



The golden rule with updates: Don't spend a lot of money. Instead, use updates as a marketing tool every 2 to 3 weeks. However, fix any and all legitimate bugs as soon as possible.

Free Apps

- Free apps spark traffic to funnel into your network.
- Perform the soup-to-nuts process of creating an app: market research, testing, budget, minimal features, etc. Be as cost-effective as possible, but do it right and execute with polish.
- Create a nag screen directing users to another app in your network.
- When you see downloads start to hit, add the last five to ten steps of completing your concept and make a second, pro version for purchase.
- Push traffic from the free app to the pro app.
- Constantly plug your traffic network with an app here and there every month or two.