

Win in the App Store

Renaissance.io 2014 - Greg Pierce



Who am I?

- Greg Pierce
- Founder and only employee of Agile Tortoise, Inc.
- Indie app development and consulting since 2006.
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What do I do?



Drafts

Productivity



Terminology

Reference



Phraseology

Productivity/Education

Top 25 overall iPad

Top 100 iPhone

Top 5 in Category

What else do I do?



Tally

Utility



??

Social Networking



??

Entertainment

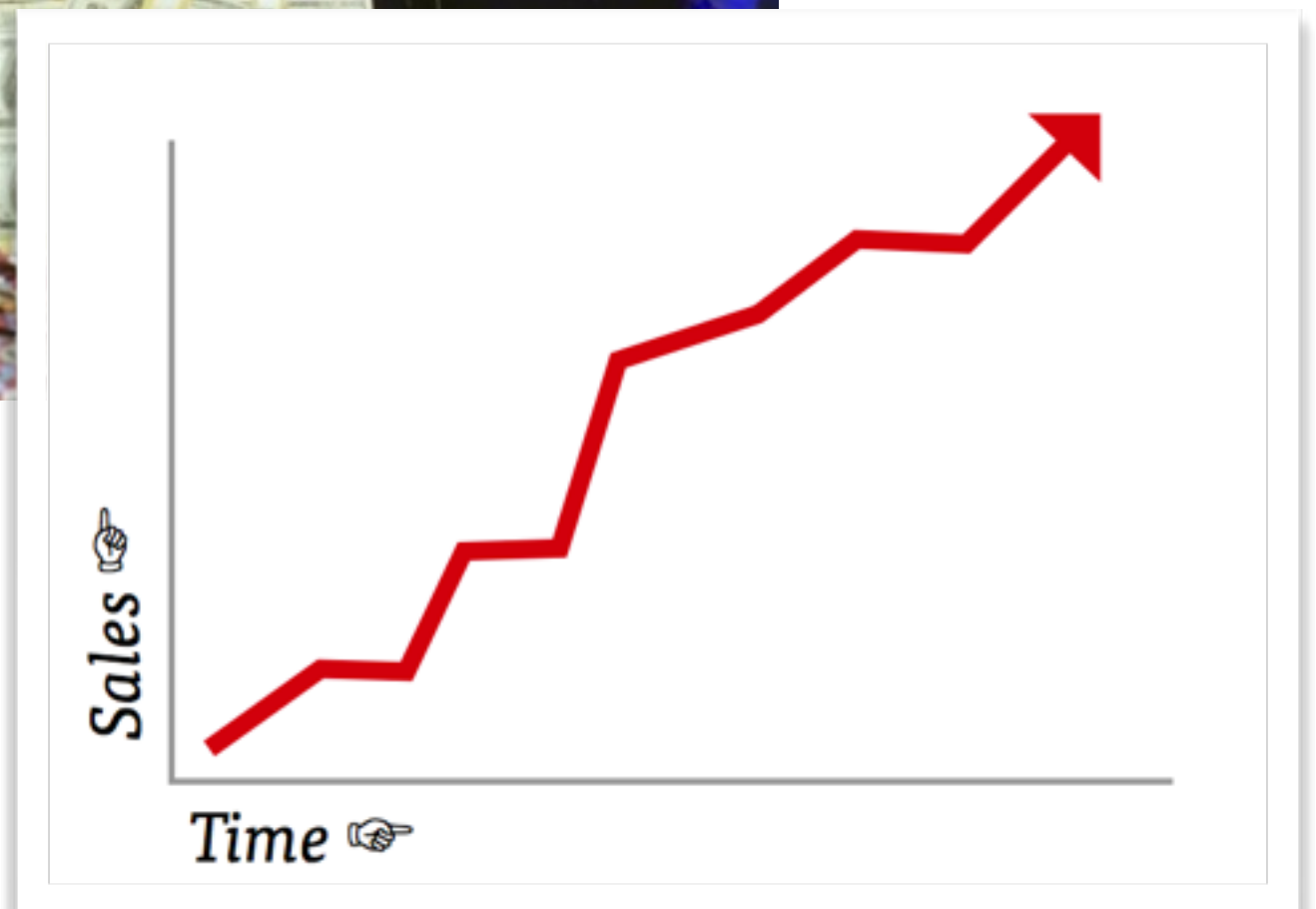
All have not done squat.

