

ANDROID APPS MARKETING

Secrets to Selling
Your Android App

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JEFFREY HUGHES

Android Apps Marketing Secrets To Selling Your Android App Que Biz Tech

R. L. Greene



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Android Apps Marketing Jeffrey Hughes, 2010-09-20 The Easy Complete Step by Step Guide to Marketing Your Android Apps There are huge profits to be made in selling Android apps But with more than 70 000 apps now available posting your app to the Android Market is no longer enough You need to market your app effectively Don t know much about marketing Don t worry This book gives you all the step by step help you ll need Top app marketing consultant Jeffrey Hughes walks you through building a winning marketing plan crafting highly competitive apps choosing your message building buzz and connecting with people who ll actually buy your app Packed with examples this book makes Android apps marketing easy You ll learn how to Identify your app s unique value target audience and total message Understand the Android Market s dynamics Cut through clutter and get your app into the top selling categories Set the right price for your app and effectively sell its value Get reviewers to recommend your apps Write effective press releases Time your marketing and publicity for maximum effectiveness Blog about your app and get the attention of influential bloggers Use Facebook Twitter YouTube and other social media to generate buzz Use promotions and cross marketing just like professional marketers do Measure and improve your results with Android Analytics Generate a loyal audience that will buy your next app too Earn steady revenue build a brand and make a real business out of app development

Social Commerce Efraim Turban, Judy Strauss, Linda Lai, 2015-11-17 This is a multidisciplinary textbook on social commerce by leading authors of e commerce and e marketing textbooks with contributions by several industry experts It is effectively the first true textbook on this topic and can be used in one of the following ways Textbook for a standalone elective course at the undergraduate or graduate levels including MBA and executive MBA programs Supplementary text in marketing management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing management and information management The book examines the latest trends in e commerce including social businesses social networking social collaboration innovations and mobility Individual chapters cover tools and platforms for social commerce supporting theories and concepts marketing communications customer engagement and metrics social shopping social customer service and CRM contents the social enterprise innovative applications strategy and performance management and implementing social commerce systems Each chapter also includes a real world example as an opening case application cases and examples exhibits a chapter summary review questions and end of chapter exercises The book also includes a glossary and key terms as well as supplementary materials that include PowerPoint lecture notes an Instructor s Manual a test bank and five online tutorials

How to Make Money Marketing Your Android Apps Jeffrey Hughes, 2011-02-17 A complete plan for selling your Android apps including little known techniques based on Google s unique open selling model Unlike Apple Google allows developers to market their Apps from any site including your own not just Android Market Google s open sales model while still maturing can provide advantages over Apple s closed model if you take advantage of the options Google gives you This

paper identifies key marketing activities that can help you succeed

iPhone and iPad Apps Marketing Jeffrey F. Hughes, 2012 The definitive guide to marketing iPhone and iPad Apps an indispensable resource for every iPhone and iPad developer extensively revised Thousands of developers want to cash in on selling their iPhone apps on Apple's App Store But with more than 300 000 Apps now available it's increasingly vital for developers to gain exposure and that means marketing Most independent App developers don't have a marketing background They need help and guidance and this book gives it to them Author Jeffrey Hughes specializes in helping iPhone developers plan launch and market their software effectively In this practical tutorial he shares everything he's learned solid marketing principles and specific best practices for effective high value iPhone App marketing Publisher's description

Android Apps Marketing Jeffrey F. Hughes, 2010 *Android"!Apps Marketing* Jeffrey Hughes, 2010

How to Make Money Marketing Your Android Apps Jeffrey Hughes, 2011

The Business of Android Apps Development Mark Rollins, Roy Sandberg, 2013-07-22 The growing but still evolving success of the Android platform has ushered in a second mobile technology gold rush for app developers Google Play and Amazon Appstore for Android apps has become the second go to apps eco for today's app developers While not yet as large in terms of number of apps as iTunes Google Play and Amazon Appstore have so many apps that it has become increasingly difficult for new apps to stand out in the crowd Achieving consumer awareness and sales longevity for your Android app requires a lot of organization and some strategic planning Written for today's Android apps developer or apps development shop this new and improved book from Apress *The Business of Android Apps Development Second Edition* tells you today's story on how to make money on Android apps This book shows you how to take your app from idea to design to development to distribution and marketing your app on Google Play or Amazon Appstore This book takes you step by step through cost effective marketing public relations and sales techniques that have proven successful for professional Android app creators and indie shops perfect for independent developers on shoestring budgets It even shows you how to get interest from venture capitalists and how they view a successful app vs the majority of so so to unsuccessful apps in Android No prior business knowledge is required This is the book you wish you had read before you launched your first app What you'll learn How to take your app from idea to design to development to distributing and marketing your app on Google Play or Amazon Appstore How do Venture Capitalists validate new App Ideas and use their techniques How to monetize your app Freemium ads in app purchasing and more What are the programming tips and tricks that help you sell your app How to optimize your app for the marketplace How to marketing your app How to listen to your customer base and grow your way to greater revenue Who this book is for This book is for those who have an idea for an app but otherwise may know relatively little about entrepreneurship app development or even business in general You should be able to pick up this book and feel like someone is holding your hand as they go through the process of evaluating your idea learning to code placing your app in the marketplace marketing your app and finally improving your app to meet the needs of your customer base Table of Contents1

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The growing but still evolving success of the Android platform has ushered in a second mobile technology gold rush for apps developers but with well over 100 000 apps and counting in the Google Android Market and now the Amazon Android Appstore it has become increasingly difficult for new applications to stand out in the crowd Achieving consumer awareness and sales longevity for your Android app requires a lot of organization and some strategic planning Written for today s Android apps developer or apps development shop **The Business of Android Apps Development** shows how to incorporate marketing and business savvy into every aspect of the design and development process giving your application the best possible chance of succeeding in the the various Android app stores and markets This book takes you step by step through cost effective marketing public relations and sales techniques that have proven successful for professional Android app creators and indie shops perfect for independent developers on shoestring budgets No prior business knowledge is required This is the book you wish you had read before you launched your first app *App Marketing* R. L. Greene,2017-09-02 Description Currently about 2 percent of all app developers can claim about 55 percent of all the revenue generated by apps each year If you are looking for a way to break into this elite group then *App Marketing Top Mobile App Monetization and Promotion Strategies* is the book that you have been waiting for While the early days of the app business meant a gold mine of innovative software and cheap apps that made money hand over fist today s environment is very different than it was a decade ago That doesn t mean there isn t still money to be made however as the app industry is expected to rake in nearly 78 billion dollars by the end of 2017 Today s market is the most competitive the app game has ever been which means in order to help your app rise to the top you are going to need to aggressively market it using every trick in the book Luckily this is the book and the tricks range from choosing the right business model to knowing the right types of platform specific strategies to take full advantage of the operating system you are releasing your app on You will also learn tips and tricks related to finding the best ways of promoting your app and how to maximize your monetization options so that once you get your app out among the people you stand the greatest chance of turning a profit as possible While the market may have changed since Apple first introduced the iPhone in 2007 the primary monetization strategies that were established early on are still in place These are paid downloads free downloads that are supported by ads and free downloads that are supported via in app purchases Inside you will find strategies tailored to each of these business models that will allow you take on the competition head on and come out ahead in the bargain All it takes to make it big in the app marketplace is one really good idea If you have that idea then all you need is the right marketing and you re on your way So what are you waiting for Take control of your financial future and buy this

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