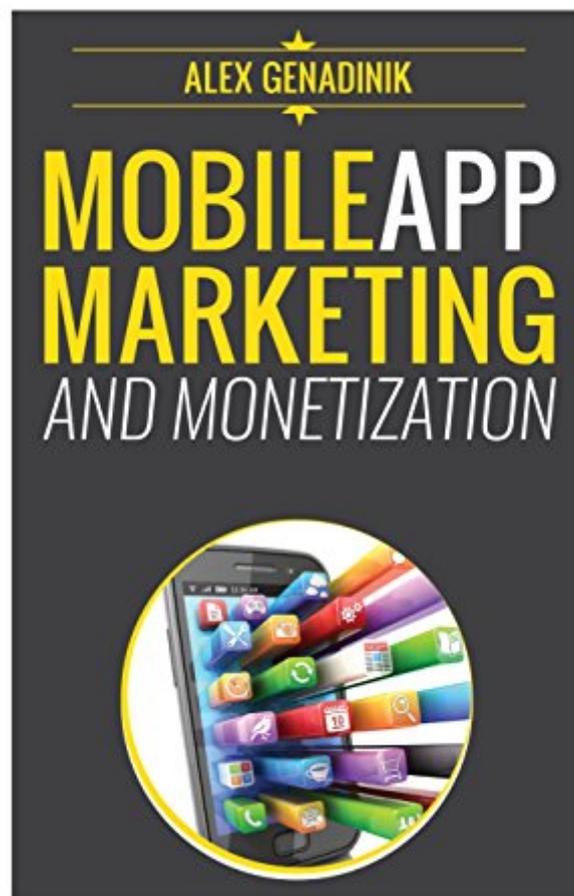


The book was found

Mobile App Marketing And Monetization: How To Promote Mobile Apps Like A Pro: Learn To Promote And Monetize Your Android Or iPhone App. Get Hundreds Of Thousands Of Downloads & Grow Your App Business





Synopsis

This book will teach you how to effectively promote your app, get downloads, make money from your app, and help you achieve your goals and dreams for your app. I am an independent mobile app entrepreneur just like you, and I wrote this book to teach you all my strategies for how to:- Get 1,000,000+ downloads from mobile app store marketing- Save money by doing your own ASO (search engine optimization SEO for Android and the Apple App stores) better than most consultants you might consider hiring- Create an app marketing strategy outside the app stores by getting press coverage and learning how to promote an app using social media and social sharing- Make money with effective app store monetization to help you maximize your app revenue with subscriptions, in-app purchases, publishing effective ads, selling affiliate products and other strategies used by successful mobile app businesses- Create a successful mobile app business!

I wrote this book with all my heart and soul. The book draws on my own years of experience building top apps in my niche, promoting apps, making money with my apps, and coaching other app entrepreneurs on how they can make turn their mobile apps into successful businesses. You will be getting the best of all worlds. First, I have very deep hands on experience building and growing my own apps. Second, I have a wealth of experience coaching and observing other app entrepreneurs whose experiences and aspirations are probably very similar to yours. In this book you get all the insights from me making my own apps a success, and the insights of the cumulative experiences of the people I've coached. This is a very to the point book with many actionable tips and strategies for how to promote your mobile app (iPhone or Android), make money from your smartphone applications, and generally treat it as a real business. All suggestions in this book are based on my own experiences promoting my own problemio.com business apps which at the point of latest revision of this book have cumulative 1,000,000+ downloads, and insights of me having coached over 100 other app entrepreneurs. I am an independent mobile application developer and mobile application entrepreneur just like you. I am not a multi-million dollar app development studio or a big company. If you are an independent app developer just like me, you can use the mobile application marketing strategies that I outline in this book. Many of the strategies are simple and effective, and you can begin working on them as early as today. The book contains over 20 strategies to promote your apps. They all worked for my apps and they will help you grow your app to its highest potential. After growing your app, you will be able to make good money from your app, and achieve the goals that you have for your app business. Get the book now, and become a pro at app store marketing (app store SEO which is otherwise known as ASO), and start increasing your app downloads and revenue today!

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Customer Reviews

Alex knows his stuff. There's great and invaluable information in this book. Before you even start to write one line of code, or start writing your idea on a napkin, READ THIS BOOK FIRST!!! A DEFINITE MUST READ FOR ANY APP-TREPRENEUR!!! Thanks for writing it Alex!

You can really learn a ton from this book. I myself had launched an app before reading this book, so I can confirm that a lot of what Alex talks about in his book is accurate. Even as an app publisher myself, I still learned a lot from him. He gives you a first-hand account of all the things you need to do to have a successful app business. The one thing you have to keep in mind, which he seems to downplay in the book, is if you are not an app developer yourself, or have a cofounder/partner who is (and is willing to do a ton of development for no cash), you will be highly challenged to make an app business model work. That's because there's a lot of ongoing development required and if you're having to pay for that out of pocket, it gets really expensive, real fast. That being said, this

book is full of wisdom and if you're considering launching an app based business, I consider this book a must-read.

As someone interested in how marketing works this book appeals to me. Apps in a short time have seemingly become real money spinners for their developers so should one have an app they think could be the next big thing knowing how to market it properly would be crucial. Alex Genadnik has a warm and engaging way of explaining things that gets you excited about the subject even if you had little interest before. When this book is available for download on Android Kindle I will definitely be purchasing.

I found this book very helpful and it has an added bonus of being easy to read. Alex explanation on how to market the apps is based on his experience of creating and marketing his mobile applications. If you are planning to create an mobile application or trying to find strategies on how to market you application, this is a must read.

This was a helpful book to me because it hit on all the points that feeling but not reading elsewhere. If you listen to the tech press and their fanboys you'd end up believing that the only way to make it is to move to Silicon Valley right after college and promise your firstborn to the VCs! Sure that works for 1% of app developers. Alex shows another way- the way for the 99%.

Excellent and professional insight in to what it takes to publish an App and considerations for monetization. Being an Android and iOS developer myself, I was not looking to find so much details, but I am wonderfully surprised with the contents, the thoughtfulness and amazing content I found inside this book. I highly recommend this book for any new or experienced App developer to spend some time with this book.. definitely it will help you strategize your position in the Mobile App business and increase your chances of revenue generation.

This a a great resource highlighting the key elements to consider when building and marketing an app. There's a lot of very practical and tactical advice without being too overwhelming. I especially appreciated the advice to think about what features to build that will make it natural for your app users to invite their friends to download your app!

He pointed out many critical things that I never thought before. I changed my mobile ads strategy

based on his advice. I'm a Korean and English is not my mother tongue, however, I could read this book till the end because this book is written in clear and easy English. If a non-English reader found this book, don't be worried you can read this and deserve it.

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