

*workshop number 8*



# TEACHnology

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# ***WORKSHOP 8***

## **HOW TO SELL AN APP**



# SUMMARY

- Introduction to Selling Mobile App Ideas
- Understanding the Target Market
- Crafting a Compelling Value Proposition
- Building an Engaging Pitch
- Creating a Captivating Demo
- Monetization Strategies
- Market Analysis and Competition
- Marketing and Promotion
- Deploy your app on play stores

# WHY LEARN HOW TO SELL AN APP?



- Market Success
- Competitive Advantage
- Monetization
- Investment and Partnerships
- Professional Skill

# THE TARGET MARKET

## Knowing Your Audience: The Key to Success

In the world of app development, success doesn't solely depend on the app's technical brilliance; it largely hinges on how well the app resonates with its intended users



# STEPS TO KNOW YOUR TARGET AUDIENCE

## 1- Market Research

Market research involves gathering and analyzing data about the potential users of your app. Through market research, you can identify the demographics, preferences, and behaviors of your target audience



# STEPS TO KNOW YOUR TARGET AUDIENCE

## 2- User Personas



User personas are fictional representations of your typical users, based on real data and insights. These personas encompass various attributes such as age, gender, occupation, interests, and pain points. User personas enable you to empathize with your users and design your app with their needs in mind



# STEPS TO KNOW YOUR TARGET AUDIENCE

## 3- Customization and Personalization



When you know your audience well, you can create personalized experiences within your app. Tailoring the app's features, content, and user interface to match the preferences of different user segments can enhance user engagement and satisfaction. Users are more likely to embrace an app that feels tailor-made for their unique requirements.



# The Power of a Compelling Value Proposition

Value proposition is essentially the "promise" you make to your users, highlighting why your app is the best solution to their specific needs or problems. A compelling value proposition is a powerful tool that can captivate potential users and set your app apart from the competition.

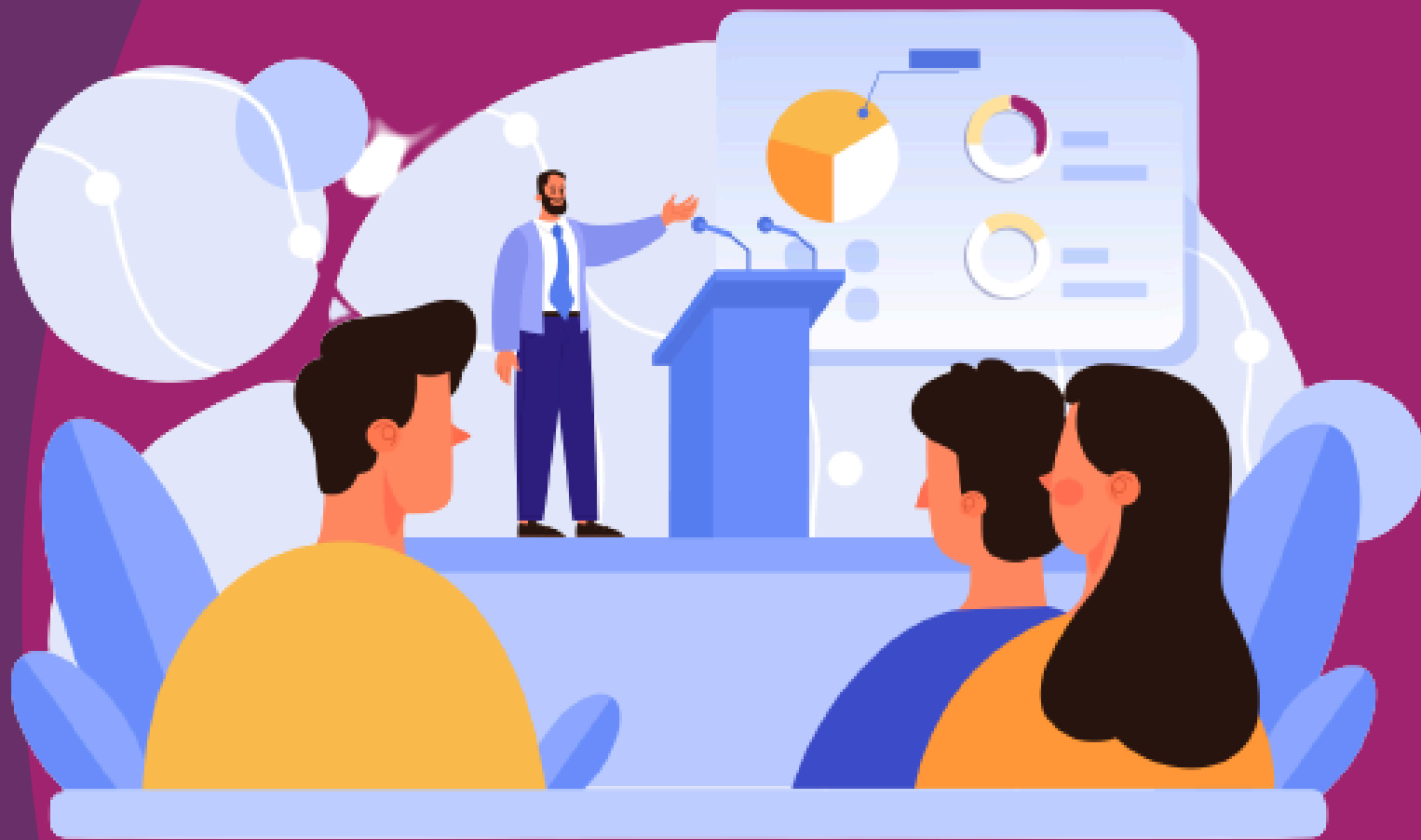
# The Power of a Compelling Value Proposition



