



# Successful *APP LAUNCH* Strategies



You have a great idea for an app  
*Congratulations*



Be prepared for some competition



**600,000**

**500,000**



Thousands of apps are available



**600,000**



**459,000**

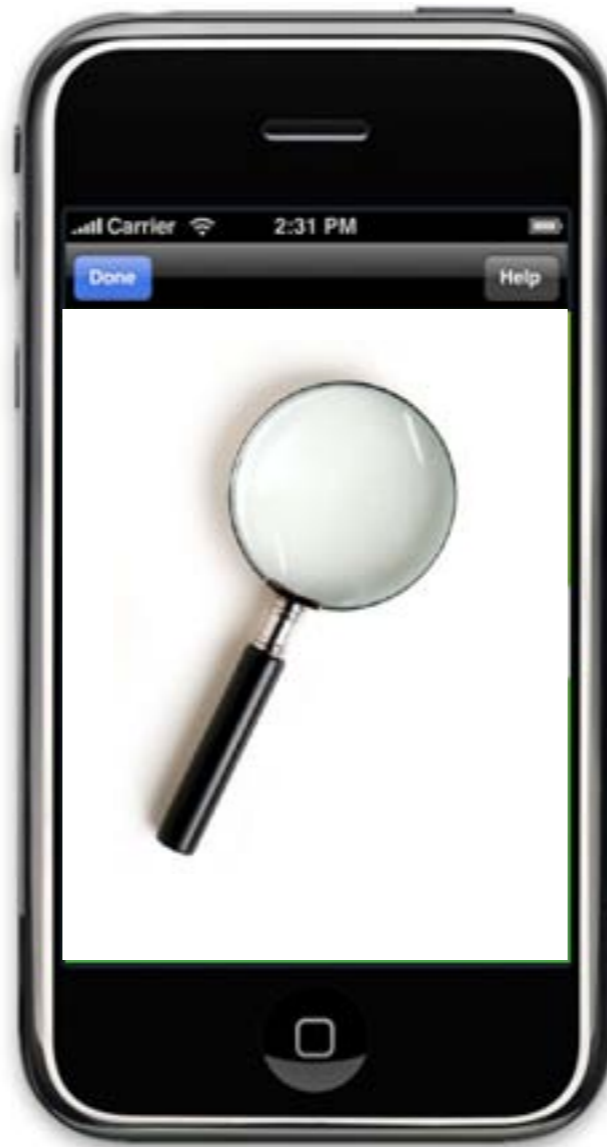


**500,000**



**319,000**

Fewer apps are still active



How will your app get noticed?



You need a strategy



Your Goals

***DETERMINE***

Your Strategy



*Making Money*

*Providing an Educational Service*

*Gathering Data*

*Providing Entertainment*

*Creating Brand Loyalty*

*Creating a Lifestyle for Customers*

**What does success mean to you?**



Who are your customers?



Marketing  
***METHODS***  
for Success



**Television and radio reach millions of people**  
*Television viewers watch an average of 30 hours of programming each week*



# Print attracts interested readers

*Newspapers and magazines reach customers in your market*



Web marketing has unlimited potential

*Social networks specialize in trend setting*



Promotional events let customers try it out

*Trade shows and exhibits build buzz with professionals*



# Corporate partnerships are win-win

*Promote your app in an industry your customers care about*



# In app ads rocket your rankings

*Paying for ads improves your rankings in app stores*



Follow Your  
***STRATEGIES***  
to Success



# Congratulations

*You are ready to develop your app launch strategy*