

App Marketing for indie Developers - iOS edition

How to get users with minimum budget

Amir Ganji - 6thSolution

About 6thSolution

Software + business development agency

Turning into Startup Factory model

I am Founder & Head of Product

Market Condition

Realistic - Dark! view

Costs

- In Montreal, iOS developers make \$50/H on average
- You need to invest at least 200 ~ 300 hours on dev
- You should pay for design
- On average \$4 for paid user acquisition in US / CA market for a Free App

Ads cost on Instagram

facebook business

Your Promotion Has Ended

Your results are ready for you to review. You can use these insights to keep connecting with the people on Facebook who matter to your business.

[CA,US,GB - 18-44](#)

May 3, 2018, 12:56 pm

31,144 People Reached

People who saw your promotion

130 App Installs

\$501.51 Spent

Total amount spent on this promotion

[View Results](#)

Costs

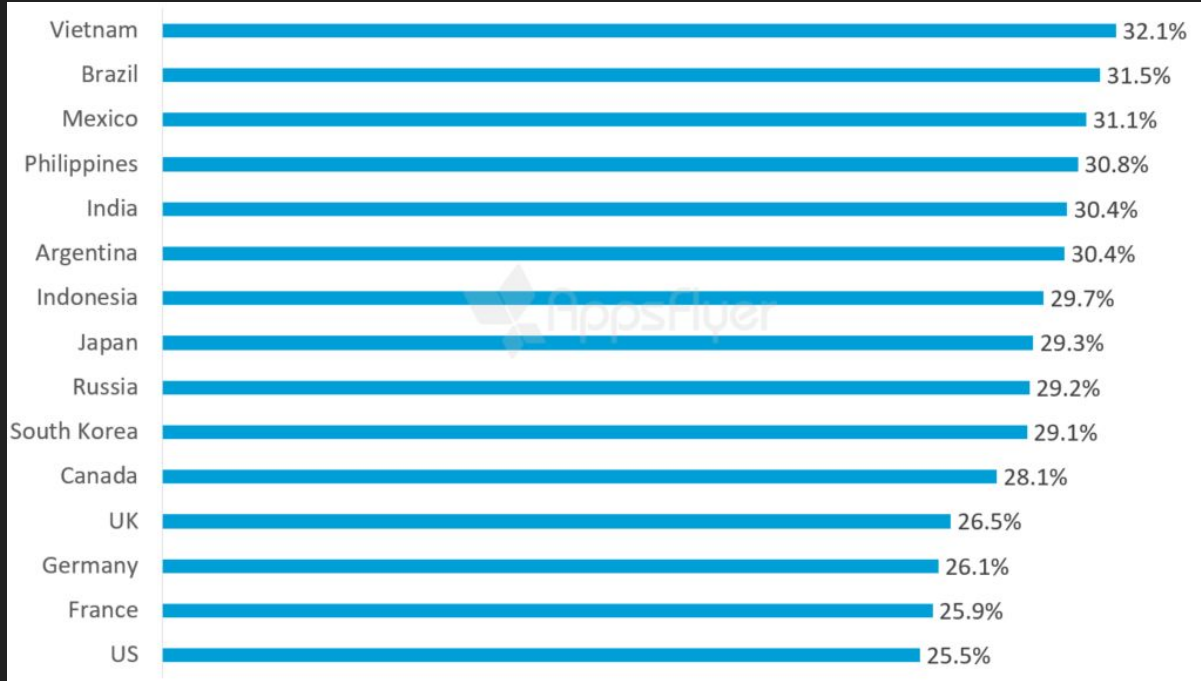
For making first 10K users you need to invest:

