



## Marketing Apps Selling Apps. How to Create, Sell and Market Apps. App Development, Costs, Tools, Tips, Planning and Promoting Your App.

By Albert Luton

Zoodoo publishing marketing apps and selling apps. Paperback. Condition: New. 108 pages. Dimensions: 9.0in. x 6.0in. x 0.2in. As computing in general and mobile computing in particular are rising, the app industries are booming. This book serves as a guide to beginners in app development on how to market and sell their apps. It contains useful information about apps in general, their types, how to create one, different ways of marketing your apps and how you can finally monetize or make money from your app. If you are looking to make extra money via app creation, this book is for you. It provides you with tips that will help you to have a successful app marketing campaign. Covered in this book: - Advertising - App stores optimization - Best channels - Bringing your sketch to reality - Common concerns - Common mistakes to avoid - Cost - Ethical considerations - Keywords - Know your target audience - Market campaign - Market places - Monetization models - Myths - Name your app - Planning - Platforms - Popularizing your app - Promoting - Research - Selling your app - Social media - The basics - The price - Tools - Tracking success...

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