App Marketing and Release

OVERVIEW

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Contents

- Google Play store
- Signing up as developer
- How to make a profit making Apps
- Customer support / Fixing problems
- Marketing
- Sustainable development
- (These notes are just information and the MCQ will only be about notes

Google Play

- Originally launched as Google Market in 2008
- 1 + millions app
- Over 50 billion downloads
- New services like Google Play Games would a small developer to support multiplayer applications

Signing up as a developer on Google Play

- https://**play.google**.com/apps/publish/
- US $25 registration fee required
- Not mandatory part of the course.

App Development as a Career

- Just like with Web development , the market is beginning to normalise.

- WhatsApp took a team

- Flappy bird & Minecraft successes do happen

- Best approach is still someone paying you and let them take the risks.

Start up Route (a few suggestion from an academic so not an expert)

- (Hire|team up with) a g(ood|reat) designer!
  - http://developer.android.com/design/
- Create a seamless experience of design and functionality
- Icon + Name = often a deciding factor whether to install your app!
  - Get great artwork, pick a great name
- Test, test, and test before release!
  - Yourself or with trusted friends

What gets considered a Great App

- Exactly what customers want and need
  - Innovative
  - Nice-looking
  - Fast
  - Stable

- Profit! (If your user base is high enough)

How to profit making app's

- Five Profit strategies in making apps
  - Free (make a large userbase + ? = Profit)
  - Free + donations (kickstarter)
  - Free + Ads (google Admob + adwords)
  - Freemium (Candy Crush)
  - Paid

Advertisements

- http://www.google.com/ads/admob/
  - Admob bought by google.

- Http://adwords.google.ie/
  - Google ad word platform

- https://developer.android.com/google/play-services/ads.html

Customer and Tech Support

- Always listen to your customers
  - Reply and fix problems quickly
  - They will love you!
- Encourage alternative feedback methods
  - Built-in 'Feedback' menu option
- Study how users use your app
  - Watch test users IRL, Google Analytics

Fixing Problems

- Android Market Feedback
- Google Analytics
- Disable problematic handsets?
- Find workarounds

Marketing

- Contact popular app review sites
- You cannot afford to be shy!
- Know website audience, make sure your target group of potential users reads it
- Send Press releases
- Send your app for review ahead of its official release!

Advertise

- Advertise for $
  - AdMob, etc
- Advertise for $0.0
- Participate in forum discussions, mention your app as a genuine solution
- Be sincere, do a proper disclaimer that you are the author, etc.

Social Media

- Blog (I know its annoy but needed)
- Keep it update (again really do it)
- Twitter ,Facebook, google+
- Viral ad or image (Reddit/Imgur http://imgur.com/2CaaOBB) it can be done
- Social media is NOT a one way channel to push information!
- Reply, personalize, encourage two-way communication

Sustainable Development

- Do not develop and publish apps you can't support in the future!

- Abandoned apps

- Misleading

- Wasted effort

- Sad to see

Sustainable Development

- Alternatives
  - Develop apps you love doing
  - Find sustainable business model
  - Create or join a community of like-minded developers