

*PreApps™*

How To Reach

# Explosive Growth

In Downloads  
& Sales With The

**“Skyrocket  
Downloads  
Method”**



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## GROWTH MARKETING

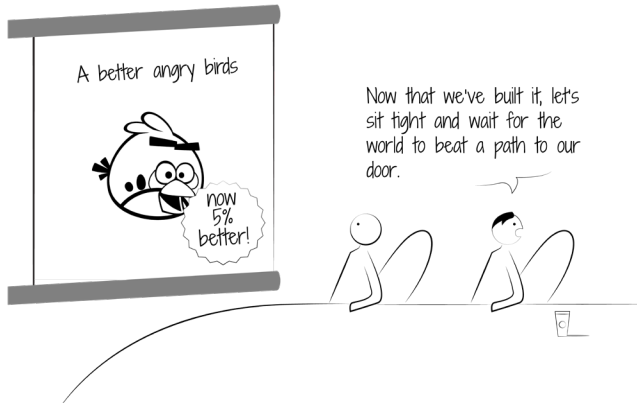
In my opinion, growth marketing is two things. (1) It is the process of driving your users to your App to download and purchase what you are offering, while increasing the appreciation of your App in the process. (2) It is the continual education of your users to the advantages, benefits, and results your App brings them that no one else provides. It's about conveying how your App is both unique and irresistible.

Contrary to what most believe, just building and launching an App in the App Store doesn't mean people will naturally discover and download it. More than 3,000 new Apps are introduced daily. The chances of your App being discovered WITHOUT effective marketing...is slim to none.

Apps don't fail because they didn't build the right App. They fail because they can't get traction. Acquiring users takes creative thinking and strategic planning. Unfortunately, the old saying "If you build it, they will come" doesn't apply in the mobile App industry.

When you market correctly, convincing users to download your App becomes organic. Effective mar-

## If You Build It They Will Come Fallacy



Marketing does your selling in advance, so that by the time consumers come to your App, they are pre-interested, pre-motivated, pre-qualified and pre-disposed to download your App instantly.

The biggest mistake Apps make when trying to grow is failing to pursue traction while developing the App. Many developers think if you build a great App, users will beat a path to their door. Traction and product development are of equal importance. Each should

get half of your attention. Experts call this the 50% rule. Spend 50% of your time on the product and 50% on growth.

When it comes to marketing, many developers feel hesitant promoting it at first because they believe their App may not be “good enough.” They are afraid of what others will say about their creation, their baby. Does this sound like you? If so, by not marketing your App, you are robbing others from the potential value you can offer them with your creation. You do everyone involved a disservice by not sharing it with the world.

As business consultant, Jay Abraham, once said, “If you believe in the product or service you are selling, then you have a moral obligation to do everything in your power to get your product or service in the face of your potential customers”.

## Market to What People Want, Give Them What They Need

Occasionally, I teach a class on App marketing called ‘How to Get an Extra 100,000 Downloads In 30 Days,

WITHOUT Spending Any Money on Ads.’ One of the questions I like to ask my students is, “If you and I both had built a new ride sharing App like Uber and we were in a contest to see who would get the most downloads and active users, what advantages would you most like to have on your side?”

The answers vary. Some want the advantage of offering superior cars to pick up people in, like Lamborghini or Ferraris. Others say they want to have the most beautifully designed and efficient App. Some want to be able to offer the lowest prices, like unlimited rides for only \$50.

After my students finish sharing the advantages they would like to have, I reply, “Okay, I will give you every single advantage you asked for. In return, I only want one advantage. If you will give it to me, I will dominate all of you when it comes to selling rides.”

So what advantage do I want? The only advantage I want is “A DESPERATE crowd who are in an immediate need to get somewhere without a car!”

Even if you have the best, most beautiful, efficient, and affordable solution, you will struggle if you can’t reach those that want your solution. The best advantage is to have your product readily available to a

starving market that WANTS your solution (no matter how simple that solution may be).

The truth is that if you can't get your product to your target market, everything else is pointless. You must be on the radar of groups of people who have demonstrated they are hungry for your product. This is your true target market.