\$10 ~ \$15K (Dev) + \$5 ~ 10K (Design) +

\$20K (half users paid acquisition, half organic)=

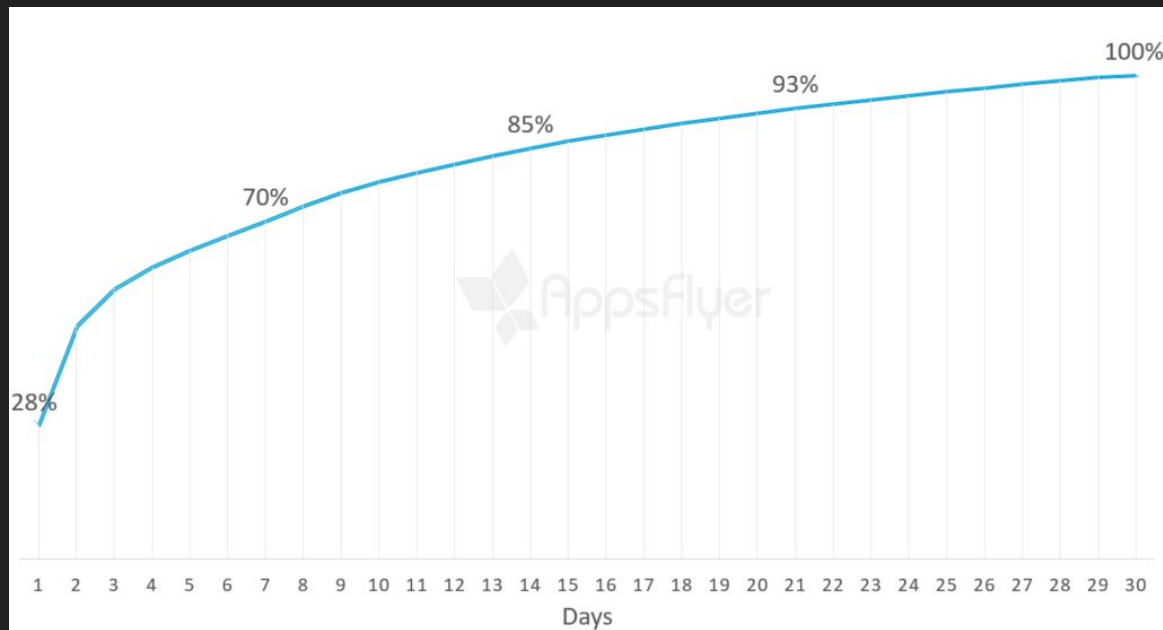
\$35,000 ~ \$45,000

Users leave fast !



Uninstall rate by country - first 30 days - [Appflyer.com](https://www.appflyer.com)

How Fast ?



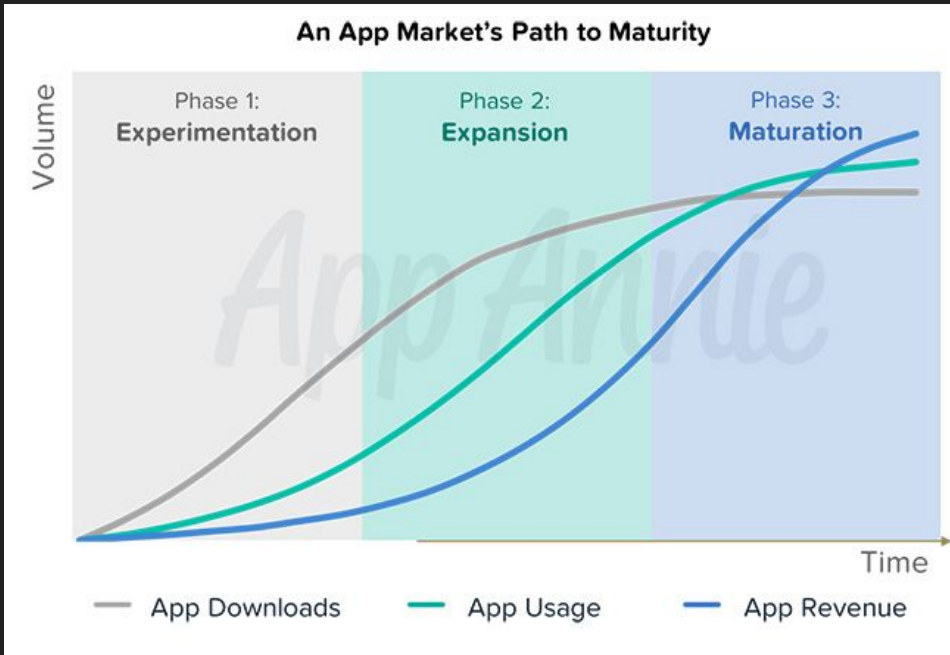
70% of uninstalls happens during first week - [Appflyer.com](https://www.appflyer.com)

