

# Checklist: Selling and Marketing iPad Apps

## Pre-Launch

Review web analytics or conduct survey to see what percentage of your current visitors use mobile, iPads, etc.

Review which content types or styles on your site tend to get the most interactive traffic & users now (videos, slideshows, games, etc.)

Pick a strategy: paid app only, or free app that promotes separate paid subscription

Develop a premium/freemium offer (some content only new app buyers would get)

Ask your email list to “vote” on a particular feature as an involvement device to get them excited. Then use that list as a promotional blast at launch.

Share app development with your audience; post screenshots of app in development on your blog

Invite highly influential bloggers, Twitterers, reporters to an app-preview web conference 24 hours prior to launch

Orchestrate all potential external and internal launch campaigns to hit in the same time period to maximize opportunity of becoming a top app in your category and/or overall in the app store (100 sales in one day is better than 100 sales in 30 days)

Research workarounds to compensate major affiliates for app sales (Apple won't track sale by affiliate, but you could use pay per click - PPC)

Review Apple store pages of bestsellers in your and other categories, looking for ‘best practices’ you can apply to your own description on app store

Create list of keywords that must appear on Apples store sales copy

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## Basic Marketing Tactics

Add app marketing landing page/information page to your site

Put app ads on your own website

Place app ads in your own email newsletter

Create a dedicated email blast to your list

Make an app offer on Twitter

Add app offer to branded Facebook pages

Add app to LinkedIn brand product pages

Put ads in your own media, i.e. blogs, other websites you run

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Place a link on your navigation bar

Write and distribute online press release

Add ongoing autoresponder offering app to all new email opt-ins as they join your email lists

Create ongoing campaign to subscription cancels to promote cross-over sales to app

Train inbound call center/customer service to mention app

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## Marketing: Beyond the Obvious

Hope for Apple endorsement (no one specific to contact, but a great app will get Apple's attention)

Distribute press release if app hits top 100 in any niche

Reach out to bloggers who specialize in iPad app reviews

Reach out to bloggers in your niche content area

Utilize TapJoy.com and AdMob.com to advertise in other apps

Test Facebook PPC ads

Test LinkedIn PPC ads

Test Google PPC ads

Go directly to other app owners to negotiate ad and cross-marketing deals

## Preview Content: Allow Potential Buyers a Sample

Create a short video showing someone using the app

Set a time limit for users to sample the app for free before paying

Select some content (i.e. 10 pages of full magazine) to serve as free preview

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## Get and Use Subscriber / Customer Contact Info

Alter your corporate brand / privacy policy to include how information, contacts and user data is collected and used to accommodate your app

Add app-user list to your CRM and / or email list systems

Add automated welcome messages or series for new joiners of list

Set up referral marketing campaign for app opt-in names so they tell friends about your app. May include rewards system set-up

Ask Apple to prompt opt-in after purchase (Apple can ask if user wants Apple to share contact information with you)

Determine how to get names from Apple onto list as quickly as possible

Within the app, try one or all of the following to get contact info:

Host survey with email required or optional

Host contest with email required

Link to a page on your website where user can opt-in (perhaps to get free report, etc.)

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## Pricing: Play with Discounts and Offers

Check out pricing of other apps in your niche

Offer discounted pricing but set a time limit

Consider various terms (month-to-month, 6 months) for some subscription apps

Make seasonal offers tied to holidays & time of year

## Evaluate Metrics

Review (limited) metrics Apple makes available

Install a third-party metrics program to get more details on specific in-app functions such as time spent on various features

Review level of duplication between your house email lists (customers, leads) and app buyer email list to determine overlap & cannibalization