How do you measure this hunger for your product? The ideal target markets are those who recently purchased a similar product to yours and have done so repeatedly. The three ideal guidelines are: buyers, timeliness, and frequency.

**Buyer** - A person who recently purchased a similar product (in our previous example someone who used Uber before). Naturally, groups of people who previously purchased a similar product are far more valuable than those that haven't. They have shown that they are willing to pay for the solution.

**Timeliness** - The more recent a person purchased something like what you offer, the more receptive they will be to your App. Get them... while they're hot!

**Frequency** - The more frequently someone buys a product, the higher their need is for that solution. Get them... while they're still addicted.

If you'd like to attend the next workshop for free simply go to [www.AppMarketingAcademy.com/Workshop](http://www.AppMarketingAcademy.com/Workshop).

## Understand Your Users

Marketing is about human behavior and applied psychology. If you can understand why your users do what they do, and know them better than anyone else, you can provide them with the perfect solution that meets their needs better than anyone else. People are programmed to buy and use the app that they can understand and relate to the fastest. Robert Collier, author of 'Riches in Your Reach,' wrote that to understand your users, "You want to enter the conversation that is existing in your prospect's mind."

What are they thinking about? What are their concerns and objections? What are their desires? What are their fears?



Marketing today is both easier and harder than it has ever been. It's easier because it's cheaper to market to millions of prospects with multiple platforms to engage them with. It's harder because there is so much competition. Everyone is fighting for your potential customer's attention.

In the late 1990's, marketing expert Dr. Jeffrey Lant coined the phrase, 'Rule of Seven.' He believed the average person needed to have seven interactions with your product before engaging with it. This meant it took seven exposures of an advertisement, PR mentions or sales promotional for a customer to make a purchase. In today's market, it's now estimated that it takes an average of 16 exposures to penetrate the buyer's consciousness and drive them to take action.

The problem in today's competitive environment is simply spending money on more advertisements isn't enough. You must penetrate their interest by being creative, authentic, and simple to understand. You must provide more value in your marketing than others who offer similar products or services.

The key to growth marketing is to find your target

market first. Only then can you fully understand them. The more you understand their needs, the better you can connect with them and the easier it becomes to drive them to download your App.

## Have the Right Message

According to Inc.com in 2005, “On average, Americans are subject to some 3,000 essentially random pitches per day.” Think about your day yesterday and how many Facebook ads you saw browsing your newsfeed. You probably saw Google ads in your search, sponsorships during your favorite podcast episode, billboards while driving or commercials while watching television.

You have become numb to most of these since very few commercial messages have any appreciable impact. In today’s online world people are drowning in information but starving for wisdom. If your marketing materials don’t stand out and leave an impact, you will simply get lost in the sea of messages your prospective users ignore each day.

When it comes to downloading and purchasing Apps,

people don't download or purchase out of necessity. They download and purchase based on EMOTION. Just like ANY purchase people make, they buy from emotion first. They later justify the purchase with logic.

Think about the last purchase you made? Did you buy that new pair of shoes because you needed protection for your feet? Or did you buy them because of how they made you feel? People pay for the emotional feeling that comes with that new product or service.

Apps are no different. Studies have shown that people choose using the App Uber over Lyft because of the symbolic identity of Uber.

What comes to mind when you think of Uber? Convenience? What comes to mind when you think of Candy Crush? Addicting? This is the power of messaging. What message do you want your potential users to receive? Do you want to send a message of cheap, ugly, and confusing (like most Apps on the market that make less than \$500 a year)? Or would you prefer sleek, simple, fun, and exciting?

What's the difference between a \$1 Bill and a \$100 Bill? They both have the exact same weight, paper, size, color and type of ink. The only difference between a \$1 Bill and a \$100 Bill is the message on the paper. Which piece of paper would you rather have?

Do you want to present your App as a \$1 App or \$1,000,000 App? The difference is in your message. Simple tweaks to your message can make the difference between success and failure. It can turn a struggling App into a billion-dollar App. Will you position your App as the leader in your market, or simply just like the thousands available in your category?

## Dealing with Competition

People today don't want the same thing they wanted yesterday. Although the features and solutions may be similar, the market is always grasping for a fresh new approach. As of 2017, there are over 500,000,000 people searching for new apps on the App Store every single week.

