



# Marketing Your App

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# Launch! - Building a user base

- Get as many users on an email list as you can. MailChimp, ConstantContact, ConvertKit
- 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
- TikTok
- Email list
- Make an email or forum signature





# **App Store Marketing**

# App Store Listing

App Store > Health & Fitness > runtastic



\$4.99 Buy

Offers In-App Purchases

★★★★☆ (58)

Rating: 4+

## TOP IN-APP PURCHASES

- |                             |         |
|-----------------------------|---------|
| 1. Story Running Bundle 1   | \$2.99  |
| 2. The Carrier of Truth     | \$0.99  |
| 3. Toward the Finish Line   | \$0.99  |
| 4. runtastic Training Plan  | \$21.99 |
| 5. Journey of Iomluath      | \$0.99  |
| 6. The Globerunner          | \$0.99  |
| 7. runtastic Training Plan  | \$26.99 |
| 8. runtastic Training Plan  | \$19.99 |
| 9. runtastic Training Plan  | \$10.99 |
| 10. runtastic Training Plan | \$9.99  |

## LINKS

## Runtastic PRO GPS Running, Walking & Fitness Tracker

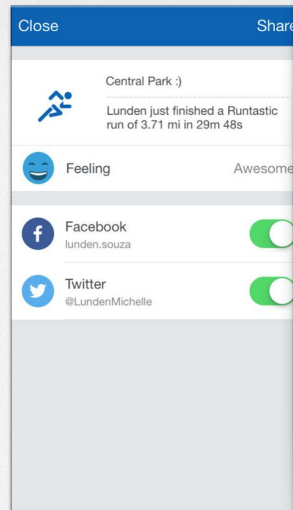
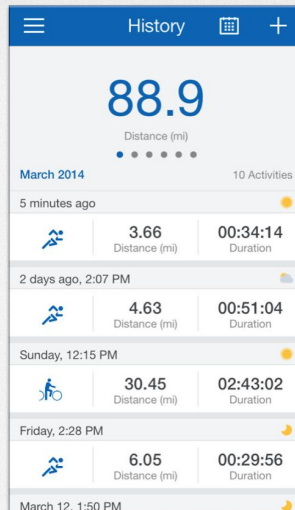
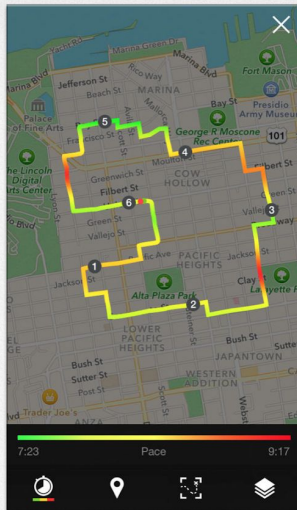
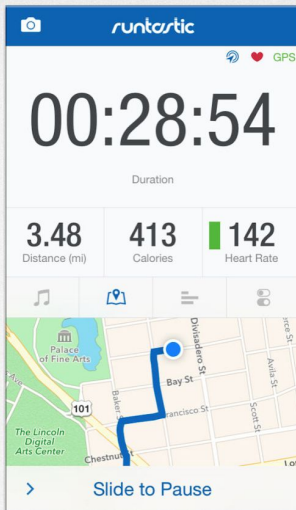
runtastic >