- **Clarity and Conciseness**
- **Differentiation**
- **Addressing Pain Points**
- **Benefits over Features**
- **Emotional Connection**
- **Alignment with User Needs**

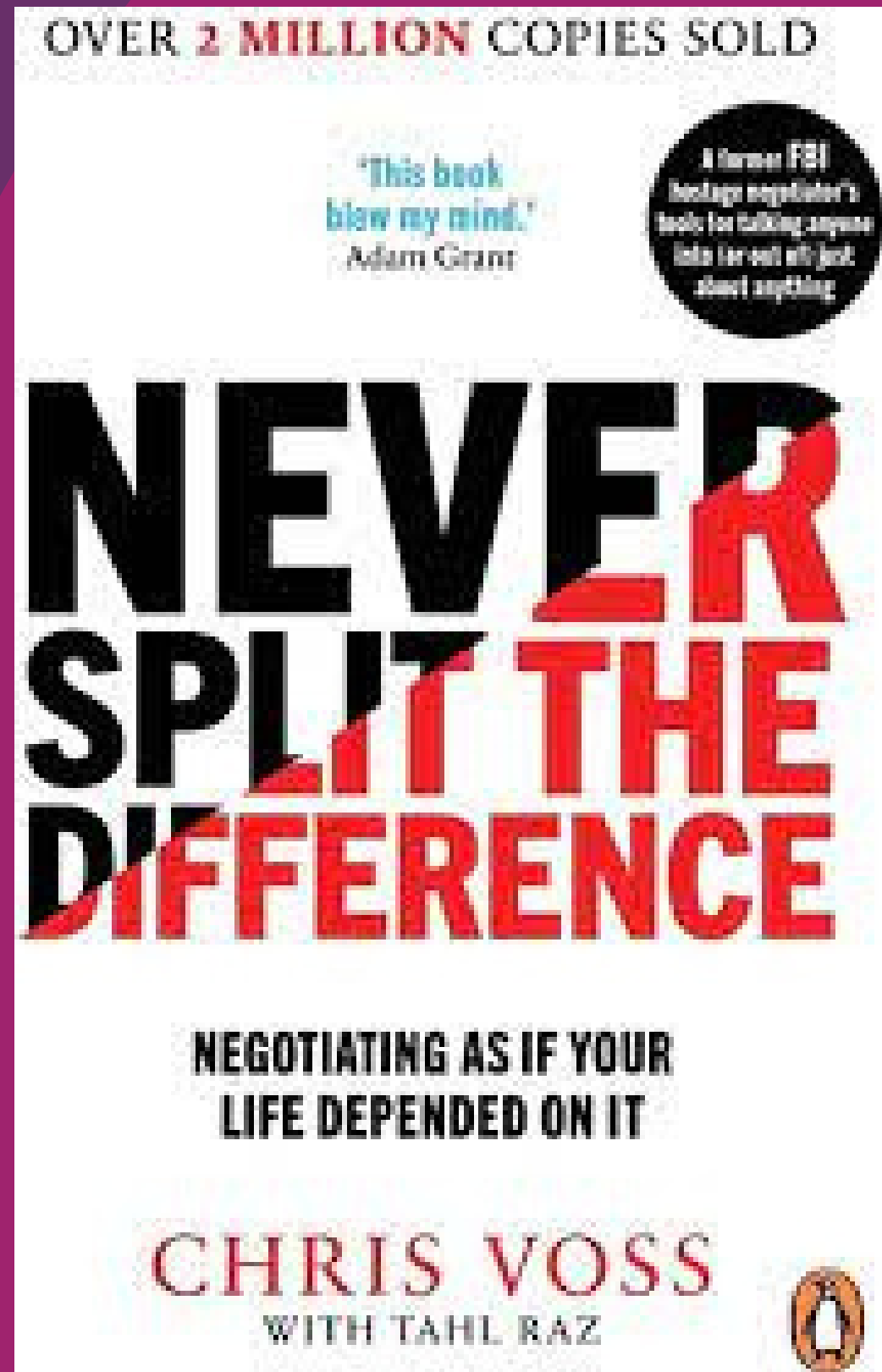
# Mastering the Art of Pitching

Speaker



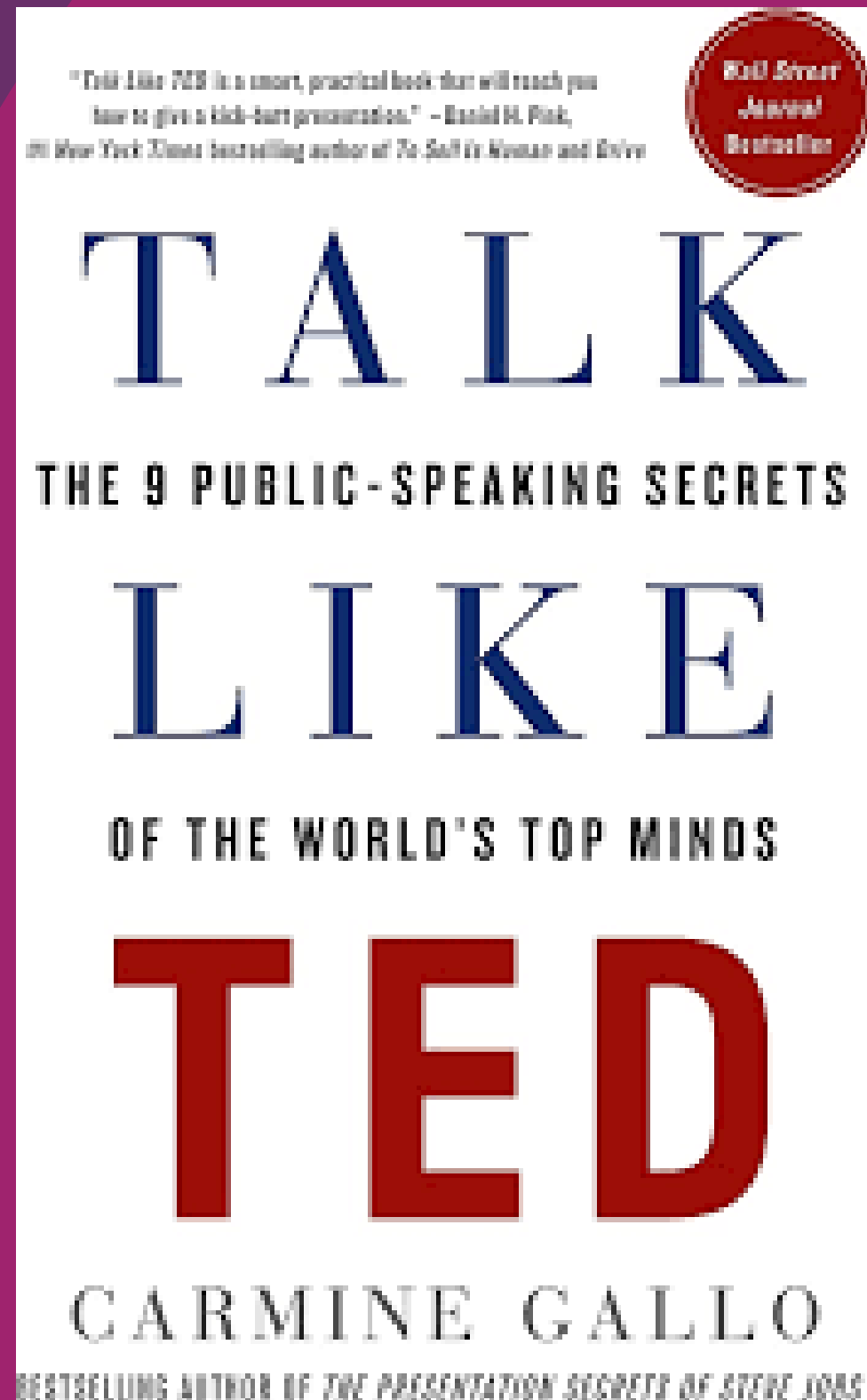
When it comes to selling your mobile app idea, a well-crafted and engaging pitch can make all the difference. Building an engaging pitch involves creating a presentation that captures the attention of your audience and keeps them interested throughout the presentation.

