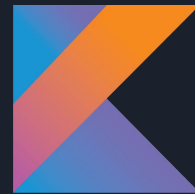


Kotlin Android App Store Marketing



CS 402: Mobile Development



Launch! - Building a user base

Get as many users on an email list as you can.

If you have a blog or website, try to attract users to your site early and get your search rankings up. Post articles talking about the new, unreleased app.



Launch! - First impressions

Get the app right the first time but don't wait forever to launch.

Concentrate on look and feel over adding every feature. It has a higher impact.

Have a designer create an icon for you. Designers are plentiful, cheap, but priceless!



Launch! - Downloads equal rankings

Rankings based on downloads per day.

100 d/l in 100 days == 50 d/l in 50 days

20 d/l in 10 days > 50 d/l in 50 days



Launch! - Downloads equal rankings

Try to concentrate your downloads to a short period.

Market heavily at the beginning and continuously for at least 30 days.



Launch! - Get friends to help

Have friends leave good reviews, but not too good.

Good:

“I love that this app is local to Boise.”

Bad:

“Greatest app ever! Very user friendly, loads of features! Mike did a great job! - Love Mom”



Launch! - Get friends to help

Post on:

Facebook

Twitter

Blog

Forums for related websites

Make an email or forum signature



App Store Listing



Appropriate Icon





Quality Interface

Largest info is the most important info

Labels laid out nice and large

Map view

Gestures

UITableView with custom
UITableViewCell





Great Description





Reviews



Reviews



A Google user

★★★★★ March 11, 2019



now, this app has a good tracking (the line of tracking on the map still stay at the road, not out of the line we run). unfortunately, many good features still lock and we need to pay to open it. 😊

Runtastic October 17, 2017

Hello, we are very sorry. Please contact our Support Team at help.runtastic.com so we can take a closer look at the problem you're experiencing. We appreciate your valuable feedback and look forward to finding a solution for you.

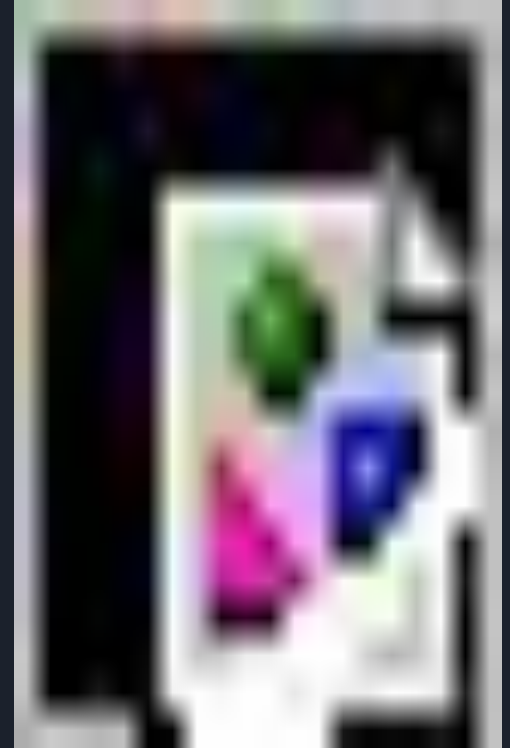
Additional App Info





In App Purchases

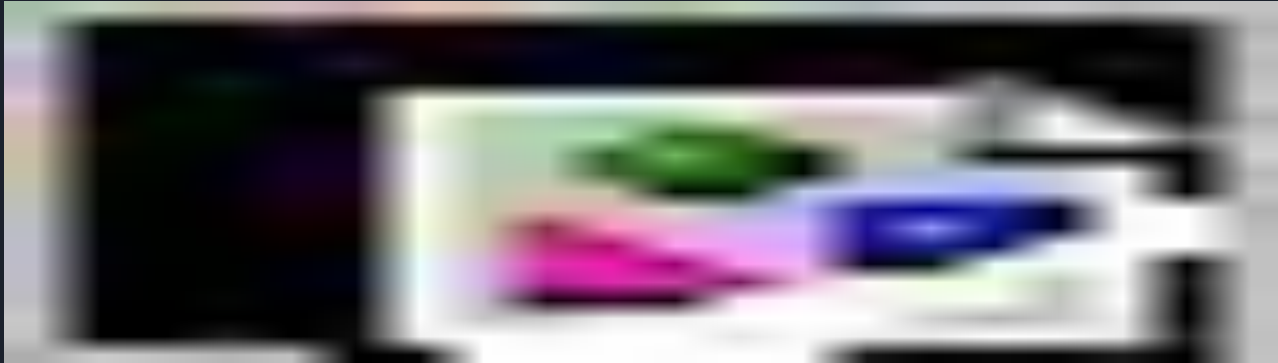
Don't limit what people can spend on your app.





Update Text

Use the update text as an opportunity to promote. Don't just don't say "Fixed bugs."





Tracking Sales and Downloads

App Analytics

[AppAnnie](#)