

# **App Marketing**

**7 April 2015**  
**@robpearson**

**Initial experience w/  
App Marketing**

# **App Marketing**

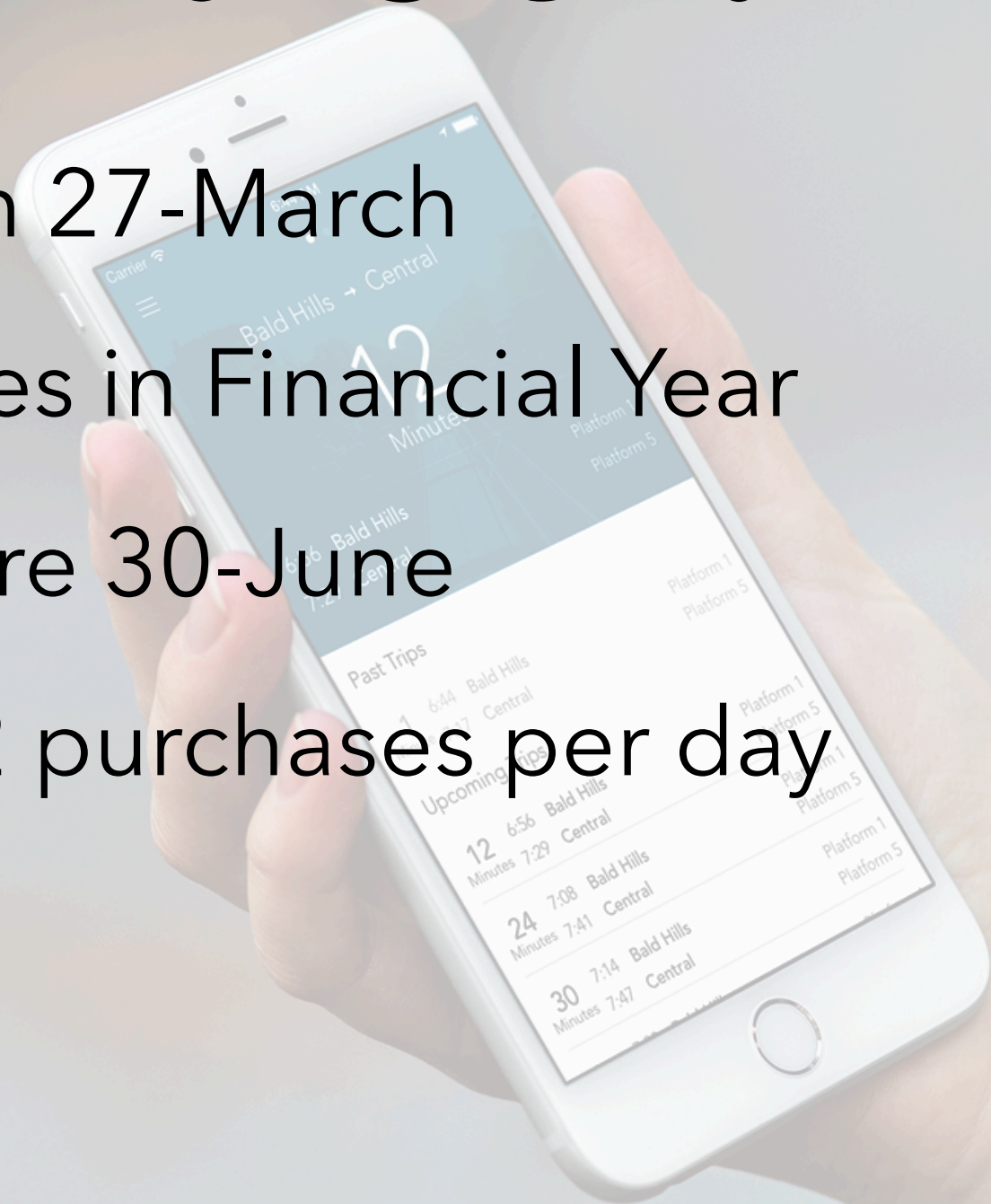
1. Company background
2. Everyday Transit
3. Marketing Plan

# Maple Pixel Pty. Ltd.

- Founded in 2013
- Bootstrapped
- Part-time indie
- Goal: 2nd Revenue Stream
- Blog Post coming on this. (<http://maplepixel.com.au/blog/>)

# Everyday Transit 1.x

- Shipped 1.0 on 27-March
- Goal: 1000 sales in Financial Year
- ~90 Days before 30-June
- $1000/90 \approx 12$  purchases per day



**HOW ?!?**

# HOW

1. Ship iOS App
2. ?!?
3. Profit!

# **App Marketing!**



**Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand.**

- Wikipedia - <http://en.wikipedia.org/wiki/Marketing>

# Marketing Plan

1. Advertising
2. Get Featured by Apple
3. Get Featured by Non-Apple
4. Hustle
5. Expand Target Market
6. App Website
7. App Store Optimization (ASO)

**Advertising**

**Get Featured by  
Apple**

**Hustle**

**Expand Target Market**

**App Website**

# **App Store Optimization (ASO)**



# **Content Marketing**

## **(Blog)**

# **Social Media**

# Contest

# Resources

- Traction: A Startup Guide to Getting Customers by Gabriel Weinberg and Justin Mares
- Copy Hackers [copyhackers.com](http://copyhackers.com)
- The Elements of User Onboarding - [useronboard.com](http://useronboard.com)
- App Description  
<http://blog.appbot.co/writing-a-great-app-store-description>
- App Preview Dos and Don'ts  
<http://blog.appannie.com/how-to-make-app-trailers-dos->

# Questions