What is “Winning^{*}”?

* in non-game categories

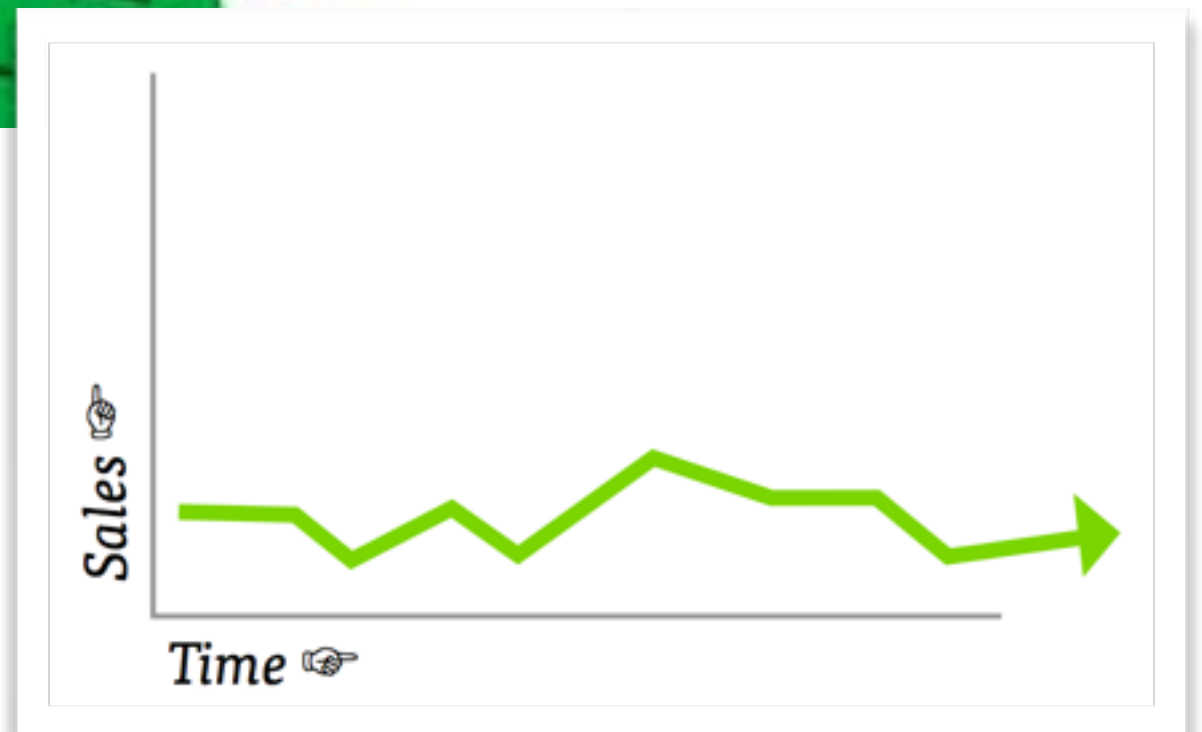


Not winning





Winning



Sustainability

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Common Sense

Keys to winning:

- 1 Make something
- 2 Genuinely useful
- 3 To a lot of people
- 4 And tell them about it

Iterate

- *Make something* → Make it better
- *Genuinely useful* → Improve functionality
- *To a lot of people* → Broaden appeal
- *And tell them about it* → Stay visible



Foster community

- Free press is important
- Word of mouth is the best free press
- Be active on social media
- Know your power users
- Provide great support



Play well with others

- Integrate via URL schemes
 - x-callback-url : <http://x-callback-url.com>
- Embrace competitors – cross-promote
- Use iTunes affiliate program!!!!



Common Sense

- Don't be afraid to launch small and build over time

THE END

@agiletortoise