Details

Ratings and Reviews

Related

## iPhone Screenshots

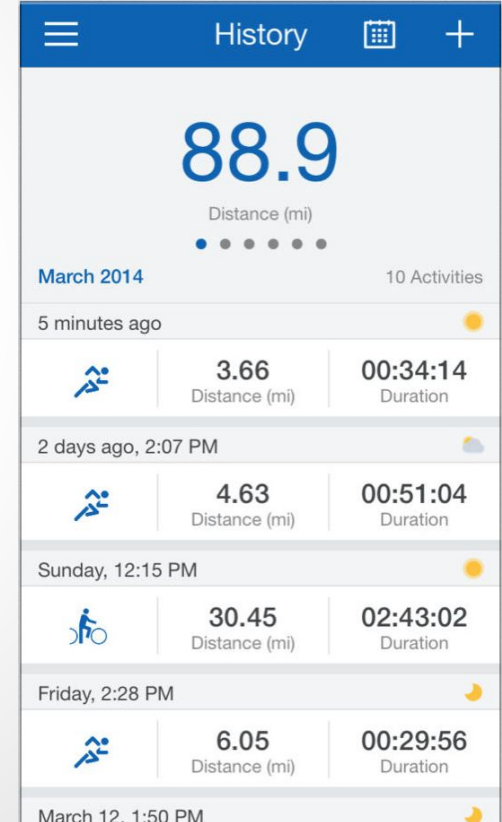
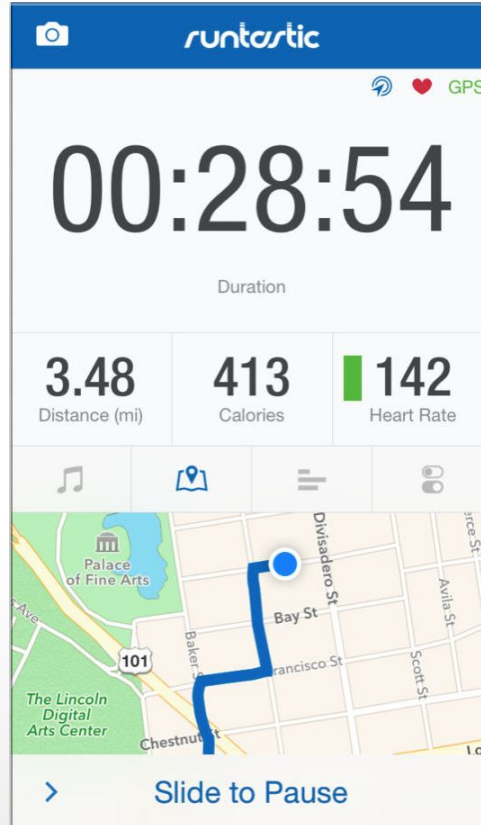


# Appropriate Icon



# Quality Interface

- Largest info is the most important info
- Labels laid out nice and large
- Map view
- Gestures
- UITableView with custom UITableViewCells



# Great Description

## Description

Download the new Runtastic & reach your health and fitness goals with our 4.5+ rated tracking app!

The Runtastic PRO app tracks (time, distance, speed, elevation change, calories & more) sports and fitness activities – such as running, jogging, biking & walking – utilizing GPS technology to help you build healthy lifestyle habits and reach exercise goals! What's more? Runtastic has recently been revamped to enhance your user experience! Take Runtastic...

[More ▼](#)

# Reviews

## Not Helpful

**What a DUMB IDEA** ★☆☆☆☆

by WESTERN BS – Mar 28, 2014

It was a great app; NOW thanks to the Upgrade???? REALLY!!!! I have to log in every time I open the app. How dumb and inconvenient is that??? ANSWER... VERY!!!! And don't bother trying to edit or erase an activity from the app. You will have to go to your laptop or tablet to get that done. It seems that every time some egg head decides they want to make something better for us they actually do the opposite. And social sharing; ... [More ▼](#)

3 out of 3 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern

## Helpful

**Everything I need in a running app** ★★★★★

by Nanvdand – Mar 30, 2014

Although I like this app I am getting very tired if the pop ups for various reasons or my settings getting changed when auto updates happen. I run outside. I live in California. It is sunny here. It is very difficult to read an iPhone in the sun. All I want to do is start my run. I don't want to have to find a shady place to try and figure out why this app won't let me start my run. Please knock it off or I will find a different running app.

1 out of 1 customers found this review helpful.

Was this review helpful? Yes | No | Report a Concern

# Reviews

Really not helpful

**SUUUUUCKS LIKE CRAAAAP** ★☆☆☆☆

by Gdxbudch – Dec 15, 2011

Do NOT GET THIS SUCKY APP



# Reviews




## Call of Duty: Black Op...

Games

Activision Publishing, Inc.

Updated Jan 02, 2014

 Game Center

\$6.99 BUY 

## LAGGG!!!! ★★★★★

Feb 15, 2013

The game lags like crazy on my ipod 4th, it will randomly exit the game, the sound is messed up, and when i have an automatic gun it will only shoot one bullet at a time i will hold down my finger and it only shoots one. Pls fix it

[Report a Concern >](#)



## Facebook

Social Networking

Facebook, Inc.

