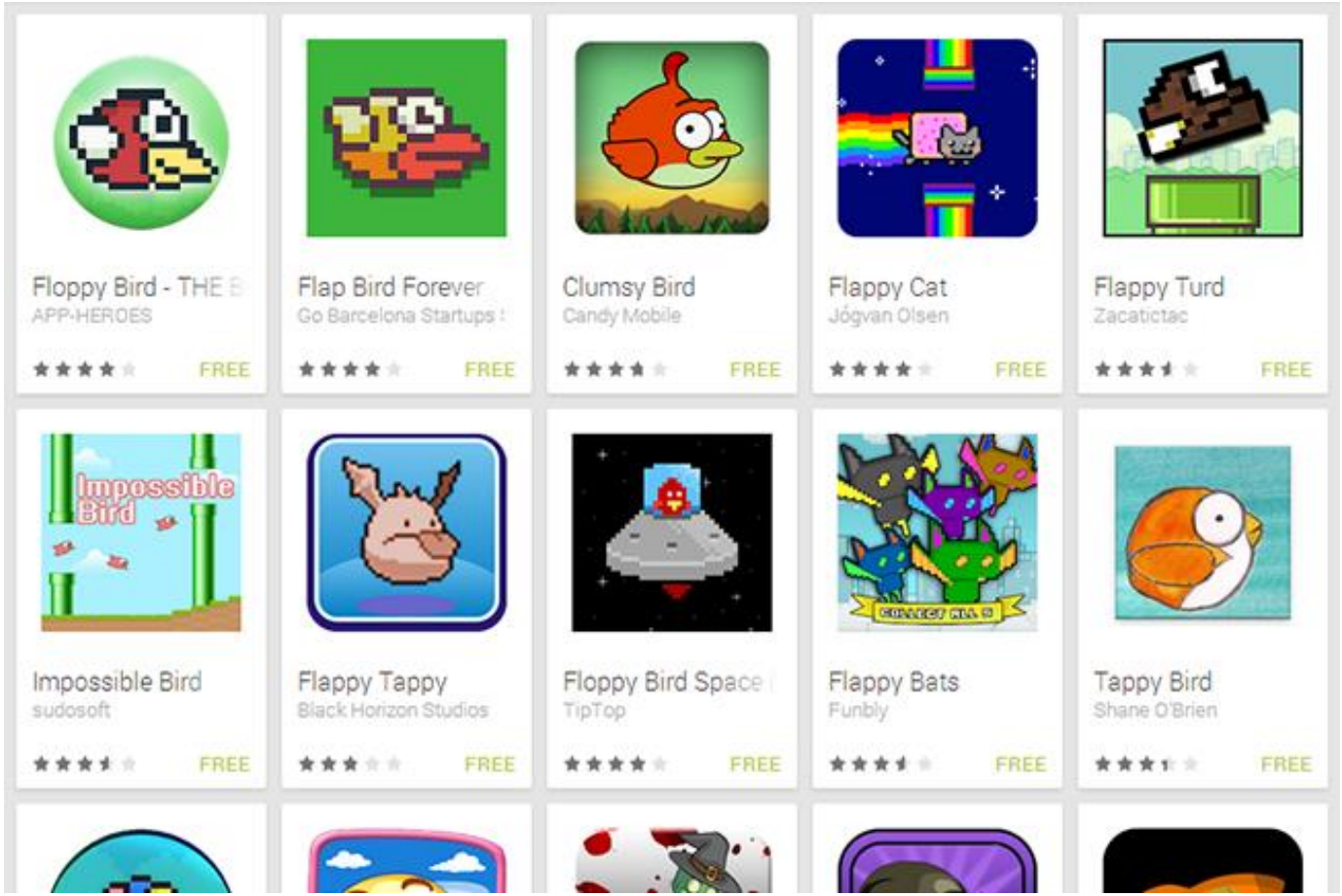
Business 101

Or “How to actually make money on this stuff”

Tobiah Marks, Game Evangelist, Microsoft.

Great Tools
Accessible Customers
Skilled Labor

Stand out from your competition



“In my experience, there's no such thing as luck.” -Obi-Wan Kenobi

G. FUGEL

Target audience

- Who should use your website/app?
  - How are the needs of a teenager different than a 36 year olds?
- Do they currently use similar websites/apps?
  - Why would they use yours vs. others?
- Don’t stereotype

Effective marketing

- Who will see it?
- Call to action
- More is not always better
  - Less users can be more profitable
  - Annoying drives away users
  - Focus on what works

