144
 be found, 144
 be intuitive, 145
 better graphics, 145
 customer service, 146
 documentation, 145
 go viral, 146
 technical support, 145
 free samples, 214
 free versions of apps, offering, 148-149
 functionality, apps, 244
 funding, obtaining, 233

G

game apps, 156
 games, naming seasonal games, 66
 generating demand, 87
 reaching interested buyers, 87-88
 giveaways, 212

Google

- Android Market, 12
- Android Market search engine, 183
- Android Market site, 127
- cross-selling, 214
- naming apps, 69-70
- top paid apps, 185

Google Earth, 276

Grand Opulence Sundae (Serendipity),
167-168

grand slams, hitting, 120-121

Grand Slams. *See* Big Win Apps

graphics, app's total message, 72-73

green, winning apps, 26

growth, roadmaps, 232

H

half-off sales, 213

headlines, writing for press releases,
132-133

health, winning apps, 27

holidays, 246-247

winning apps, 28

home décor and design, winning
apps, 27

I-J

icons, 17, 86, 265

app's total message, 73-74

identifying

target audiences, 50-51

unique value, 35

benefits of apps, 44-45

competition, identifying, 38-40

competition, learning from, 41-43

competitors, 36-38

key features, 43-44

unique features, 45-47

iHandy, 184

implementing marketing plans, 268-270

indirect competition, 38

integrating with other apps, 182

interested buyers, reaching, 87-88

K

key features, identifying unique value of
apps, 43-44

L

launches, coordinating, 233

launching

apps

sponsorships, 264

timing, 122

press releases, 138-139

learning from competition, 41-43

life stages, 52

lifestyles, 52

LinkedIn, 113-114, 262

links, embedded in press releases,
135-136

location, tracking with analytics,
220-221

lowering prices, 203-205

M

mail

direct mail, 89-90

email, 90-91

managing marketing activities, 271-272

market analysis, 240-241

market segments, picking, 56-57

marketing, 22

coordinated efforts, word of mouth,
85-86

corporate marketing, 273-274

defined, 33

development strategies, 188

direct marketing

direct mail, 89-90

email, 90-91

email marketing, 257-258

promotional marketing, 210-214

social media marketing, 261

blogs, 262

Digg, 263

Facebook Fan pages, 262

forums, 263

LinkedIn, 262

YouTube, 261-262

success, 35

targeted marketing, 51, 57-58

marketing activities

after launch, 252

balance in, 250

during launch, 251-252

managing, 271-272

prior to launch, 250-251

timing, 117-118

app buying cycles, 118-120

tracking impact of, 270

marketing calendars, 246-248

marketing funds, allocating, 231

marketing plans, 3-4, 229-230

allocating marketing funds, 231

analysis, 240-241

business environments, 241

competition, 242

consumer analysis, 242

demographics, 241

components of, 237-239

coordinating app launches, 233

evaluating competitors, 234

focus, 244

app's functionality, 244

financial information, 246

prices, 245

promotions, 245

focusing on target markets, 231

implementing, 268-270

measuring progress, 232

mission statements, 239

obtaining funding, 233

pricing objectives, 240

product objectives, 239

profit objectives, 240

realistic sales targets, 234

roadmaps for growth, 232

sales objectives, 239-240

setting prices and defining
promotions, 234