Updated Mar 17, 2014

FREE 

## SORT BUTTON!!!! ★★★★★

Nov 12, 2012

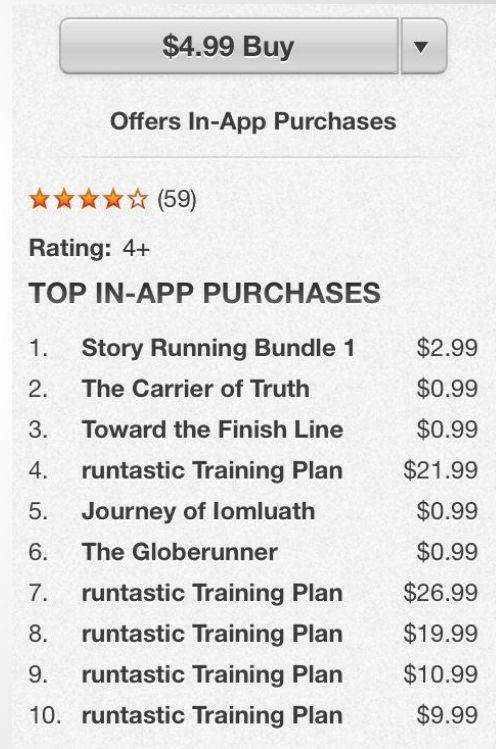
where did it go it randomly picks different posts to show! i know yall just do this to make us go on the computer where there is more adds, but fix this and i will give a good rating. IF ANYONE ELSE READS THIS GIVE A BAD RATING SO THEY WILL FIX THEIR APP.

[Report a Concern >](#)



# 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."

## **What's New in Version 5.0** Posted Mar 27, 2014

Take the new Runtastic out for a run and enjoy our improved app design and navigation, optimized features & new functionality.

- A fresh, easy-to-use Runtastic: Completely new app structure & design
- Post-activity improvements: New automatic sync and hydration features

...

# Tracking Sales and Downloads

App Analytics

[AppAnnie](#)

# Business Models

- Ad supported
- Paid apps
- Business to Business (B2B)

# Emails from Leads

We are currently developing a new product, and we need to outsource an app developer. I would like schedule a brief chat about our needs and to see if your company is able to create our needed the functionality. Please provide a contact number and preferred hours of contact. Look forward to hearing from you.

# B2B

## Business to Business

- Businesses tend to have more money to spend
- They understand it costs money to make money
- When it comes to making money, they get it

# B2C

“I would like to speak with someone about creating an app. I am curious about the timetable and costs involved with the creation process. An e-mail or phone call would be greatly appreciated. I look forward to hearing from your team.”

# B2C

“Was wondering if someone could give us a call in regards to an application development.”



# B2C

“Hi, I have an idea for an app that I believe could be very successful and lucrative. Unfortunately, I do not have the skills to create it. I am seeking a partnership with someone who would be willing to go 50/50. Please reply if interested.”

# B2C

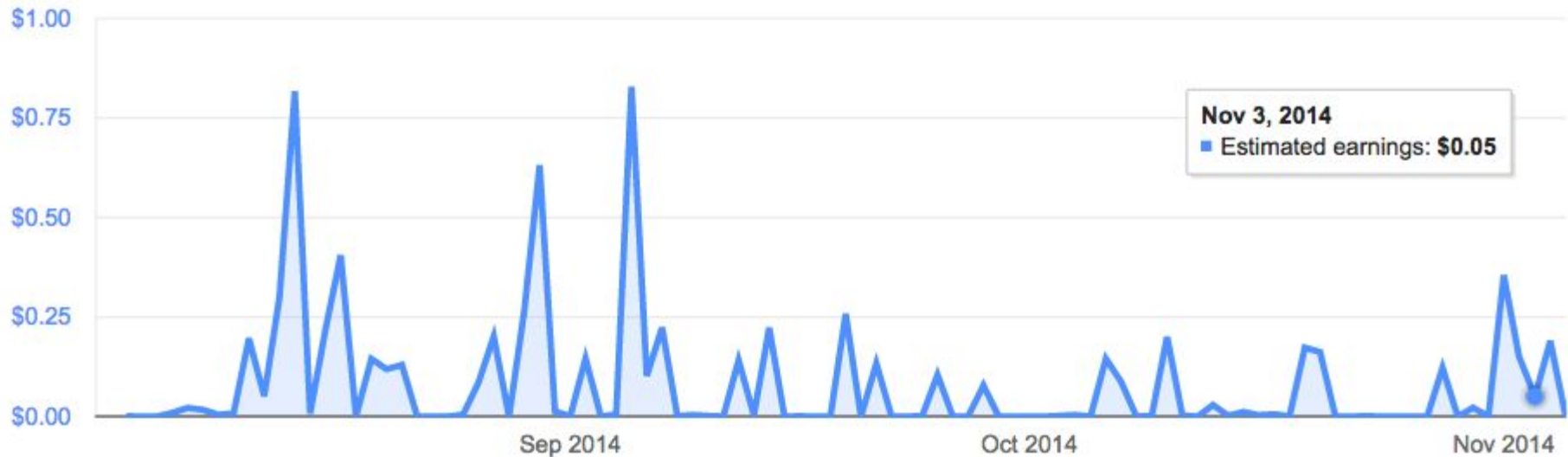
“Please contact me regarding app development.”

