

APPS & DIGITAL MAGAZINES: Week #24 of the 26-Week Digital Marketing Plan [Edition 3.0]



In this book, I am going to be talking about App creation and digital magazines. I currently have a magazine called Digital Marketing Monthly that is really just an app used on an iPhone and iPad. Hence, why this week is called both app creation and digital magazines because if you can do one you can do the other. This will focus on 5 key areas: 1. What App to Build? If we are talking mobile apps, we are probably talking about iOS (The Apple operating system) vs. Android (The Google mobile operating system). For the most part though, most money is to be made on iOS, so we will be focusing mostly there but Ill go over the pros and cons of Android as well. In this section I will answer those pertinent questions such as Where to get your app designed. I will show you how to get your own Apple app developer account and why this is absolutely necessary. Also, how to make your app easy to use and give you some examples of that. 2. Having the Proper Business Model Which one will be best for you? These are the options, free to download with in-app things to purchase, a paid subscription model, a one-time fee or completely free? Whatever way you choose it is good to have some kind of sales funnel. You will see they all have pluses and minuses. I will also show you how to do multiple app strategies and cross promotion. When you sell your apps, Apple gets 30% but there are ways to get a little bit more by using affiliate links. Should you do local targeted apps? Apple exists in literally hundreds of countries so you might consider targeting them or maybe just your city depending on what is the best app for you. Your users will be giving you feedback so I will show you how to listen to them and take the best actions. Also, how to ask them the best questions so you get their true feelings. We will visit all of these and more when we come to this section of the book. 3. Setting

up the App How to go about setting it up for instance, tracking in the app (Can you use Google analytics?), setting up hosting, naming your app and writing descriptions. Also, your options with app advertising and much more. 4. Promoting an App This will cover different review sites to submit your app to and how to submit a press release. Should you consider building your own app micro-site? This is a place where you can promote your own app, collect email addresses at the same time and holds several other benefits as well. How to always be asking for ratings and reviews within your app and the best practices on that subject. We will also discuss how to get beta-testers and early reviewers to prime the pump. Social media also plays a role in your app presentation so you should also have promo codes and notifications to let people know about updates to the app.

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