

Everyday App Marketing

**7 April 2015
@robpearson**

**Initial experience w/
App Marketing**

App Marketing

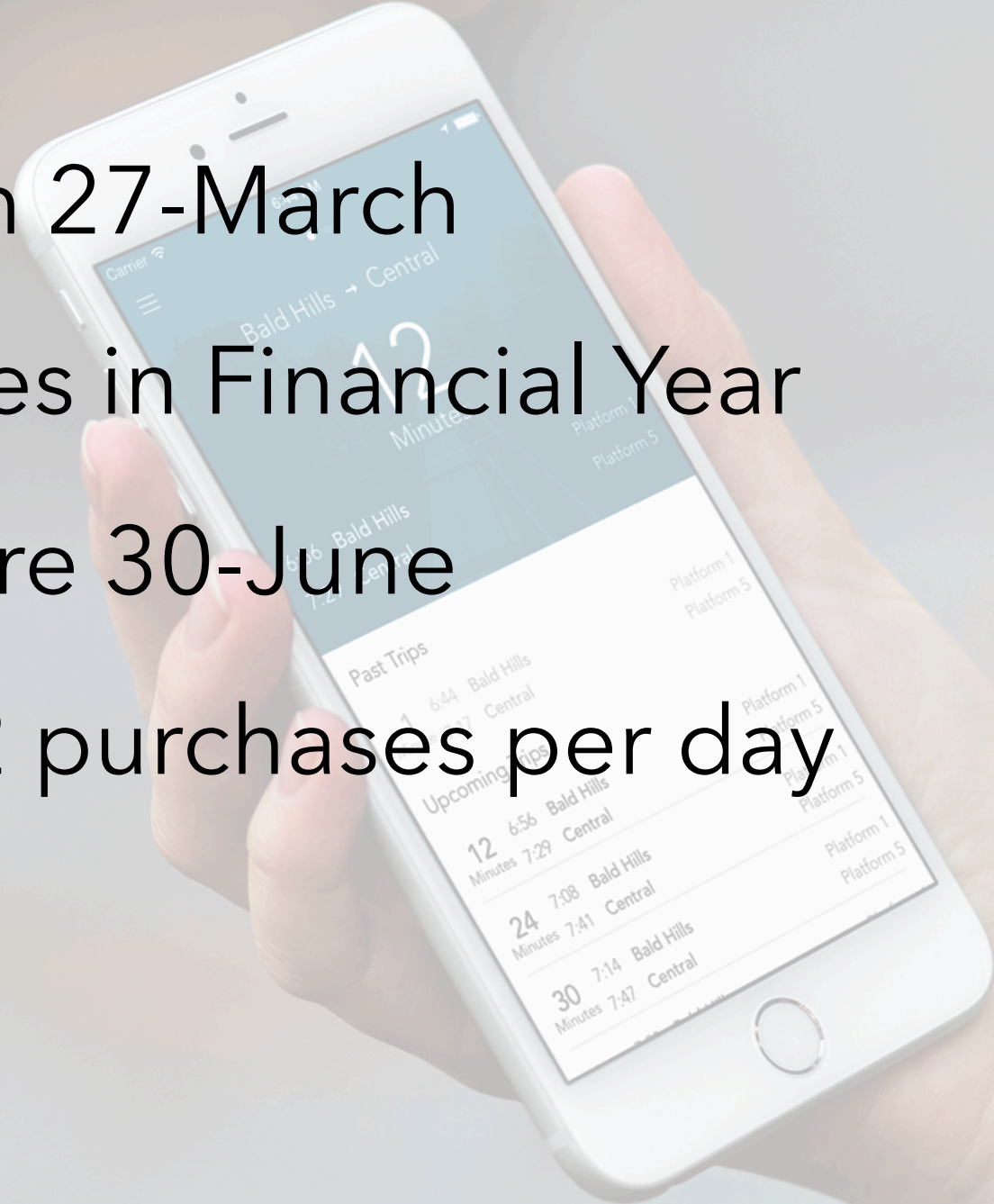
1. Company background
2. Everyday Transit
3. Marketing Plan

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
3. Hustle
4. Expand Target Market
5. App Website + Content Marketing (Blog)
6. App Store Optimization (ASO)
7. Social Media + Contests

Advertising

**Get Featured by
Apple**

Hustle

Expand Target Market

App Website

Content Marketing

(Blog)

App Store Optimization (ASO)

Social Media

Contests

Resources

- Traction: A Startup Guide to Getting Customers by Gabriel Weinberg and Justin Mares
- Copy Hackers copyhackers.com
- The Elements of User Onboarding - 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