60% Of developers make less than
\$500 per month

Market Structure

- Every month almost 50K new apps
- Almost 90% of revenue goes to 5% of developers
- Less than 5% of users, pay

Mature Market in US / CA



Users don't browse that much

They know what they want

Competition is tough

Winners are making tons of money

So, How to increase chance of
success

Steps to make a successful App business

- Find a need in a niche
- Make high quality product with limited features
- From day one have a clear revenue model
- Pay lots of attention to marketing

High Quality App from customer perspective

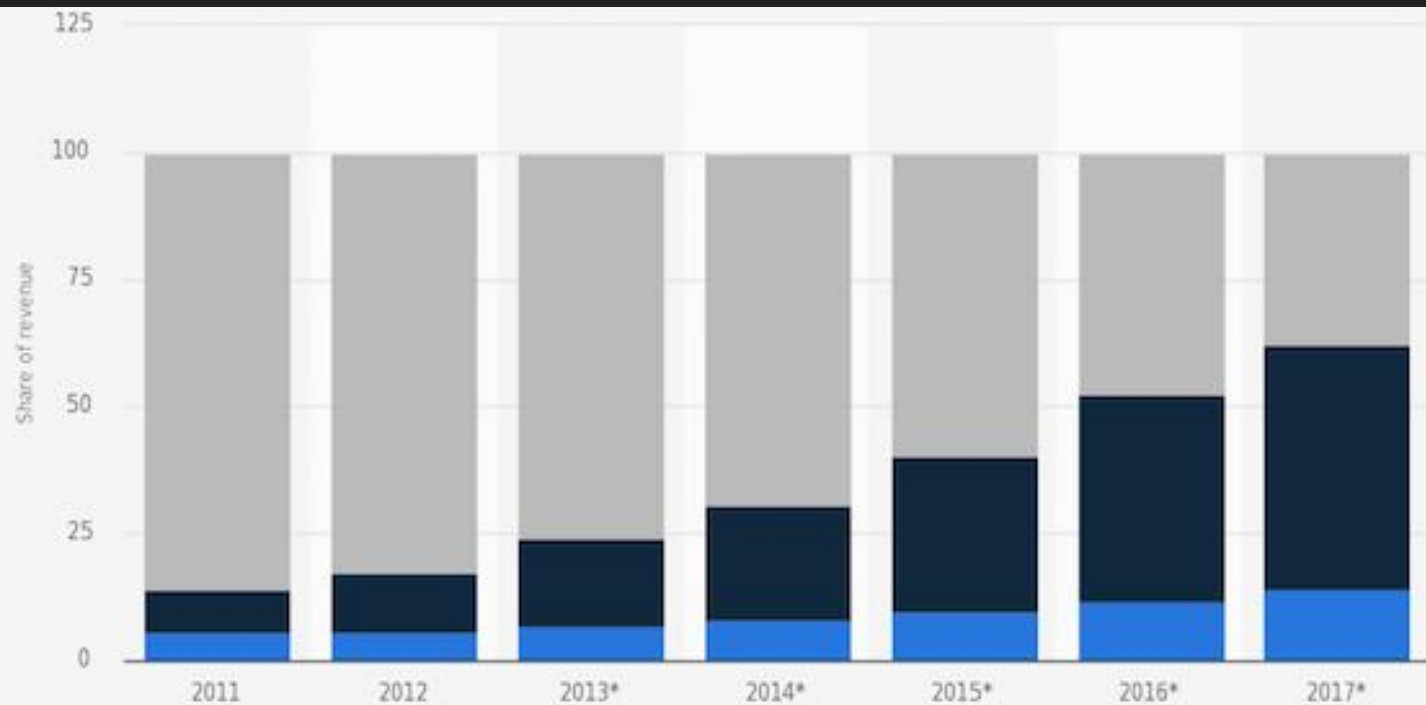
- It is Beautiful (Design)
- It is fast (Development)
- It is easy to use (Design & Development)

Revenue Model

- IAP is new trend in iOS world

(2017 - 48% IAP , 32% paid app, 14% Ads)

- Less than 5% of users, pay
- Ads are annoying
- Think about money, a lot !!