Every day, I hear from someone who believes their idea is the most unique, original, and revolutionary

App on the market. They honestly believe there is nothing like it on the market. There is a good chance whatever App idea you have, there are hundreds, if not thousands of similar Apps that solve a similar problem.

Don't let that stop you from creating something unique. If something already exists and has proven to be successful, it means users' needs have been met. It means the Product-Market-Fit has already been proven. Proven products can always be improved upon!

## Features vs. Benefits

A common trait among failed and dying Apps is that their marketing messaging was based on the App's features. The truth is people don't care about the features of an App. They care about benefits. They care about how the App applies to them and their life.

Let's say you created a To-Do List App. The first thing most App creators do is share the many features of what the App does. They say things like "better organize your thoughts." This is the same message thousands of other To-Do List Apps share.

Why not label your App: “The #1 To-Do List App on The Market”? Make sure that message is clearly presented at the beginning of your description, the text on your first screenshot, in your video and that your press materials have the same message. You are the market’s best. People are attracted to the best, not something that is slightly better or has hundreds of features.

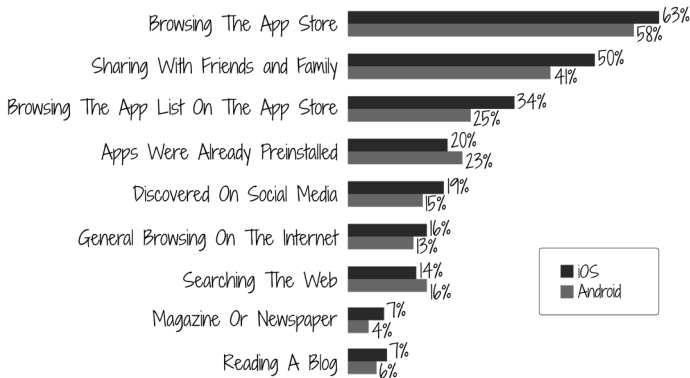
Articulate how the features of your App become beneficial and how it will get them to a desired outcome. Give them the feeling of that benefit. From feeling accomplished by getting more things done with a productivity App, feeling more connected and loved with your social networking App or more entertained with your gaming App.

People don’t pay for features. They pay for outcomes. People buy and download Apps based on emotion that they later justify with logic. Connect with them on an emotional level and your download conversion rate will skyrocket.

# How People Download Apps

In order to market your app successfully you must understand where people currently discover and download apps by each source. This way you can market to the right source and not waste your time and money marketing to the wrong one. According to a study conducted by Apptentive in 2012, the following chart shows a breakdown of how people discover and download Apps by source. 63% of all Apps are discovered and downloaded by searching the App Store and Google Play. The least downloaded source is reading a blog with 7% of downloads. If you can fully understand where users discover Apps, you can better focus your efforts on the sources that will drive the most downloads.

## App Discovery Sources



Source: European Technographics  
Consumer Technology Online, Q4, 2012

## There's No Need to Reinvent the Wheel

Throughout this book, my goal is to help you avoid pitfalls that cost you both time and money following the wrong marketing method. Many new App creators try to reinvent the wheel and fail. There are marketing methods that work, and there are methods that don't. There is no need to try new methods if existing ones have already proven to be successful.

Do you think it would be wise for a new commercial airplane pilot to fly a plane filled with 100 passengers and try out new aerodynamics? What would happen if he shifted the plane up and down at different speeds and altitudes than what have worked in the past? Why would you do the same with your App?

There are fundamental marketing strategies that work that all the top Apps incorporate. If you incorporate them correctly, they will work for you too and allow you to reach a profound level of growth.

When it comes to marketing, there are two fundamental ways to get users to download your App, Organic Traffic or Paid Traffic.



## Method #1: Organic Traffic

Organic Traffic includes traffic you do not own or directly control such as App Store Traffic, Social Media, Press, Apple/Google Feature, Referral Systems and any other channel that naturally drives users to your App that you do not directly pay for.