# Net Ping

1,715 downloads in ~4 months

~400 downloads a month

~14 downloads a day



Boise's Most Wanted

FREE | iOS

\$3.68

2,622

\$1.40



Net Ping

FREE | iOS

\$3.95

3,115

\$1.27

## Monetize

Estimated earnings

**\$7.63**

\$7.63

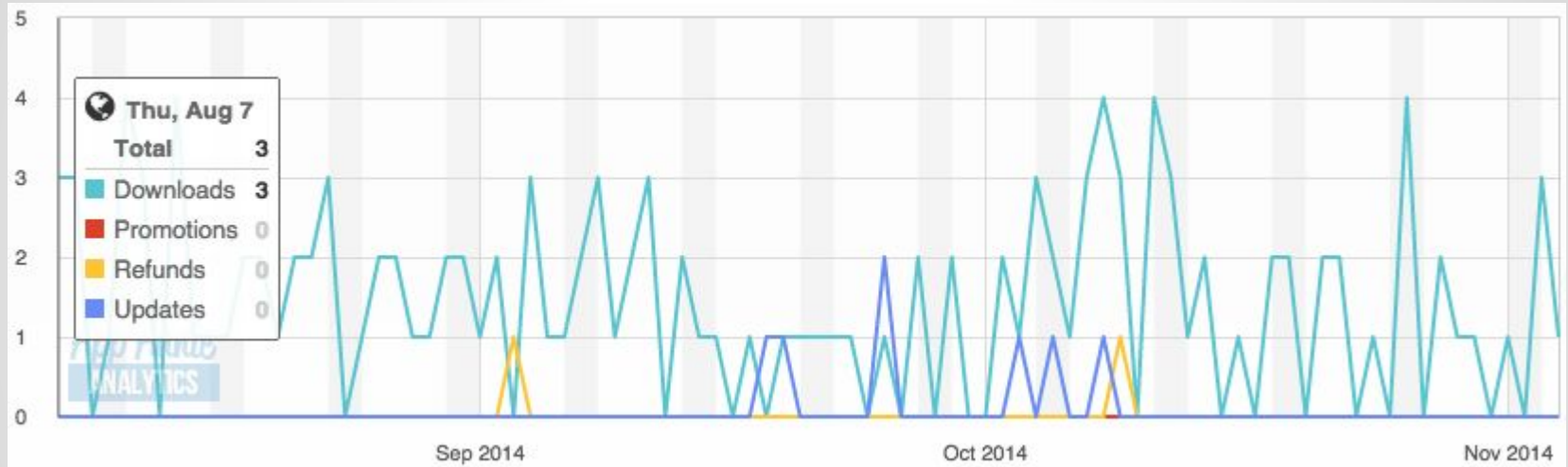
Impressions

**5,754**

Request RPM

**\$1.33**

# Net Ref Downloads



# NetRef Earnings

Earned September 2014 Paid On October 30, 2014

22.02 USD

Earned August 2014 Paid On October 2, 2014

36.18 USD

Total: \$58.20

# B2B Earnings

Last 5 Apps total: \$113,522

Average cost per app: \$22,704

Lowest app: \$4,390

Highest: \$45,000

One app gross: \$105,000

# Investments as Income

Stock market geometric average is about 9%

## Arithmetic Average

1928-2013	11.50%
1964-2013	11.29%
2004-2013	9.10%

## Geometric Average

1928-2013	9.55%
1964-2013	9.89%
2004-2013	7.34%

## Arithmetic Average

1928-2016	11.42%
1967-2016	11.45%
2007-2016	8.65%

## Geometric Average

1928-2016	9.53%
1967-2016	10.09%
2007-2016	6.88%

[Source](#)



# Real Estate as Income

\$120,000 apartment, renting out at \$900/month

Mortgage: \$650/month

Rent: \$900/month

Income: \$250/month

Yearly income: \$3,000

# Early Retirement Rule

4% Rule.

- \$100,000: \$4,000/year
- \$500,000: \$20,000/year
- \$1,000,000: \$40,000/year

# Early Retirement Rule

25x your yearly expense in savings

$$\$50,000 * 25 = \$1,250,000$$