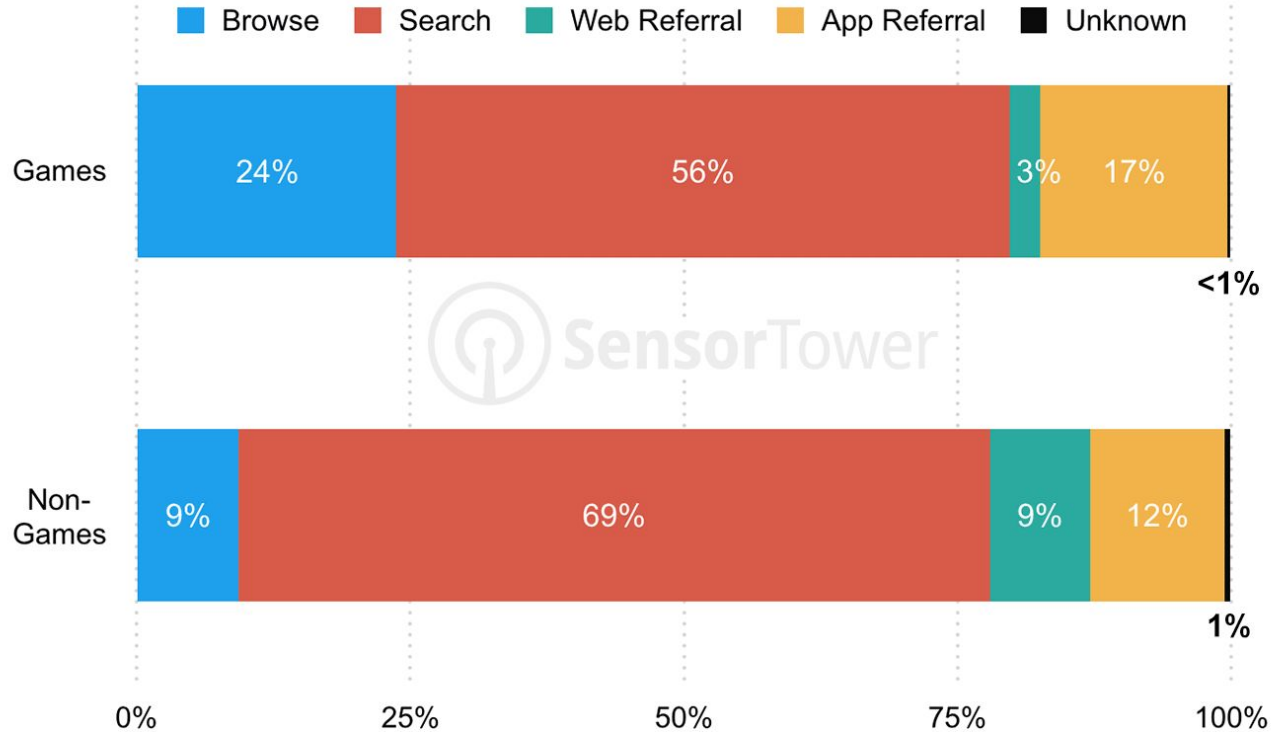
■ Advertising
 ■ In-app purchases
 ■ Paid-for

Sources:
 Gartner, TechCrunch
 © Statista 2015

Additional Information:
 Worldwide; 2011 and 2012

MARKETING

App Store Installs by Source (Worldwide)



Based on a sample of apps between May 2017 and April 2017.

Source: Sensor Tower

Start Marketing the day you start thinking
about your app !

Care about these

- Bloggers and influencers
- Stars, Review generating people
- Apple
- Google
- App users

Bloggers and influencers

- **FREE PUBLICITY** is the best
- Bloggers / Influencers earn money by developing interesting content for their readers/followers
- Provide them with interesting story

Interesting stories

- Follow trends, a company stock price increased by 394% after adding blockchain to its name!!([source](#))
- Ask professionals to develop an story for you
- For each group, you might need different stories

- Don't send group emails
- Be personal
- Use twitter a lot
- Contact them before launching your app. Give them enough time to prepare the content
- Big name just cover new apps, so approach them early

ProductHunt.com

- Most bloggers, influencers, check trending products
- Start making connections on PH the day you decide to work on your project
- Follow people, comment on their projects, upvote them! Then contact them the day you launch

Stars, Review, people

- Do not buy installs / reviews / Stars!
- Make friends on review exchange groups
- Ask everyone you know, to download, review and 5star your app, don't send a simple intro email, ask them directly.