The reason you don't control this type of traffic is because you are not paying directly for advertisements or installs. For example, you don't own the Apple App Store and therefore, cannot directly drive users to your App. Organic Traffic is the most sought-after traffic since it is the most affordable method to drive the highest engaged loyal users. Any App that ever went viral was a by-product of Organic Traffic. For an App just starting out, managing and growing Organic Traffic should be your primary focus.

## How to Be Found on The App Store

With 500,000,000 visitors a week, the App Store has the power to drive more than 100,000 organic free downloads a day to your App (like Candy Crush), or 0 a day (like so many). It is highly dependent on the

ranking and exposure your App has on the App Store (called App Store Optimization).

Think of App Store Optimization (ASO) as the way in which people naturally discover and download your App. For example, if users want an App to make their photos look better, they will search the App Store for “photo editor” and then download one of the top Apps that appear.

As shown in the previous chart, 63% of all downloads come directly from the App Store and Google Play. This makes ASO the #1 organic marketing source that drives most App downloads on the market. The depth and degree to which you master App Store Optimization, dictates your success.

Unfortunately, 90% of Apps on the market are doomed for failure because they are undiscoverable (ranked below #50 in search results). They don’t incorporate effective ASO techniques. I don’t want that to happen to you.

The following techniques are proven ways top Apps have been able to beat the system and reach more than 1,000 organic App downloads every day using

App Store Optimization.

## The “Skyrocket Method”

At PreApps, we have coined the term the “Skyrocket Method.” This incorporates a strategic results-oriented organic launch strategy that has proven to ‘Skyrocket’ downloads and exposure with organic traffic.

I’m about to share that method with you. What follows is a breakdown of our 10-step system that is used to launch or update ANY App successfully to maximize downloads on the App Store and Google Play.

It’s important to note these steps do not need to be followed in any particular order, as long as you use each of them in your launch. Think of each step as an instrument within an orchestra. Your job is to play each instrument to the best of your abilities. Every instrument is essential in the context of the symphony. You might not excel at every instrument but the app market isn’t an individual performance. It’s important to improve and refine each instrument to play in universal harmony for the long term.

# The "Skyrocket Method"

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## **Step #1:** Creative & Searchable Name

What the top Apps understand is that the keywords you incorporate in your title are the primary way the App will be discovered. For example, when working with the new social networking App TagFi, we got it to #1 on the App Store for multiple keywords including

“Social Group.” Instead of just using the name “Tag-Fi” we changed it to “TagFi – Social Group” As result, it outranked billion-dollar Apps like Facebook, Tango, and Google Hangouts by including strategic keywords within the App title.

When naming your App, conduct research to find the best keywords to incorporate. The keywords you select for your title have the highest-ranking weight in the App Store. We recommend limiting yourself to using your top 2 - 3 keywords in your title. Think quality over quantity. This is why the Gmail App (with more than 3-billion downloads), has the title “Gmail – email by Google; secure, fast & organized.”

The structure of the Gmail titles allows the App to rank at the top of the search results for the search terms “email by Google,” “fast & organized,” and “fast email.” Keep in mind that you may need to update and change your App name at times based on your ranking in the App Store.

The App’s name should give users an impression of what it does and create an interest in learning more. Make sure your name is catchy, engaging, and descriptive.

## **Step #2:** Eye-Catching Icon

Since the first impression a user will have of your App is the icon, it is critical you spend time making it unique, compelling and simple. A noteworthy icon uses vibrant colors and a distinctly recognizable symbol.

Instagram is a great example. It uses a symbol that is relevant to the App's name. It is also important to avoid including large amounts of text, shapes, and colors in your icon. Those elements will overwhelm users. Furthermore, they won't be noticeable on a small screen.

Consider why someone would click and select your icon over similar ones in your category. Line up five similar competing Apps and ask yourself, why would users select yours over another's? What can you do to stand out? The biggest factor is the color palette you choose to use to stand out, capture and captivate their attention.

Choose colors that will automatically create a positive association for your App. For example, blue is a good choice for a shopping App. Consumers associate blue

with trust and confidence. It's no surprise that Amazon and Wal-Mart have a signature blue. Yellow is a good choice for lifestyle Apps because people associate yellow with happiness.