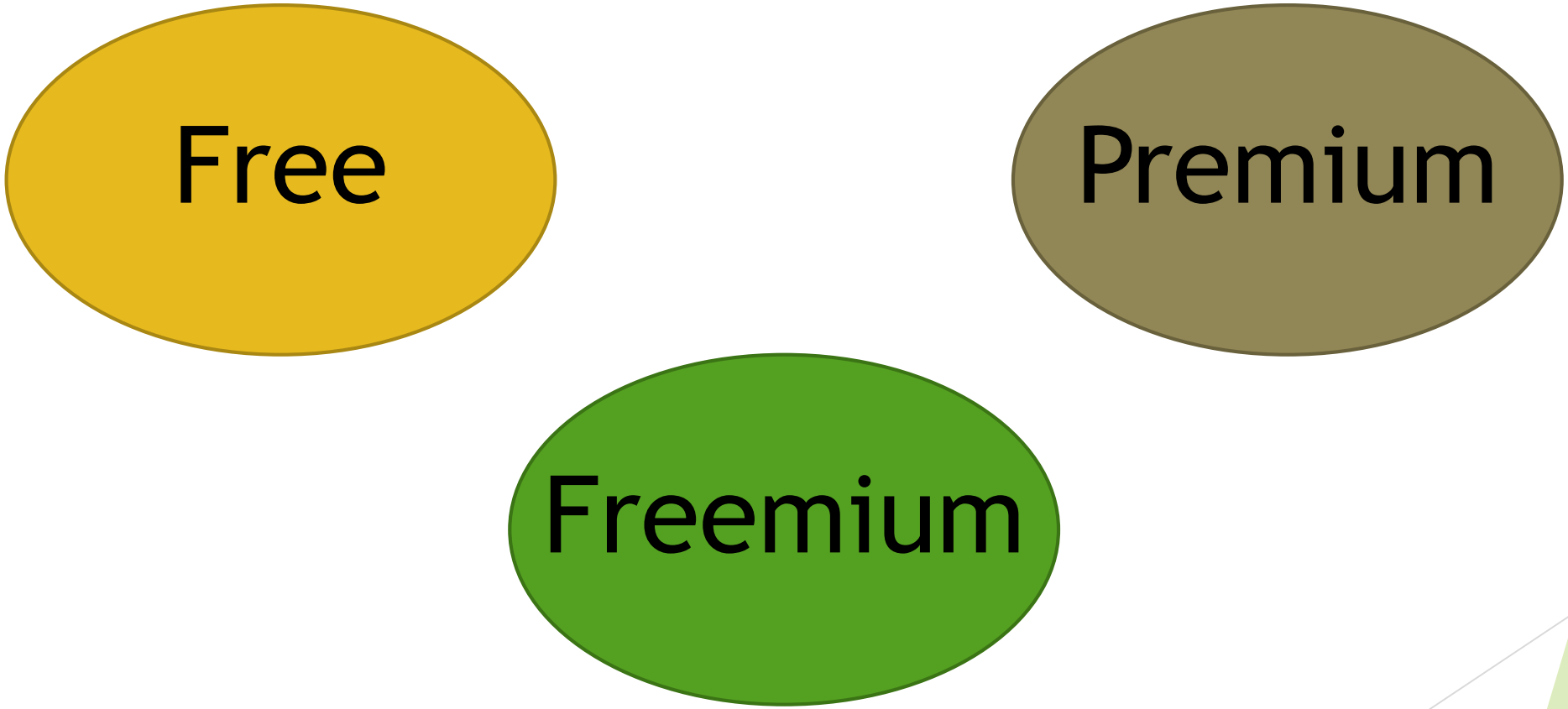
Encourage beneficial behavior

- Only ask for reviews from users who will likely rate highly
- Use social when it makes sense
  - Provide value
- Have an outlet for bugs/problems/feedback

Post release content

- Users always want more, keep them coming back
- Communicate with your audience
  - Tell your story
- Apps as a service

Common Monetization Methods



Free/Freemium requires lots of users

Ads:

- Average CPM: $0.50 to $2*

In App Purchases:

- Only 0.5% to 3% of users will ever pay*

The hunt for “Whales”

*Your mileage may vary

Don’t guess, track

- How many users:
  - Used the app/website?
  - Came from where?
  - Clicked the help button?
- What percentage of users:
  - Quit after 30 seconds?
  - Returned within 7 days? How about a month?
  - Engaged with monetization?

Analytics

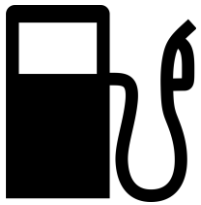
- Worth the time
- Many options
  - New Relic
  - Marked Up
  - Create your own
- Don’t be afraid to change

Little things make you stand out

- Responsiveness
  - Clear loading screens
  - Acknowledge user interaction
- Show don’t tell

Startseite

Benzin



Regen

App Store Optimization

Icon

- You have 1.5 seconds
- Compare to competition

Screenshots

- Have to be honest
- Show gameplay

Description

- Hook and convince
- Call to action

Use your advantages

- Time
- Low costs
- Playtest in public
- Community Building
- App Store Optiminzation

Don’t expect instant success!

Everything's a skill

Apps are a service, Not a product.

Q&A – Ask me anything!

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