



MARKETING YOUR ANDROID APPS



LEARNING PATH

 **Verified Learners Only**
 **Required** : Graded

This Course is Self-Paced

Course materials are completely available as soon as you start the course begins.

The deadline for the course is:

December 15, 2020 at 23:00 UTC time.

Estimated Effort

This course will take you 6-8 hrs per week to complete

We recommend you organize your time , each lesson is designed to be completed in a week, it is your choice the time and day you complete the lesson, you can complete it in a single session or in different fragments throughout the week.



Content



Exercises



Communication



Quizzes

Lesson 01

Welcome kit
Course Presentation
Pre-Course Survey


Introduction to Monetization

- Introduction to monetization
- Why and how to monetize your app
- How to monetize apps using subscription & in-app purchase
- How to monetize apps using Advertising
- Data from App Market
- UTMS Campaign to measure everything!
- Tools: Admob
- Showing Tools: Analytics Adwords, Facebook
- Resources Lesson 1
- Recap Lesson 1
- UTMS Campaign to measure everything!

- Lesson 1 introduction survey
- Word Cloud
- Monetization Strategies

Public Forum

 **Verified Learners Only**

Quiz  **Required**
10 pts.

Due date:
December 15

Lesson 02

Business Model

- Monetization Models Advertising
- Monetization Models: In App Purchase
- Increase your Retention and Revenue with Gamification and Payment Gateway
- Key Performance Indicators
- Extra PRO Native Ads
- Recap Lesson 2
- Resources Lesson 2
- IAPs + Advertising = Killer Combination

- Word Cloud
- Matching User Types and Monetization
- App Key Metrics
- User Retention and Revenue

Public Forum

Quiz  **Required**
10 pts.

Due date:
December 15


Lesson 03

User Acquisition

- Introduction to User Acquisition
- Tools for creating the correct message
- User Acquisition Strategies
- SEO for the App stores
- Introduction to Advertising
- Performance Advertising
- Advertising Acquisition
- Recap Lesson 3
- Tools for creating the correct message

- Word Cloud-What draws you to install a new App
- Play Store Policies
- Preparing for the next lessons

Public Forum

Quiz  **Required**
10 pts.

Due date:
December 15


Lesson 04

Using Firebase and Google Services

- Analytics
- Notifications
- Remote Config A/B Testing
- Onboarding Process
- Admob

- Creating and monitoring a Firebase project
- Using firebase to Improve user adquisition
- Sending a Firebase Notification
- Testing Remote configuration
- Firebase Dynamic links
- Using Admob

Public Forum

Quiz  **Required**
10 pts.

Due date:
December 15

Lesson 05

Facebook Services

- Facebook Analytics
- Facebook Audience Network

- Facebook Analytics and Login
- Facebook and Firebase login
- Facebook Ads

Public Forum

Quiz
10 pts.

Due date:
December 15

Exam and Farewell

Final Proctored Exam (Verified Learners Only) **Required**

Farewell
Word cloud
Farewell Forum
Post-Course Survey

- To pass this course you must pass all the required number of graded assignments (list in each lesson)
- Due dates for each assignment are listed above
- Each lesson has its start date, once it is open, it will remain so until the end date of the course.

Plan ahead

- To complete this lesson, you must pass all the graded assignments; review the assignments, to plan enough time.
- Use due dates to stay on track, the lesson moves quickly, due dates will help guide your progress.
- Get help from your peers, if you want to discuss the course material, each lesson has discussion forums where peers and tutors are there to help.