### **Step #3:** Specific & Searchable Keywords

Choosing the right keywords for your app can be the difference between getting 10 downloads or 1,000 downloads a day. By working with thousands of App creators, I have found the average creator doesn't fully understand the importance of keywords. They either mistakenly choose the wrong ones or omit them all together. If you had a website and wanted to it to appear on the first page of Google when searching for it, you would incorporate specific keywords on your website. This is so Google can find and identify what your website does and send traffic to it. The same holds true for the App Store and Google Play.

Think of the App Store and Google Play as their own search engines which get more than 500,000,000 new visitors per week. When people are looking for new Apps, they go to the search bar and type in a specific search phrase to find a certain type of App.

Statistically, keyword searches are responsible for most of all App downloads. Finding the right keywords involves researching what your users naturally search for and which words your competitors use. It is important to look for keywords that have a high search volume, low competition and a high probability of ranking.

Research and understand the terms people naturally enter in the App Store and Google Play search bars to find the solution you offer. How many people search for that term in a month? How many other Apps are ranking for that search term?

The App Store allows you to submit up to 100-characters to rank. Take full advantage of this limit. It will allow you to have more ways for users to discover your App. There are also techniques you can use to maximize the 100 characters you have. For example, use singular forms of words instead of plural and don't spell out numbers (use 5 instead of five). The Google Play Store does not allow you to directly submit keywords. Instead, it takes ALL of your App information into consideration – your title, publisher name, description, and user reviews. Furthermore, you should change keywords in response to changes in the market.



## Step #4: Viral Videos

If you want your App to go viral, you need a viral video. To give you an example, at our agency PreApps, we produced a high-quality App promo video for a new Groupon competing App called Planet Peeps, which instantly went viral reaching more than 100,000 views in just 10 days on YouTube. This is the power of having a high quality promotional video. According to the analytics agency, AdColony, 98% of the top Apps rely exclusively on video as their primary method for user acquisition. This means that the top apps on the market are using videos on the App Store, Google Play, Facebook, and YouTube to drive downloads.

In today's market videos are something your prospective users will expect. So without effective high-quality videos, your App will be at a significant disadvantage. Experts agree users are more likely to view your video than they are to go through your screenshots or read your description. So, it is essential for your video to make a good first impression. Your videos should be designed to educate, excite, and inspire users to act and download your App instantly. To keep the viewer engaged, it's recommended that your video includes a combination of communication el-

ements: voiceover, featured text, background music, while highlighting your key benefits.

## **Step #5:** Captivating Screenshots

App screenshots take up over 65% of the App Store preview and are the most important visual content that a user will look at. What do Billion Dollar app screenshots from Uber, Airbnb, and Snapchat all have in common? Each screenshot has a purpose and leaves an impact on the viewer. Impact is the impression your promotion makes on its intended target. Your screenshots should be compelling, engaging, and persuasive.

Think of the screenshots you present as the storefront of your business. If you were walking down Main Street and saw a store with ugly and confusing products displayed in the window, would you go inside? Probably not! Yet that's exactly what most beginners have on the App Store. Most simply display boring and confusing screenshots taken directly from the App. This can confuse the viewer. They have no idea what benefits you offer by simply viewing your Apps interface. Remember when it comes to marketing if you confuse, you lose. Don't confuse your potential users.

Effective screenshots are designed to captivate your users' attention and inspire them to action. You must treat your screenshots as if they were your primary marketing assets. Post your screenshots in a logical order that show common user flows. The first screenshot is the most important, so it better give the user a clear idea of the purpose of your App and why it is better than others on the market. Each screenshot should highlight an important benefit and include at least one line of text to describe it.

### **Step #6:** Compelling Description

When looking at the most successful Apps, you'll find they all follow a specific formula only a select few know about. The proven sequential formula is called AIDA. It stands for Attention, Interest, Desire, and Action. This is a formula all great copywriters understand.

1. First, captivate their **ATTENTION**. 98% of users won't read past the first 200 characters. You'd better set the tone with authority.
2. Second, get them **INTERESTED**. Explain why

they want YOUR solution.