# Mastering the Art of Pitching



"Never Split the Difference" by Chris Voss is a practical guide to negotiation based on real-life experiences. It emphasizes tactical empathy and creative solutions to achieve successful outcomes without compromising. The book offers actionable techniques for effective communication and building rapport in challenging situations.

# Mastering the Art of Pitching



"Talk Like TED" is a book by Carmine Gallo that reveals the secrets of compelling public speaking. Drawing from TED Talks, the book offers tips on storytelling, authenticity, and engaging presentations. It inspires speakers to captivate audiences, convey ideas effectively, and leave a lasting impact on listeners.

# Creating a Captivating Demo



A captivating demo is a crucial component of a successful pitch when selling your mobile app idea. It provides an interactive showcase of your app's features and functionalities, giving your audience a firsthand experience of what your app has to offer



# MONETIZATION STRATEGIES



Monetization strategies refer to the various approaches and methods through which mobile app developers generate revenue from their apps. When building a mobile app, it's crucial to consider how to sustain its growth and profitability



# MONETIZATION STRATEGIES



1. Freemium Model
2. In-App Purchases (IAP)
3. Advertising
4. Subscriptions
5. Pay-per-Download (PPD)
6. Licensing or White Labeling
7. Affiliate Marketing
8. Sponsorship and Partnerships

# COMPETITION ANALYSIS

Market analysis and competition assessment are crucial steps in understanding the broader landscape in which your mobile app will operate. Conducting a thorough analysis helps identify market opportunities, potential challenges, and the competitive landscape.



# The "SWOT" technique

SWOT (Strengths, Weaknesses, Opportunities, Threats) is a strategic planning technique used to assess and analyze a business or project. It involves identifying internal strengths and weaknesses and external opportunities and threats. By understanding these factors, organizations can make informed decisions and develop effective strategies to achieve their goals.



# MARKETING & PROMOTION

Website Promotion



Marketing and promotion are essential components of a successful app launch and sustained growth. Effectively marketing your mobile app ensures that it reaches your target audience, gains visibility, and attracts users.

# MARKETING & PROMOTION

1. Social Media Marketing
2. Content Marketing
3. Influencer Marketing
4. Public Relations (PR) : media
5. Referral and Affiliate Programs
6. Email Marketing

# Submit Your App on the App Stores

So, you've created your cool mobile app, and now you want to make it available for everyone to download and use. To do that, you need to get it on two major app stores: Google Play (for Android phones) and the App Store (for iPhones).





# Putting Your App on the App Stores

## 1- Google Play Store (for Android)

- Create an Account
- Describe Your App
- Check the Age Rating
- Get the App Ready
- Decide on the Price
- Submit Your App





# Putting Your App on the App Stores

## 2- App Store (for iPhones)

- Become an Apple Developer
- Tell People About Your App
- Look at the Rules
- Get Ready for Review
- Release Your App



