UDACITY

Project 2: Market your Content

Part 1: Write a Blog Post

Not getting enough app downloads? It's your marketing, not your app.

I make my living creating mobile apps for the higher education market. It's a job I love, one in which I can be creative, innovative, and inventive . And it pays well, or at least it has until recently.

It used to be easy to make a living as an indie app developer. You simply created an app, put it on the app store for $0.99, and people would download it. There was little to no competition in the higher education app category.

But things have changed over the past five years. There are now over two million apps on the Apple App Store, with 11,000 new apps submitted on the app store each day. Competition to get noticed is fierce.

At the same time, users are less and less willing to shell out even $0.99 cents for an app. It takes a lot more convincing (and creativity) to get someone to pay money upfront for an app. It's a challenge but it's also a fact that isn't going to change anytime soon.

So, the question really is…. Is it even possible to still make a living as an indie app developer? The answer is definitely yes. It may not be quite as easy as before, but this still a lucrative and growing market.

How to be successful as an app developer

To be successful, app developers need to stand out from the crowd. The world's greatest app isn't the world's greatest app unless somebody knows about it. And the only reliable way to get people to discover your app is through marketing.

Most app developers take great pride in developing and shipping high-quality apps. The problem is that they stop there, doing little to no marketing. If you're willing to put in a few hours each week, it can make a real difference in your app's success.

Where to start marketing?

This summer I decided to get serious about marketing my apps. I looked around at a variety of options - many were outdated, many had a serious snake-oil sales feel to them. What I was looking for was a step-by-step guide to marketing.

The Udacity Digital Marketing Nanodegree is exactly what I was looking for.

It's not a get rich quick with marketing scheme. Instead, it starts with a solid foundation in the basics of marketing, followed by specific, actionable, and measurable techniques. The curriculum, learning platform and instructors are all top notch.

I'm only about a ⅓ of the way through the program but the fog is starting to clear around advertising and the advertising efforts. I feel like I have a solid understanding of where I need to go.

If you want to a positive step in making your app business more successful, be sure to checkout the [Digital Marketing Nanodegree from Udacity](#).

Part 2: Craft Social Media Posts

1. List three social media platforms your target audience is likely to visit. Include, a short one or two sentences description of why you chose these channels.

   - **LinkedIn** - I am very active on LInkedIn with 500+ connections and connections with influencers. Many of my app development colleagues would see the post.
   - **Facebook** - I belong to several App Developer and App Entrepreneur groups on Facebook. My post would be relevant content for each of these groups.
   - **Twitter** - My target audience is very active on Twitter. And I have over 500 Twitter followers.

2. Craft a post for each of the platforms promoting your blog post.
   ○ **LinkedIn:**

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- ○ **Facebook:**

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○ Twitter:

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