3. Third, make them **DESIRE** what you offer by articulating the benefits they will receive (not the features).

4. Fourth, inspire them to **ACT** and download the App instantly. Explicitly tell them: download this App now! This is something so many Apps on the market miss. It's important to lead the prospect by the hand and inspire them to take direct action now. Otherwise, they'll just continue to browse for other solutions.

Although it's reported only 2% of users will read the full description, it's still important to include the key benefits of your App at the beginning. Unless the user decides to click on the "more" button, they won't see the rest of it. Therefore, your first few sentences must be compelling and include enticing keywords to capture the user's attention quickly.

### **Step #7: Make It Famous**

With hundreds of thousands of competing Apps on the market, what is the quickest and easiest way for

you to cut through the noise and clutter to differentiate yourself and establish yourself as a market leader? The answer is by securing high-profile press and media attention around your App launch. When working with the billion-dollar publisher Cheetah Mobile on their Android utility App Security Master, we executed a PR campaign to get the App worldwide recognition on high-profile outlets with millions of visitors. The app was recognized and promoted on The Huffington Post, The Next Web, Entrepreneur, and many others.

By strategically securing high profile media attention on these outlets, it provided a perfect storm of excitement that made the App trend across the web. Security Master now has more than 550,000,000 downloads.

The key is having multiple high-profile outlets with millions of visitors promoting your App at the same time upon launch and recognizing it as the new market leader in your category. When you get everyone promoting your App upon launch or update (preferably within the first 2 weeks), you start trending. As a result, this can make you an instant App celebrity. Not only do you get to secure market validation and

brand exposure, but you also get worldwide promotion to millions of visitors to download your App.

### **Step #8:** Make It International/Localized

The magic of launching an App in the App Store or Google Play Store is that you have the potential to reach a worldwide audience. By properly localizing your App, downloads can increase as much as (or even more than) 200%.

If you plan on releasing an App outside of your home country, localize the title, description, and keywords to match that country.

This gives you the opportunity to use extra titles, descriptions, and keywords which ultimately result in higher visibility. The App Stores are in 150 different countries and 40 different languages. Localization is considered one of the easiest ways to increase your App's visibility and downloads. The top five languages experts recommend you target to reach the largest markets are: Chinese, Japanese, German, Korean, and Spanish.

You might be surprised to discover that another coun-

try may love your App more than the one it's currently published in. Auto translating /or using Google translating for keywords and descriptions is NOT advised. It can lead to awkward, poor or meaningless keywords, which won't benefit your App at all. Where possible, have native speakers / professional translators help you translate your App Store materials.

### **Step #9:** Attract User Reviews

A major factor that contributes to your ranking and visibility on the App Store and Google Play is the quality and quantity of user reviews. Both App & Google have a process to regularly crawl through your reviews to see what others are saying about your app. Users are also more likely to download Apps with higher ratings. In fact, many of them form a first impression after reading a few reviews. Sending timely push notifications within your App can help you gain more user reviews.

Additionally, obtaining and encouraging user reviews is the perfect way for you to gain feedback on your App and find out which features users love, which they would like to see improved, and which they absolutely despise. You can analyze your ratings to dis-

cover what users are thinking.

## **Step #10:** Make It Social

Did you know that 19% of Apps are discovered on social networking platforms? Maintaining active social media pages is crucial for gaining new users and retaining current ones. Social media is an essential part of stimulating conversations about your App. If you've put time and effort into social media and you haven't seen results, then it is time to rethink your game plan!

If you feel fans are not seeing your posts, you may be posting the wrong messages or posting at the wrong times. Facebook and Twitter have optimal times for posting. Facebook's reported optimal times are Monday – Thursday from 11 am – 5 pm EST. Twitter's reported optimal times are Monday – Thursday from 9 am – 3 pm EST. Posting targeted content at certain times will result in a higher rate of user engagement and therefore driving more downloads. Additionally, we have found using Caps Case Typing for the first letter of words draws 52% more re-shares.



## App Store Optimization Takes Time and Constant Attention

While ASO has proven to be a critical tool in driving consistent organic downloads, it's not something that happens overnight. The App Store Optimization process takes time and must constantly be improved. It is recommended to analyze and improve your keywords, title, screenshots, videos, and description every few months.

