



It is important to think about your marketing now, as opposed to when you are already in the app store. When your app goes live, you cannot expect people to magically find it, so marketing is the bread and butter of your app business, and it is really fun. Its mastery takes your business to a higher level and keeps it sustainable.

For market research, developers interact with the community on an ongoing basis, and are a great marketing tool to tap into. The following are strategies that they suggest to get your customers' attention.

Keywords

- Use the Right Ones. There really is not a lone keyword search in the store that will place you in front of customers with every search. However, there are specific things to do and keywords to identify, based on your app. Do your market research to understand which keywords are trending. Take the hottest keywords and match them with your app. Include keywords in foreign languages. Constantly try new ones.
- Place Them Well. For the biggest impact, place keywords in the title. Also consider graphic representation in your icon design.
- Localize. See app economy as the world economy that it is. Keep in mind that each word presents differently (means something else) in other languages.
- Update. Constantly update your keywords based on app store rankings and trends.

Services

There are excellent marketing tools out there that work well. Consider trying the following:

- Sensor Tower performs market research, and is free.
- Google AdWords is free.



- iTunes and the App Store are all you need for marketing data. Review the aggregates, perform manual searches, download the apps, play with them, and see through the eyes of the user.
- Apptopia is not free, but its value is in its research of your competition's revenue forecasts and advertising networks.
- App Annie and other resources offer data for a fee, but you don't need to spend that money until you have some basics down and are making money.

Mistakes

The following are mistakes that will cost you a lot of money and time. Try to avoid them!

- You don't soft launch. It's better to get a small amount of downloads in one specific country, assess the analytics, and fix the unforeseen bugs.
- You don't have a measuring system. Get your metrics in place in order to make moves based on reality.
- You do not buy traffic to scale. If you're going to buy traffic, make sure that you have the platform and the funnel already built.
- You do not optimize for all devices. If you jump in without device optimization, you will have devices that will crash your app, and your ratings will never get off the ground.
- You do not know your target demographic. Think about your target demographic first.
- You reinvent the wheel. You don't have to innovate this new thing; rather, you want the market in place, with people already downloading similar apps, right? If you're not seeing something in the store, that's a red flag.
- You enter a competitive market without a unique product. Emulate, but make your app unique.



Blueprint

Make sure to review the following overview of your step-by-step marketing blueprint:

- App Store Optimization (ASO). ASO is about getting free traffic at the app store and conversion at your page. Key items include:
 - Icon
 - Screenshots
 - Category
 - Title
 - Keywords
 - Video
 - Social media
- Direct Deals. Reach out to very specific advertisers and ask to buy some of the users out of their app.
- Cross Promotion. Cross promote from either your or your competitors' networks.
- Outreach. Reach out to influencers such as bloggers and reviewers who have an audience. The same is true with websites, email lists, or newsletters. Get those ratings going.
- Offline Marketing. Go to meetup groups and conferences. Move to the place where likeminded people live. Have a goal to meet someone new when you eat lunch *and really talk with them.*