SWOT (strengths, weaknesses,
opportunities, and threats), 242-244

value proposition, 235

markets, focusing on target markets, 231

measuring

app interface patterns, 222

progress, 232

media, getting them to review your apps, 93

mission statements, 239

Mobclix, 95-97, 198, 223-225

mobile GPS apps, 170

MovableType, 112

multimedia, attaching to press releases, 136-137

N

naming apps, 65-67

- creativity, 68
- synonyms, 68
- testing, 70
- using Google for help, 69-70

NBA basketball, 274

negative reviews, 84

new features, adding, 264

newspapers, promoting apps, 92-94

niche, 57

No Win, 16-18

non-app review sites, seeking, 265

non-game apps, 156

O

obtaining funding, 233

online advertising, 98-99

opportunities, SWOT (strengths, weaknesses, opportunities, and threats), 244

optimizing Web and Android Market copy, 182-183

outsourcing writing of press releases, 129

P

paid apps, 263

- building at the same time as free apps, 191-194
- changing to free, 198

paid searches, 97-98

patterns, measuring app interface patterns, 222

performing cost/benefit comparison, 162-163

permissions, 31

Piggy Bank, 15

Pilot My-Cast 8, 173

Pinch Media, 222-223

positive external reviews, 84-85

positive reviews, 77-79

press releases, 125-126, 257

- attaching multimedia to, 136-137
- distributing, 138
- embedded links, 135-136
- launching, 138-139
- publishing, 138
- signatures, 137-138
- when to write, 126-127
- writing, 130
- anatomy of*, 131
- body copy*, 134-135
- headlines*, 132-133
- outsourcing*, 129
- summary copy*, 133-134

prices, marketing plans, 234, 245

pricing, 202

- adjustments, 201
- apps, 141-143
- misconceptions*, 146-148
- setting prices*, 149-153

- avoiding pricing rollercoaster, 203
- great apps, 182
- lowering prices, 203-205
- raising prices, 203
- temporary price drops, 206
- value-add sales, 206
- pricing analysis, 155-156
- pricing objectives, marketing plans, 240
- pricing strategies, developing, 259
- privacy, analytics and, 225-227
- PRMac, 138
- product objectives, marketing plans, 239
- profit objectives, marketing plans, 240
- progress, measuring, 232
- promoting
 - from ads within other apps, 259
 - apps, 92
 - newspapers*, 92-94
 - online advertising*, 98-99
 - paid search*, 97-98
 - radio and TV advertising*, 94-95
 - brands, 183-184
 - great apps, 180-181
- promotional marketing, 210-214
- promotions, 209-210
 - contests, 212
 - free samples, 214
 - giveaways, 212
 - half-off sales, 213
 - marketing plans, 234, 245
- PRWeb, 138
- publishing press releases, 138

Q

- quality, selling, 170
- quantifying
 - app development costs, 157-160
 - benefits, 160-161
- Quattro Wireless, 97

R

- Racing for Cardio Trainer*, 15
- radio, promoting apps, 94-95
- raising prices, 203
- Reagan, President Ronald, 14
- Refer a Friend, 146
- reigniting brands with apps, 276
- reputations, word of mouth, 84
- return on investment, selling, 173
- reviewers, 180
- reviews
 - negative reviews, 55, 84
 - positive external reviews, 84-85
 - positive reviews, 55, 77-79
 - seeking from sites that match your app's category, 256
- roadmaps, 232
- Robo Defense*, 13, 179
- roman numerals, naming apps, 67
- RSS (Real Simple Syndication), 112