Apple - ASO

- ASO is real, invest on it and use professional people to help you with
- It's ongoing project, like SEO
- Download rate, app ranking, user retention rate is very important
- Update your app often (every two weeks) and optimize your keywords everytime

Apple - Store Conversion Rate

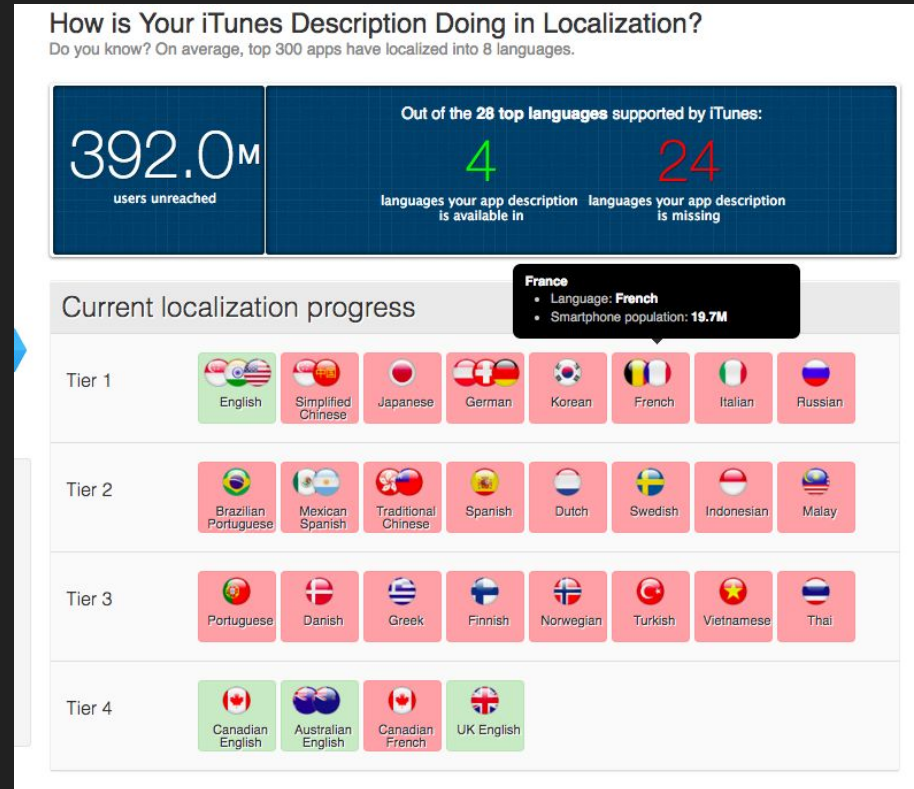
- Users decide on downloading the app by
 - Logo
 - Description - First paragraph
 - Screenshots - first 3 shots are important
 - Overall rating

A/B testing store images

- We can update images only when updating the app!
But it's not enough for A/B testing
- Use Facebook ads to A/B test your logo / images
- Create different ads with different logos and then check the click rate

Localization

- Use onesky.com audit to find interesting markets
- Use Fiverr! For translation, tell users that it's beta and ask them for help
- Use native ASO specialist for each market



Google - SEO !

- Backlinks are extremely important
- Use comment spamming! On Youtube and blogs
- Post on the Quora.com as much as you can
- Approach small blogs and convince them to write about you
- Post on forums!
- Use reddit and HN, but carefully!
- Put your app link everywhere, even your email signature
- Use all 4000 chars in app description

App Users

- Answer all comments
- In the app, ask users to rate the app
- Put a feedback form in the app, so if they are angry!
They will contact you in private

Hire Someone for marketing!

- Go on [upwork.com](https://www.upwork.com) or [fiverr.com](https://www.fiverr.com) and find a full time guy for doing leg work in the marketing
- You just need someone with good (not perfect) english writing skill and reliable internet connection
- You can trust most people on these platform
- My suggestion is smart students from India or Pakistan
- You can hire a fulltime guy with \$500 / M

Any questions ?

amir@6thsolution.com