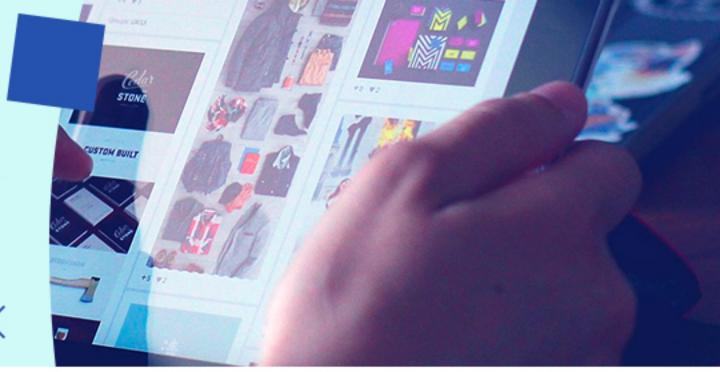
# **MARKETING YOUR ANDROID APPS**





Verified Learners Only Required : Graded

This Course is Self-Paced

The deadline for the course is:

**Estimated Effort** 

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

December 15, 2020 at 23:00 UTC time.

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

Content	Exercises	Communication	Quizzes
Welcome kit Course Presentation Pre-Course Survey Introduction to Monetization			Hearified Learner
<ul> <li>Introduction to monetization</li> <li>Why and how to monetize your app</li> <li>How to monetize apps using subscription &amp; in-app purchase</li> <li>How to monetize apps using Advertising</li> <li>Data from App Market</li> <li>UTMS Campaign to measure everything!</li> <li>Tools: Admob</li> <li>Showing Tools: Analytics Adwords, Facebook</li> <li>Resources Lesson 1</li> <li>Recap Lesson 1</li> <li>UTMS Campaign to measure everything!</li> </ul>	Lesson 1 introduction survey     Word Cloud     Monetization Strategies	Public Forum	Quiz Required 10 pts.  Due date: December 15
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
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

# Using Firebase and Google Services

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

- adquisition
- · Sending a Firebase Notification Testing Remote configuration
- Using Admob

· Facebook Ads

# **Facebook Services**

- Facebook Analytics
- Facebook Audience Network
- · Creating and monitoring a Firebase project
- Using firebase to Improve user

Public Forum

Public Forum

Quiz Required

10 pts.

Quiz

10 pts.

Due date:

December 15

Due date:

December 15

- · Firebase Dynamic links

## · Facebook Analytics and Login Facebook and Firebase login

# 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 granded 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.