S

sales, tracking with analytics, 220

sales objectives, marketing plans, 239-240

sales targets, setting, 234

SDK (software development kit), 225

search engine optimization (SEO), 144

websites, 260

search results, Android Market, 40

searches, paid, 97-98

Sears, 276

seasonal apps, 28

buying cycles, 119-120

seeking

non-app review sites, 265

reviews, 256

segmenting the market, 51-57

selecting social media tools, 106

selling value, 167-170, 174-176

quality, 170

return on investment, 173

usefulness, 171

SEO (search engine optimization), 144

websites, 260

showcasing apps on Android Market, 256

signatures, 86

press releases, 137-138

Smule, Inc, 212

social media, 103-105

blogging, 111-112

RSS, 112

Facebook, 107-109

LinkedIn, 113-114

selecting, 106

Twitter, 109-110

YouTube, 114

video basics, 114-115

social media marketing, 261

blogs, 262

Digg, 263

Facebook Fan pages, 262

forums, 263

LinkedIn, 262

YouTube, 261-262

social networking-related apps, 29-30

software development kit (SDK), 225

sponsorships, app launches, 264

standalone paid apps, 189

Steady Win, 14-16

advantages/disadvantages, 19

strengths, SWOT (strengths, weaknesses, opportunities, and threats), 243

Strikeouts, 16-18

submitting apps to Android Market, 122-123

success

building unique apps, 22-24

marketing, 35

winning apps

creating from other platforms, 30-31

new features, 25

tying into seasons and holidays, 28

tying into trends and news, 26-28

tying to part of a wider solution, 29-30

summary copy, writing for press releases, 133-134

surveys, 180

SWOT (strengths, weaknesses, opportunities, and threats) analysis, 242
 opportunities, 244
 strengths, 243
 threats, 244
 weaknesses, 243
 synonyms, naming apps, 68

T

target audiences, identifying, 50-51
 target markets, focusing on, 231
 targeted advertising, 258-259
 targeted email campaigns, 99
 targeted marketing, 51, 57-58
 technical support, competing against free apps, 145
 temporary price drops, 206
 testing
 app names, 70
 apps, 180
 text in Android Market, 70-72
 threats, SWOT (strengths, weaknesses, opportunities, and threats), 244
 timing
 launch of apps, 122
 marketing activities, 117-118
 app buying cycles, 118-120
 grand slams, 120-121
 TMZ app, 190
 top paid apps, 177
 cross-promoting, 181-182
 developing and promoting your brand, 183-184
 developing great apps, 178-179
 Google, 185

 integrating with other apps, 182
 optimizing web and Android Market copy, 182-183
 pricing, 182
 promoting, 180-181
 testing, 180
 tower concept, 179
 tracking
 app events with analytics, 221-222
 app sales, analytics, 220
 app's location, 220-221
 app's usage, 221
 impact of marketing activities, 270
 trial apps, 263
 TV, promoting apps, 94-95
 Twitter, 30, 109-110
 TypePad, 112

U

unique value
 determining, 266
 identifying, 35
 benefits of apps, 44-45
 competition, identifying, 38-40
 competition, learning from, 41-43
 competitors, 36-38
 key features, 43-44
 unique features, 45-47
 up-selling, 216
 updates to apps, writing about, 250
 usage, tracking with analytics, 221
 usefulness, selling, 171
 user IDs, 104
 user-friendly content, websites, 76-77

V

value, selling, 167-170, 174-176
 quality, 170
 return on investment, 173
 usefulness, 171
value proposition, marketing plans, 235
value-add sales, 206
variable costs, 157
vendors, analytics
 Flurry and Pinch Media, 222-223
 Mobclix, 223-225
video, basics, 114-115
viral, competing against free apps, 146

W

Walgreens, 276
weaknesses, SWOT (strengths, weaknesses, opportunities, and threats), 243
Web 2.0 technologies, 30
web-based products, extending use of, 279
websites, 86
 audiences, 75
 building, 74-75
 developing great web copy, 75-76
 letting visitors market your site, 261
 SEO (search engine optimization), 260
 user-friendly content, 76-77
winning apps
 building something unique, 22-24
 created from other platforms, 30-31
 new features, 25
 tying into seasons and holidays, 28

tying into trends and news, 26-28
tying to part of a wider solution, 29-30

word of mouse, 83

word of mouth

 coordinated marketing efforts, 85-86
 creating, 82-84, 258
 positive external reviews, 84-85

WordPress, 112

worksheets, competitive worksheets, 281-282

writing

 about app updates, 250
 press releases, 130
 anatomy of, 131
 body copy, 134-135
 headlines, 132-133
 outsourcing, 129
 summary copy, 133-134
 text for Android Market, 70-72

X-Y-Z

YouTube, 114, 261-262

 video basics, 114-115