### Method #2: Paid Traffic

Paid Traffic is something you can directly control and scale quickly but it comes at a substantial cost. With Paid Traffic, if the stars align and everything goes right, you can quickly go from 0 to 1,000,000 downloads. On the other hand, you can also go broke paying for the wrong advertisement or not having a profitable monetization structure in place.

This type of acquisition method includes buying

Search ads, Facebook ads, Twitter ads, YouTube ads, AdWords, and any other cost per install/download method. For this to work you need to have a strong monetization in place (Lifetime Value) to ensure you make more than you spend.

Billion dollar Apps like Clash of Clans, Candy Crush, and Angry Birds spend millions each month on Paid Traffic. As serial entrepreneur Dan Kennedy once said, “Ultimately, the business that can spend the most to acquire a customer wins.” This might sound counterintuitive, but it’s essential in a world where advertising on Facebook and other channels is getting more expensive. You need to be able to compete against others in your App category. If you can pay more than your competitor to acquire new users and STILL be profitable, you will become the dominate force in your market. When it comes to undergoing Paid Traffic, it’s all about sending the right message to the right audience at the right time.

To compare paid traffic to fishing, the bait, the line, and the fishing reel you use is dependent on what you’re fishing for. Your potential App users are the hungry fish, your ads are the lures, and every visit is a nibble. But different fish go for different types of

lures. Bass go for one lure while trout for another. When I'm fishing for bass, I don't put a trout lure on the line. In the App business, you can't afford to go in blind and just hope for the best.

## Whoever Spends the Most to Acquire Users Wins

What has been taught in Universities for generations is the same method traditional businesses use to drive traffic. They set a percentage of their overall budget towards marketing. Typically, that amount is anywhere between 10% and 20%. So, if you have a \$100,000 investment in your App, you would allocate \$10,000-\$20,000 towards marketing. This is how most people think and it's the wrong approach.

Most people put a 10%-20% budget towards this marketing effort because they don't have a predictable outcome. Much like a casino slot machine, they hope to hit a jackpot and have the App go viral. They try different outlets like Facebook ads, Twitter, and AdWords. Instead of a casino slot machine, I recommend looking at paid traffic marketing methods like a vending machine that clearly outlines the price for

each outcome. That way you know how much you can spend to get a new user.

Let's say that your App has a lifetime value of \$10 from one user. This means over the course of the life of a user engaging your App, you would make \$10 in sales. Now let's say it would cost you \$5 to acquire that user running Facebook ads. How much of your overall budget would you spend to acquire users? 10%? 20%? 100%? If you can make \$10 in sales for each new user and only spend \$5 to acquire them, then you would want to spend as much of your budget as possible to get as many users as you can for only \$5. This is how Uber, Square, Candy Crush, and the other successful Apps on the market operate regarding paid traffic.

Successful developers narrow their focus and fully understand what it costs to acquire a user through each channel. With the analogy of a vending machine, you should have different options based on different pricing. You could look at it and say, "I could pick the Facebook ads option that's going to cost \$5 per download or I could select the Twitter ads option and it may cost me only \$4 per download."

Paid advertisements require analysis, discipline and a little courage. If your budget is modest, be very cautious. If your budget is robust, hire a professional to help. Most simply throw money into the wind not knowing any type of predictable result. Instead of using a vending machine, they are simply putting money into the casino's slot machine and hope they get lucky.

### - Key Points-

- “If you believe in the product or service that you are selling, then you have a moral obligation to do everything in your power to get your product or service in the face of your potential customers.” - Jay Abraham
- Enter the conversation that exists in your prospect’s mind.
- People buy out of emotion and justify with logic.
- Simple tweaks to your messaging can make the difference between your App succeeding and failing.
- It’s your messaging that defines the emotional connection users will have with your App.

## - Action Steps -

- How do you want users to feel when they think about your App?
- Who is your target market and what do they want?
- What keywords are you going to target for users to discover your App?
- What message do you want to get across to your potential users?
- How do you want users to feel when they first interact with your App?
- How can you motivate the user to take an action that will also load the next future trigger?
- Brainstorm ways to surprise and delight your users.